

## ABSTRAK

Skripsi dengan judul "Strategi Pengembangan Produk Usaha Mikro Kecil dan Menengah (UMKM) dalam Mempertahankan Eksistensi Perspektif Etika Bisnis Islam (Studi pada UD Sari Murni Desa Bono, Kecamatan Boyolangu, Kabupaten Tulungagung)" ini ditulis oleh Ira Maylal Azizah, NIM. 126402201022, Program Studi Ekonomi Syariah, Jurusan Ekonomi, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dengan Dosen Pembimbing Dr. Suminto, M.Pd.I.

Penelitian ini dilatarbelakangi oleh persaingan bisnis UMKM di era modern yang semakin kompetitif namun UD Sari Murni mampu membuktikan produk-produk tradisionalnya tetap eksis hingga saat ini. UD Sari Murni mempertahankan eksistensi melalui strategi bauran pemasaran 4P (*product, price, place, promotion*) salah satunya dengan menerapkan strategi pengembangan produk, meliputi strategi peningkatan kualitas dan fitur produk serta strategi promosi. Fokus penelitian skripsi ini adalah: 1) Bagaimana strategi peningkatan kualitas produk dalam mempertahankan eksistensi UD Sari Murni; 2) Bagaimana strategi peningkatan fitur produk dalam mempertahankan eksistensi UD Sari Murni; 3) Bagaimana strategi promosi dalam mempertahankan eksistensi UD Sari Murni; 4) Bagaimana strategi pengembangan produk dalam mempertahankan eksistensi UD Sari Murni perspektif etika bisnis Islam.

Penelitian ini adalah jenis penelitian deskriptif dengan menggunakan pendekatan kualitatif. Metode yang digunakan adalah wawancara, observasi, dan dokumentasi yang diperoleh langsung melalui penelitian lapangan. Objek penelitian ini yaitu UD Sari Murni yang berlokasi di Dusun Cluwok, Desa Bono, Kecamatan Boyolangu. Teknik yang digunakan adalah menganalisis dengan kondensasi data yang selanjutnya data diuraikan secara terstruktur dan sistematis untuk memperoleh kesimpulan. Pengecekan keabsahan data yaitu melalui ketekunan pengamatan serta uji kredibilitas dengan triangulasi sumber dan teknik.

Hasil penelitian ini adalah: 1) strategi peningkatan kualitas produk UD Sari Murni yaitu menambah lini produk dan ragam produk baru, menggunakan bahan baku berkualitas, dan memprioritaskan kepuasan konsumen; 2) strategi peningkatan fitur produk UD Sari Murni adalah menyediakan berbagai model tampilan dan variasi produk, mempertahankan komposisi dan resep, menjual produk dengan harga terjangkau, serta mengoptimalkan kemasan produk; 3) strategi promosi UD Sari Murni yang efektif dan efisien adalah memanfaatkan media sosial dan menjual produk melalui *e-commerce*; 4) UD Sari Murni mengimplementasikan etika bisnis Islam berdasarkan prinsip kenabian (*nubuwwah*), yaitu *shiddiq, amanah, tabligh, fathanah*.

**Kata Kunci:** Eksistensi, Etika Bisnis Islam, Pengembangan Produk

## **ABSTRACT**

*The thesis with the title "Strategy for Product Development of Micro, Small and Medium Enterprises (MSMEs) in Maintaining Existence of an Islamic Business Ethics Perspective (Study at UD Sari Murni, Bono Village, Boyolangu District, Tulungagung Regency)" was written by Ira Maylal Azizah, NIM. 126402201022, Sharia Economics Study Program, Department of Economics, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University Tulungagung with Supervisor Dr. Suminto, M.Pd.I.*

*This research is motivated by the increasingly competitive MSME business competition in the modern era, but UD Sari Murni is able to prove that its traditional products still exist today. UD Sari Murni maintains its existence through a 4P (product, price, place, promotion) marketing mix strategy, one of which is implementing a product development strategy, including a strategy to improve product quality and features as well as a promotional strategy. The focus of this thesis research are: 1) What is the strategy for improving product quality in maintaining the existence of UD Sari Murni; 2) What is the strategy for increasing product features in maintaining the existence of UD Sari Murni; 3) What is the promotional strategy for maintaining the existence of UD Sari Murni; 4) What is the strategy product development in maintaining the existence of UD Sari Murni according to the perspective of Islamic business ethics.*

*This research is a type of descriptive research using a qualitative approach. The methods used are interviews, observation and documentation obtained directly through field research. The object of this research is UD Sari Murni which is located in Cluwok Hamlet, Bono Village, Boyolangu District. The technique used is analysis by condensing data, then the data is described in a structured and systematic manner to obtain conclusions. Checking the validity of the data is through diligent observation and credibility testing by triangulating sources and techniques.*

*The results of this research are: 1) the strategy for improving the quality of UD Sari Murni products, namely adding new product lines and product varieties, using quality raw materials, and prioritizing consumer satisfaction; 2) the strategy for improving UD Sari Murni product features is providing various display models and product variations, maintaining composition and recipes, selling products at affordable prices, and optimizing product packaging; 3) UD Sari Murni's effective and efficient promotional strategy is to utilize social media and sell products via e-commerce; 4) UD Sari Murni implements Islamic business ethics based on principles of prophethood (nubuwwah), namely siddiq, amanah, tabligh, fathanah.*

**Keywords:** *Existence, Islamic Business Ethics, Product Development*