

ABSTRAK

Skripsi dengan judul “Dampak Keberadaan Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung pada Masyarakat dalam Memanfaatkan Peluang Usaha di Sekitar Kampus” ini ditulis oleh Nia Kurniawati, NIM. 126402202134, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dibimbing oleh: Dr. Qomarul Huda, M. Ag.

Penelitian ini dilatarbelakangi oleh keberadaan Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung memunculkan peluang usaha yang tinggi bagi lingkungan sekitar kampus. Tingginya peluang usaha ini harus dimanfaatkan dengan baik oleh masyarakat. Selain itu, keberadaan kampus Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung juga memungkinkan membawa dampak positif dan negatif bagi masyarakat karena terjadinya perubahan lingkungan di Desa Plosokandang.

Tujuan penelitian ini adalah menganalisis peluang usaha masyarakat Desa Plosokandang di sekitar kampus Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, menganalisis dampak positif keberadaan kampus Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung terhadap masyarakat, menganalisis dampak negatif keberadaan kampus Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung terhadap masyarakat.

Metode yang digunakan dalam penelitian ini yaitu penelitian kualitatif dengan jenis penelitian ini adalah studi kasus. Data dalam penelitian ini menggunakan data primer dengan teknik pengambilan sampel data menggunakan teknik *snowball sampling*. Pengumpulan data diperoleh dari wawancara dan dokumentasi dengan teknik analisis data menggunakan model Miles dan Huberman, yaitu reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian ini menunjukkan bahwa peluang usaha yang timbul karena keberadaan Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dapat dimanfaatkan dengan baik oleh masyarakat Desa Plosokandang, hal ini dibuktikan oleh banyaknya usaha-usaha yang berdiri di sekitar Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung seperti usaha yang bergerak di bidang jasa, makanan dan minuman, serta perdagangan. Keberadaan Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung memberikan dampak positif pada masyarakat berupa peningkatan lapangan pekerjaan, dan peningkatan pendapatan masyarakat. Dampak negatif yang ditimbulkan dari keberadaan Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung pada masyarakat yaitu kepadatan dan banyaknya sampah plastik yang disebabkan oleh banyaknya usaha yang menggunakan plastik dalam usahanya.

Kata Kunci : Dampak, Peluang Usaha, Masyarakat, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung

ABSTRACT

The thesis with the title “The Impact of Sayyid Ali Rahmatullah State Islamic University Tulungagung on the Society in Using Business Opportunities around the Campus” was written by Nia Kurniawati, NIM. 126402202134, Sharia Economics Department, Faculty of Economics and Islamic Business, State Islamic University of Sayyid Ali Rahmatullah Tulungagung, supervised by: Dr. Qomarul Huda, M. Ag.

This research is supported by the existence of Sayyid Ali Rahmatullah State Islamic University Tulungagung which creates high business opportunities for the environment around the campus. The high potential of this venture must be well exploited by the village community of Plosokandang. Furthermore, the existence of Sayyid Ali Rahmatullah State Islamic University Tulungagung is expected to have a positive and negative impact on society due to the occurrence of environmental change in Plosokandang Village.

The purpose of this research is to analyze the business opportunities of the village of Plosokandang around the campus of Sayyid Ali Rahmatullah State Islamic University Tulungagung, Analyze the positive impact of the existence of Sayyid Ali Rahmatullah State Islamic University Tulungagung on the community of Plosokandang Village, Analyze the negative impact of the existence of Sayyid Ali Rahmatullah State Islamic University Tulungagung on the community.

The method of approach used in this research is a qualitative approach and this type of research is qualitatively descriptive. Data in this study uses primary data with data source sample technique using snowball sampling technique. Data collection is obtained from interviews and documentation with data analysis techniques using the miles and Huberman models, i.e. data reduction, data presentation, and conclusion drawings.

The results of this research show that the business opportunities arising from the existence of Sayyid Ali Rahmatullah State Islamic University Tulungagung can be used well by the community of the village of Plosokandang, this is proved by the numerous enterprises that stand around the campus of Sayyid Ali Rahmatullah State Islamic University Tulungagung such as enterprises which are engaged in the field of services, food and beverages, as well as trade. The existence of Sayyid Ali Rahmatullah State Islamic University Tulungagung has a positive impact on the community of Plosokandang village, such as improved employment, increased motivation of the community to continue education up to the college level, and improved infrastructure for the village of Prosokandang the negative impact caused by the existence of Sayyid Ali Rahmatullah State Islamic University Tulungagung on the community of Plosokandang village is the air pollution that comes from the density of vehicle activity around the campus.

Keywords: Impact, Business Opportunities, Public, Sayyid Ali Rahmatullah State Islamic University Tulungagung