

## **ABSTRAK**

Skripsi dengan judul “Pemberdayaan Ekonomi Masyarakat Melalui Bisnis Tanaman Hias Di Desa Banyuurip Kecamatan Kedamean Kabupaten Gresik Dalam Perspektif Manajemen Bisnis Syariah” ini ditulis oleh Cucuk Cahyati, NIM 12405183020. dengan Dosen Pembimbing Bapak Dr. Nur Aziz Muslim, M. H. I.

Penelitian ini membahas tentang penerapan pemberdayaan ekonomi masyarakat di Desa Banyuurip yang terkenal sebagai sentra tanaman hias di Kabupaten Gresik. Dengan menggunakan penelitian kualitatif dan teknik pengumpulan data dilakukan dengan cara observasi, wawancara, serta dokumentasi sehingga penelitian ini berfokus kepada: (1) Bagaimana Konsep Pemberdayaan Ekonomi Masyarakat melalui Bisnis Tanaman Hias di Desa Banyuurip Kecamatan Kedamean Kabupaten Gresik? (2) Bagaimana Pemberdayaan Ekonomi Masyarakat melalui Bisnis Tanaman Hias di Desa Banyuurip Kecamatan Kedamean Kabupaten Gresik dalam Perspektif Manajemen Bisnis Syariah? (3) Apa Saja Faktor Pendukung dalam Pemberdayaan Ekonomi Masyarakat melalui Bisnis Tanaman Hias di Desa Banyuurip Kecamatan Kedamean Kabupaten Gresik? (4) Apa Saja Faktor Penghambat dalam Pemberdayaan Ekonomi Masyarakat melalui Bisnis Tanaman Hias di Desa Banyuurip Kecamatan Kedamean Kabupaten Gresik?

Hasil penelitian menunjukkan bahwa: (1) Konsep Pemberdayaan ekonomi masyarakat melalui bisnis tanaman hias adalah memberdayakan masyarakat yang memiliki potensi untuk dikembangkan. (2) Pemberdayaan ekonomi masyarakat dalam perspektif manajemen bisnis syariah masih kurang, masyarakat Desa Banyuurip masih belum memahami sepenuhnya tentang manajemen bisnis yang baik. (3) Faktor Pendukung dalam pemberdayaan ekonomi adalah kerjasama yang baik antara pihak pemerintah desa dan masyarakat serta dukungan dari pemerintah berupa sarana-prasana. (4) Faktor Penghambat adalah sumber daya manusiannya yang kurang memahami dalam hal pengetahuan tentang manajemen bisnis.

**Kata Kunci:** Pemberdayaan, Masyarakat, Manajemen, Bisnis, Tanaman Hias

## **ABSTRACT**

*The thesis entitled "Community Economic Empowerment Through Ornamental Plants Business in Banyuurip Village, Kedamean District, Gresik Regency in the Perspective of Sharia Business Management" was written by Cucuk Cahyati, NIM 12405183020. Nur Aziz Muslim, M. H. I.*

*This study discusses the application of community economic empowerment in Banyuurip Village which is famous as an ornamental plant center in Gresik Regency. By using qualitative research and data collection techniques are carried out by means of observation, interviews, and documentation so that this research focuses on: (1) What is the Concept of Community Economic Empowerment through the Ornamental Plant Business in Banyuurip Village, Kedamean District, Gresik Regency? (2) How is Community Economic Empowerment through Ornamental Plant Business in Banyuurip Village, Kedamean District, Gresik Regency in the Perspective of Sharia Business Management? (3) What are the Supporting Factors in Community Economic Empowerment through Ornamental Plant Business in Banyuurip Village, Kedamean District, Gresik Regency? (4) What are the Inhibiting Factors in Community Economic Empowerment through Ornamental Plant Business in Banyuurip Village, Kedamean District, Gresik Regency?*

*The results of the study show that: (1) The concept of community economic empowerment through ornamental plant business is to empower people who have the potential to be developed. (2) Community economic empowerment in the perspective of sharia business management is still lacking, the people of Banyuurip Village still do not fully understand good business management. (3) Supporting factors in economic empowerment are good cooperation between the village government and the community as well as support from the government in the form of infrastructure. (4) The inhibiting factor is human resources who do not understand in terms of knowledge about business management.*

**Keywords:** *Empowerment, Community, Management, Business, Ornamental Plants*