

ABSTRAK

Skripsi dengan judul “Peran *Home Industry* Pengrajin Anyaman Bambu “Reyeng” Dalam Meningkatkan Kesejahteraan Masyarakat Ditinjau Dari Perspektif Ekonomi Islam (Studi Kasus di Desa Senden Kecamatan Kampak Kabupaten Trenggalek)” Ditulis oleh Riska Naviatin Isnaini, NIM. 126402201009 dengan dosen pembimbing Prof. Dr. Dede Nurohman, M. Ag.

Penelitian ini dilatarbelakangi oleh Peran industri kerajinan yang terus mengalami perkembangan yang cukup besar dengan dilihat dari segi produksi dan pasar dimana negara Indonesia memiliki banyak daerah penghasil produk kerajinan tangan. Pada tahun 2022 nilai ekspor kerajinan Nasional senilai USD 949 Juta. Hingga saat ini negara Indonesia tercatat sebagai pangsa pasar kerajinan mencapai sekitar 2.5% dari pasar dunia. Sehingga dengan adanya hal tersebut produk kerajinan termasuk kerajinan anyaman berbahan dasar bambu ini cukup berpotensi dalam meningkatkan kesejahteraan para masyarakat di Indonesia.

Rumusan masalah pada penelitian ini: 1) Apa saja alasan yang mendorong masyarakat membuat produk anyaman bambu Reyeng di Desa Senden 2) Bagaimana Peran *Home industry* Pengrajin Anyaman Bambu Reyeng dalam Meningkatkan Kesejahteraan Masyarakat di Desa Senden 3) Bagaimana Tinjauan Ekonomi Islam terhadap *Home industry* Kerajinan Anyaman Bambu Reyeng dalam Meningkatkan Kesejahteraan Masyarakat Di Desa Senden 4) Apa saja Faktor Pendukung dan Penghambat dalam hal mengembangkan *Home industry* Anyaman Bambu Reyeng di Desa Senden Kecamatan Kampak Kabupaten Trenggalek.

Penelitian ini menggunakan Pendekatan Kualitatif. Teknik Pengumpulan data dilakukan dengan wawancara, observasi dan dokumentasi secara langsung. Data bersumber dari pemilik usaha *home industry* pengrajin anyaman bambu Reyeng di Desa Senden. Ada tiga metode yang digunakan dalam analisis data yaitu kondensasi data, penyajian data dan penarikan kesimpulan.

Hasil dari penelitian ini adalah: 1) Beberapa alasan yang mendorong masyarakat membuat produk anyaman bambu Reyeng ini yaitu: Memanfaatkan potensi bambu di Desa Senden; Meningkatkan nilai jual bambu dengan membentuknya menjadi barang kerajinan; Dapat menambah penghasilan keluarga; Ibu rumah tangga menjadi tidak menganggur. 2) Peran *home industry* pengrajin anyaman bambu Reyeng dalam meningkatkan kesejahteraan masyarakat yaitu menyerap tenaga kerja sekaligus menumbuhkan usaha bagi para ibu rumah tangga sehingga dapat menambah pendapatan; pendidikan anak terjamin; mudah memperoleh fasilitas kesehatan dan memiliki hunian yang layak 3) Tinjauan Ekonomi Islam terhadap *home industry* pengrajin anyaman bambu Reyeng yaitu: hifz al-din meliputi sholat, shadaqah, dan berbuat baik; hifz al-nafs terpenuhinya kebutuhan primer, sekunder, tersier; hifz al-aql menghindari narkoba dan miras; hifz al-nasl menghindari zina; hifz al-mal bersikap jujur, amanah dan tanggungjawab dalam jual beli. 4) faktor pendukung *home industry* ini meliputi: SDA; SDM; dan Pemasaran mudah. Sedangkan faktor penghambat meliputi: Bahan baku menjadi sedikit; Peralatan tradisional; Cuaca; dan Waktu.

Kata Kunci: Potensi bambu, Peran Home Industry, Kesejahteraan Masyarakat.

ABSTRACT

Thesis entitled "The Role of Home Industry of Bamboo Weaving Craftsmen "Reyeng" in Improving Community Welfare Reviewed from an Islamic Economic Perspective (Case Study in Senden Village, Kampak District, Trenggalek Regency)" Written by Riska Naviatin Isnaini, NIM. 126402201009 with supervisor Prof. Dr. Dede Nurohman, M. Ag.

This research is motivated by the role of the craft industry which continues to experience quite significant development when viewed from the production and market aspects where Indonesia has many areas producing handicraft products. In 2022, the export value of national crafts was USD 949 million. Until now, Indonesia has been recorded as a market share for crafts reaching around 2.5% of the world market. so with this, craft products including bamboo-based woven crafts have the potential to improve the welfare of the people in Indonesia.

The formulation of the problem in this study: 1) What are the reasons that encourage people to make woven bamboo Reyeng products in Senden Village 2) What is the Role of the Home Industry of Reyeng Bamboo Weaving Craftsmen in Improving Community Welfare in Senden Village 3) How is the Islamic Economic Review of the Home Industry of Reyeng Bamboo Weaving Crafts in Improving Community Welfare in Senden Village 4) What are the Supporting and Inhibiting Factors in developing the Home Industry of Reyeng Bamboo Weaving in Senden Village, Kampak District, Trenggalek Regency.

This study uses a Qualitative Approach. Data collection techniques are carried out by direct interviews, observations and documentation. Data comes from the owner of the home industry of Reyeng bamboo weaving craftsmen in Senden Village. There are three methods used in data analysis, namely data condensation, data presentation and drawing conclusions.

*The results of this study are: 1) Several reasons that encourage people to make these woven bamboo Reyeng products, namely: Utilizing the potential of bamboo in Senden Village; Increasing the selling value of bamboo by forming it into handicrafts; Can increase family income; Housewives become unemployed. 2) The role of the Reyeng bamboo weaving craftsman home industry in improving community welfare is to absorb labor and at the same time grow businesses for housewives so that they can increase income; children's education is guaranteed; easy to obtain health facilities and have decent housing 3) Islamic Economic Review of the Reyeng bamboo weaving craftsman home industry, namely: *hifz al-din* includes prayer, charity, and doing good; *hifz al-nafs* is the fulfillment of primary, secondary, tertiary needs; *hifz al-aql* avoids drugs and alcohol; *hifz al-nasl* avoids adultery; *hifz al-mal* is honest, trustworthy and responsible in buying and selling. 4) Supporting factors for this home industry include: Natural resources; Human resources; and Easy marketing. While inhibiting factors include: Raw materials are becoming scarce; Traditional equipment; Weather; and Time.*

Keywords: *Bamboo Potential, Role of Home Industry, Community Welfare.*