

## ABSTRAK

Skripsi yang berjudul “Strategi Prospektif Usaha Tambak Udang dan Nelayan Dalam Meningkatkan Kesejahteraan Ekonomi Masyarakat Dalam Tinjauan Ekonomi Syariah” ini ditulis oleh Ayu Dwi Nur Afifah, NIM. 12402193362, Program Studi Ekonomi Syariah, Fakultas Tarbiyah dan Ilmu Keguruan, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. Pembimbing: **Dr. Binti Nur Asiyah, M. Si.**

**Kata Kunci:** Strategi, Usaha Tambak Udang, Kesejahteraan Ekonomi

Penelitian ini dilatarbelakangi oleh desa Tasikmadu yang terkenal dengan usaha tambak udang. Pengusaha tambak udang memiliki capaian kesejahteraan diantaranya tercukupinya kebutuhan pokok, pendidikan, dan usaha tambak udang yang berkembang. Hal tersebut diurai dalam strategi prospektif yang digunakan agar mampu dijadikan acuan bagi masyarakat lainnya. Adapun fokus penelitian ini meliputi: 1. Bagaimana strategi prospektif usaha tambak udang dan nelayan di Desa Tasikmadu di Desa Tasikmadu Kecamatan Watulimo Kabupaten Trenggalek? 2. Bagaimana kesejahteraan masyarakat dalam tinjauan ekonomi syariah setelah diaplikasikan strategi prospektif usaha tambak udang dan nelayan di Desa Tasikmadu, Kecamatan Watulimo, Kabupaten Trenggalek?

Penelitian ini merupakan penelitian kualitatif jenis studi kasus dengan metode pengumpulan data dilakukan dengan cara observasi, wawancara, dan dokumentasi. Teknik analisis berupa pengumpulan data, reduksi data dan kondensasi data, penyajian data, verifikasi dan penarikan kesimpulan. Sedangkan untuk pengecekan keabsahan dilakukan dengan cara perpanjangan pengamatan, peningkatan ketekunan, dan triangulasi. Triangulasi yang digunakan adalah triangulasi sumber, waktu, dan teori.

Hasil penelitian menunjukkan bahwa: 1. Strategi prospektif usaha tambak udang dan nelayan yaitu menggunakan analisis SWOT proses produksi dan pemasaran budidaya tambak udang, strategi kualitas, strategi produk, dan strategi proses. 2. Kesejahteraan masyarakat dalam tinjauan ekonomi syariah yakni perubahan pola hidup masyarakat, tercukupinya kebutuhan primer, peningkatan bidang kesehatan, peningkatan perumahan dan lingkungan, serta aman dan tenang secara lahiriyah maupun batiniyah karena hati karena merasa cukup.

## ABSTRACT

The thesis entitled "Prospective Strategy for Shrimp Farming and Fishermen's Businesses in Improving Community Economic Welfare in the Sharia Economic Review" was written by Ayu Dwi Nur Afifah, NIM. 12402193362, Sharia Economics Study Program, Faculty of Tarbiyah and Teacher Training, Sayyid Ali Rahmatullah State Islamic University Tulungagung. Supervisor: **Dr. Binti Nur Asiyah, M. Si.**

**Keywords:** Strategy, Shrimp Farming Business, Economic Welfare

This research is motivated by the village of Tasikmadu which is famous for its shrimp farming business. Shrimp farming entrepreneurs have achieved prosperity, including having sufficient basic needs, education, and growing shrimp farming businesses. This is outlined in the prospective strategy used so that it can be used as a reference for other communities. The focus of this research includes: 1. What is the prospective strategy for shrimp farming and fishing businesses in Tasikmadu Village in Tasikmadu Village, Watulimo District, Trenggalek Regency? 2. What is the welfare of the community in terms of sharia economics after applying the prospective strategy for shrimp farming and fishing businesses in Tasikmadu Village, Watulimo District, Trenggalek Regency?

This research is a qualitative case study type research with data collection methods carried out by means of observation, interviews and documentation. Analysis techniques include data collection, data reduction and data condensation, data presentation, verification and drawing conclusions. Meanwhile, checking validity is carried out by extending observations, increasing persistence, and triangulation. The triangulation used is the triangulation of sources, time, and theory.

The research results show that: 1. The prospective strategy for shrimp farming and fishing businesses is to use SWOT analysis of the production and marketing process for shrimp farming, quality strategy, product strategy and process strategy. 2. Community welfare in terms of sharia economics, namely changes in people's lifestyles, meeting primary needs, improving the health sector, improving housing and the environment, as well as being safe and peaceful physically and mentally because the heart feels sufficient.