

ABSTRAK

Skripsi dengan judul “Peran Badan Usaha Milik Desa (BUMDES) Pada Ekonomi Kreatif Sarung Tenun Untuk Meningkatkan Kesejahteraan Masyarakat” Penelitian ini di teliti oleh Ilham Doni Surya Auliya’ NIM. 12402193195, Pembimbing Dr. Binti Nur Asiyah, M.Si.

Penelitian ini di latar belakang oleh BUMDes yang merupakan instrumen strategis dalam mendorong perekonomian desa melalui pengelolaan potensi lokal. Salah satu sektor yang memiliki peluang besar untuk dikembangkan adalah ekonomi kreatif, khususnya produk berbasis kearifan lokal seperti sarung tenun.

Fokus penelitian ini adalah: (1) Bagaimana kondisi usaha tenun desa Parengan? (2) Bagaimana peran Badan Usaha Milik Desa (BUMDES) Parengan dalam pengembangan industri sarung kain tenun di Desa Parengan, Kecamatan Maduran, Kabupaten Lamongan? (3) Bagaimana kesejahteraan masyarakat atas peran BUMDes dalam pengembangan tenun ikat? Yang mana bertujuan sebagai berikut (1) Untuk mengidentifikasi kondisi usaha tenun ikat desa Parengan; (2) Untuk mengidentifikasi peran Badan Usaha Milik Desa (BUMDes) Parengan dalam pengembangan industri sarung kain tenun di Desa Parengan, Kecamatan Maduran, Kabupaten Lamongan; (3) Untuk menganalisis kesejahteraan masyarakat perspektif Islam atas peran BUMDes dalam pengembangan tenun ikat.

Dalam Penelitian ini menggunakan metode penelitian kualitatif dengan jenis studi deskriptif. Sumber data terdiri data primer, diperoleh melalui observasi, wawancara dan dokumentasi. Untuk memastikan keabsahan temuan, peneliti menggunakan triangulasi sumber dan teknik.

Hasil penelitian menunjukkan bahwa (1) Kondisi ekonomi kreatif tenun Desa Parengan, Melalui berbagai program pemberdayaan masyarakat, BUMDes telah berhasil meningkatkan kapasitas dan keterampilan para pengrajin, baik dalam hal teknik produksi maupun manajemen usaha. (2) Peran Bumdes pada pengembangan ekonomi kreatif sarung tenun BUMDes juga memainkan peran penting dalam memfasilitasi adopsi teknologi dalam pemasaran produk. 3) Kesejahteraan masyarakat dengan pengembangan ekonomi kreatif Tenun. Bentuk kesejahteraan masyarakat Desa Parengan karyawan mendapatkan gaji, reseller mendapatkan keuntungan, masyarakat terlibat dalam supplay bahan makan dan peralatan.

Kata Kunci: Peran BUMDES, Ekonomi Kreatif, dan Kesejahteraan Masyarakat

ABSTRACT

Thesis with the title 'The Role of Village-Owned Enterprises (BUMDES) in the Creative Economy of Woven Sarong to Improve Community Welfare' This research was researched by Ilham Doni Surya Auliya' NIM. 12402193195, Supervisor Dr Binti Nur Asiyah, M.Si.

This research is motivated by BUMDes which is a strategic instrument in encouraging the village economy through the management of local potential. One sector that has great opportunities to be developed is the creative economy, especially local wisdom-based products such as woven sarongs

The focus of this research is: (1) What is the condition of the Parengan village weaving business? (2) What is the role of the Parengan Village-Owned Enterprise (BUMDES) in the development of the woven fabric sarong industry in Parengan Village, Maduran District, Lamongan Regency? (3) How is the welfare of the community on the role of BUMDes in the development of ikat weaving? Which aims as follows (1) To identify the condition of the Parengan village ikat weaving business; (2) To identify the role of Parengan Village-Owned Enterprises (BUMDes) in the development of the woven fabric sarong industry in Parengan Village, Maduran District, Lamongan Regency; (3) To analyse the welfare of the community from an Islamic perspective on the role of BUMDes in the development of ikat weaving.

This research uses qualitative research methods with descriptive study types. Data sources consist of primary data, obtained through observation, interviews and documentation. To ensure the validity of the findings, researchers used triangulation of sources and techniques.

The results showed that (1) The condition of the creative economy of Parengan Village weaving, through various community empowerment programmes, BUMDes has succeeded in increasing the capacity and skills of the craftsmen, both in terms of production techniques and business management. 2.The role of Bumdes in the development of the creative economy of sarong tenun BUMDes also plays an important role in facilitating the adoption of technology in product marketing. 3. Community welfare with the development of the creative economy of Weaving. Forms of community welfare in Parengan Village employees get salaries, resellers get profits, the community is involved in the supply of food ingredients for equipment.

Keywords: *The Role of BUMDES, Creative Economy, and Community Welfare*