

ABSTRAK

Skripsi dengan judul “Peran Usaha Produksi Keripik Pisang Terhadap Perekonomian Keluarga Ibu Marik dimasa Pandemic Covid-19 Dalam Perspektif Ekonomi Syariah (Studi Kasus Usaha Keripik Pisang Agya Ibu Marik Desa Ngerjo Kecamatan Tanggungunung Kabupaten Tulungagung)” Yang ditulis oleh Nadila Irrin Nassifa, NIM. 12402183305, yang dibimbing oleh Syamsul Umam, S.H.I., M.H.

Penelitian ini dilatar belakangi dengan covid-19 yang berdampak negative dalam perekonomian, sehingga berbagai usaha dilakukan, dan setiap keluarga untuk menstabilkan perekonomiannya. Usaha keripik pisang yang terus dijalankan di era covid-19 tidaklah mudah banyak peran yang diambil untuk terus berjalannya usaha ini.

Penelitian ini berfokus pada usaha produksi keripik pisang Ibu Marik di desa ngerjo terhadap perekonomian keluarga dalam masa pandemic covid-19 dalam perspektif ekonomi syariah, dimana produksi keripik pisang mengalami penurunan saat pandemi covid-19 yang mengakibatkan perekonomian keluarga menurun. Sebuah keripik pisang mampu menambah pemasukan keluarga, karena usaha keripik pisang mampu dikerjakan di rumah saat masa pandemic covid – 19.

Di dalam penelitian ini jenis penelitian yang digunakan yaitu penelitian deskriptif yang menggunakan pendekatan kualitatif. Perolehan data yang diperlukan yaitu melalui metode observasi, wawancara dan dokumentasi.

Hasil dari penelitian ini adalah usaha produksi keripik pisang dalam meningkatkan perekonomian keluarga saat masa pandemic covid-19 sudah cukup baik dilihat dari upaya yang telah dilakukan oleh pemproduksi, Usaha yang dilakukan oleh pemproduksi keripik pisang di desa ngerjo menggunakan indikator-indikator usaha dalam melakukan pengembangannya diantaranya dengan cara membuat inovasi, modal, bahan baku, memberikan harga yang terjangkau. Selanjutnya usaha produksi keripik pisang juga membahas usaha keripik pisang dalam perspektif ekonomi syariah terdapat prinsip-prinsip ekonomi diantaranya seperti tauhid, ‘adl (keadilan), Nubuwwan (kenabian), Khalifah, Ma’ad (Hasil), dan usaha keripik pisang juga membahas model usaha dan kondisi ekonomi usaha keripik pisang saat masa pandemic covid-19.

Kata Kunci: Usaha, Keripik Pisang, Perekonomian Keluarga, Pandemic Covid-19.

ABSTRACT

Thesis with the title "The Role of Banana Chip Production Business Against the Family Economy During the Covid-19 Pandemic in the Shariah Economic Perspective (Case Study of Agya Banana Chip Business, Mrs. Marik, Ngerjo Village, Responsibilityunung District, Tulungagung Regency)" written by Nadila Irrin Nassifa, NIM. 12402183305, which was supervised by Syamsul Umam,S.H.I.,M.H.

The background of this research is Covid-19 which has a negative impact on the economy, so that various efforts are made for each family to stabilize their economy. The banana chip business that continues to run in the era of Covid-19 is not easy, many roles are taken to keep this business running.

This research focuses more on the role of the banana chip production business in the family economy during the Covid-19 pandemic in an Islamic economic perspective, where banana chip production experienced a decline during the Covid-19 pandemic which resulted in a decrease in people's income. family economy. Banana chips can add to a family's income, because a banana chips business can be run at home during the Covid-19 pandemic.

In this research, the type of research used is descriptive research using a qualitative approach. Obtaining the necessary data is through the method of observation, interviews and documentation.

The results of this study are that the business of producing banana ladybugs in improving the family economy during the Covid-19 pandemic has been quite good in terms of the efforts that have been made by the producers. by making innovations, capital, raw materials, providing affordable prices. Furthermore, the banana chip production business also discusses the banana chip business in a sharia economic perspective, there are economic principles including monotheism, 'adl (justice), Nubuwwan (prophecy), Khalifah, Ma'ad (results), and the banana chip business also discusses models Business and economic conditions of the banana chip business during the Covid-19 pandemic.

Keywords: Business, Banana Chips, Family Economy, Pandemic Covid-19