

ABSTRAK

Skripsi ini berjudul “Peran Program Car Free Day Terhadap Pendapatan dan Keberlanjutan UMKM di Kecamatan Kraksaan Kabupaten Probolinggo” yang ditulis oleh Afnan Ansori, NIM 126405201091, Jurusan Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam (FEBI), Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dengan dosen pembimbing Lativa Hartiningtyas, M.Pd.

Program Car Free Day (CFD) merupakan suatu program yang diselenggarakan oleh pemerintah yang bertujuan untuk mengurangi polusi udara yang dihasilkan oleh kendaraan bermotor. Selain bertujuan untuk mengurangi polusi udara, tujuan program Car Free Day di Kecamatan Kraksaan juga diselenggarakan untuk mawadahi serta menggerakkan ekonomi masyarakat khususnya para pelaku UMKM setelah beberapa tahun sempat terdampak pandemic Covid-19.

Fokus penelitian dalam skripsi ini adalah (1) Bagaimana peran program Car Free Day (CFD) terhadap pendapatan pelaku UMKM di Kecamatan Kraksaan Kabupaten Probolinggo? (2) Bagaimana peran program Car Free Day (CFD) terhadap keberlanjutan UMKM di Kecamatan Kraksaan Kabupaten Probolinggo?

Dalam melakukan penelitian, peneliti menggunakan pendekatan penelitian kualitatif dengan jenis penelitian studi kasus. Adapun sumber data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Peneliti menggunakan observasi, wawancara, dan dokumentasi sebagai teknik pengumpulan data yang kemudian dianalisis dan pengecekan keabsahan data.

Berdasarkan hasil penelitian ini dapat disimpulkan bahwa program Car Free Day memiliki peranan penting terhadap pendapatan pelaku UMKM di Kecamatan Kraksaan Kabupaten Probolinggo. Hal ini dibuktikan dengan adanya peningkatan pada pendapatan para pelaku UMKM. Selain itu, program Car Free Day memiliki peranan penting terhadap keberlanjutan UMKM di Kecamatan Kraksaan Kabupaten Probolinggo. Sebagian besar UMKM sempat terbengkalai karena adanya pembatasan kegiatan saat pandemi Covid-19. Namun sejak Car Free Day dioperasikan kembali pada 24 Juli 2022, para pelaku UMKM mulai merintis kembali usahanya.

Kata Kunci: Car Free Day, Pendapatan, Keberlanjutan, UMKM

ABSTRACT

This thesis is entitled "The Role of the Car Free Day Program on the Income and Sustainability of UMKMs- in Kraksaan District, Probolinggo Regency" written by Afnan Ansori, NIM 126405201091, Department of Sharia Business Management, Faculty of Islamic Economics and Business (FEBI), State Islamic University of Sayyid Ali Rahmatullah Tulungagung with advisor Lativa Hartiningtyas, M.Pd.

The Car Free Day (CFD) program is a program organized by the government which aims to reduce air pollution produced by motorized vehicles. Apart from aiming to reduce air pollution, the aim of the Car Free Day program in Kraksaan District is also to accommodate and stimulate the community's economy, especially MSMEs, after being affected by the Covid-19 pandemic for several years.

The focus of research in this thesis is (1) What is the role of the Car Free Day (CFD) program on the income of MSMEs in Kraksaan District, Probolinggo Regency? (2) What is the role of the Car Free Day (CFD) program in the sustainability of MSMEs in Kraksaan District, Probolinggo Regency?

In conducting research, the researcher used a qualitative approach with a case study research. The data sources used in this research are primary data and secondary data. The researcher used observation, interviews and documentation as data collection techniques which were then analyzed and checked the validity of the data.

Based on the results of this research, it can be concluded that the Car Free Day program has an important role in the income of MSMEs in Kraksaan District, Probolinggo Regency. This is proven by an increase in the income of MSMEs players. In addition, the Car Free Day program has an important role in the sustainability of UMKMs in Kraksaan District, Probolinggo Regency. Most MSMEs were neglected due to restrictions on activities during the Covid-19 pandemic. However, since Car Free Day was operational again on July 24th 2022, MSMEs have started to restart their businesses.

Keywords: *Car Free Day, Income, Sustainability, MSMEs*