

ABSTRAK

Tesis dengan judul “Strategi Pengembangan Bisnis Kuliner Berbasis Zona Kuliner Halal, Aman dan Sehat dalam Perspektif Ekonomi Islam (Studi Kasus Di Soto Bok Ijo Kediri Jawa Timur)” ditulis oleh Risma Arifiadna, Magister Ekonomi Syariah Pascasarjana Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dibimbing oleh Dr. H. Mashudi, M.Pd.I. dan Dr. Muhamad Aqim Adlan, S.Ag., S.Pd., M.E.I.

Kata kunci: Strategi Pengembangan, Zona Khas, Ekonomi Islam, Kuliner Halal, Aman dan Sehat Soto Bok Ijo.

Di Kota Kediri, pendekatan pengembangan Zona Kuliner Halal, Aman, dan Sehat memiliki karakteristik tersendiri. Kelurahan Tamanan, misalnya, mengagas program Zona KHAS dengan fokus pada kuliner khas daerah, seperti Soto Ayam Bok Ijo. Program ini merupakan hasil kerjasama antara Kelurahan Tamanan dengan Kantor Perwakilan Bank Indonesia (KPw BI) Kediri, yang telah disosialisasikan kepada Paguyuban Soto Ayam Tamanan. Perbedaan pendekatan ini terletak pada upaya pelestarian kuliner tradisional sebagai bagian dari identitas lokal, sekaligus memenuhi standar halal, aman, dan sehat yang ditetapkan dalam konsep Zona KHAS

Penelitian ini bertujuan untuk menganalisis strategi pengembangan bisnis kuliner berbasis Zona Kuliner Halal, Aman, dan Sehat dalam perspektif ekonomi Islam, dengan studi kasus pada Warung Soto Bok Ijo di Kota Kediri. Pendekatan penelitian kualitatif digunakan melalui wawancara mendalam, observasi, dan dokumentasi yang dianalisis secara deskriptif. Penelitian ini menggali empat fokus utama, yaitu: (1) alasan pemilihan lokasi usaha Soto Bok Ijo sebagai bagian dari pengembangan Zona Kuliner Halal, Aman, dan Sehat (2) kendala dan solusi yang dihadapi dalam penerapan konsep Zona Kuliner Halal, Aman, dan Sehat (3) potensi dan peluang yang dapat dimanfaatkan oleh pelaku usaha kuliner dengan adanya Zona Kuliner Halal, Aman, dan Sehat di Kota Kediri; dan (4) strategi pengembangan usaha Soto Bok Ijo agar tetap sesuai dengan prinsip Zona Kuliner Halal, Aman, dan Sehat dan nilai-nilai ekonomi Islam.

Hasil penelitian menunjukkan bahwa: (1) pemilihan lokasi usaha strategis di sekitar Terminal Tamanan didorong oleh aksesibilitas dan potensi konsumen lokal maupun wisatawan; (2) kendala utama meliputi keterbatasan modal, tantangan menjaga konsistensi kualitas, dan adaptasi terhadap kebijakan halal, yang diatasi melalui pelatihan, kolaborasi dengan pemerintah, dan paguyuban pedagang; (3) penerapan Zona Kuliner Halal, Aman, dan Sehat membuka peluang peningkatan citra usaha, memperluas jaringan pemasaran, dan menarik wisatawan yang mengutamakan produk halal; serta (4) strategi pengembangan mencakup inovasi menu, promosi berbasis digital, menjaga kehalalan produk, serta penerapan nilai kejujuran, keadilan, dan tanggung jawab sesuai prinsip ekonomi Islam. Temuan penelitian ini diharapkan dapat menjadi kontribusi teoritis dan praktis bagi pengembangan bisnis kuliner halal di Indonesia.

ABSTRACT

Thesis entitled “Business Development Strategy for Culinary Sector Based on Halal, Safe and Healthy Culinary Zone in the Perspective of Islamic Economics (Case Study at Coto Bok Ijo Kediri, East Java)” was written by Risma Arifiadna, Master of Islamic Economics, Postgraduate Program of State Islamic University Sayyid Ali Rahmatullah Tulungagung, supervised by Dr. H. Mashudi, M.Pd.I. and Dr. Muhamad Aqim Adlan, S.Ag., S.Pd., M.E.I.

Keywords: Development Strategy, Zona KHAS, Islamic Economics, Safe and Healthy Culinary, Soto Bu Ijo.

In Kediri City, the development approach of the Based on Halal, Safe and Healthy Culinary Zone has its own distinctive characteristics. For example, Tamanan Subdistrict initiated the Zona KHAS program by focusing on regional culinary specialties such as Soto Ayam Bok Ijo. This program is the result of collaboration between Tamanan Subdistrict and the Kediri Representative Office of Bank Indonesia (KPw BI), which has been socialized to the Soto Ayam Tamanan Traders Association (Paguyuban). The uniqueness of this approach lies in its effort to preserve traditional culinary heritage as part of local identity, while simultaneously meeting the halal, safe, and healthy standards set out in the Zona KHAS concept.

This study aims to analyze the business development strategy for the culinary sector based on the Based on Halal, Safe and Healthy Culinary Zone concept from the perspective of Islamic economics, using a case study of Warung Soto Bok Ijo in Kediri City. A qualitative research approach was employed through in-depth interviews, observation, and documentation, which were analyzed descriptively. The study focuses on four main aspects: (1) the reasons behind choosing the location of Soto Bok Ijo as part of the Based on Halal, Safe and Healthy Culinary Zone development; (2) the challenges and solutions encountered in implementing the Based on Halal, Safe and Healthy Culinary Zone concept; (3) the potentials and opportunities that culinary entrepreneurs can leverage through the existence of Based on Halal, Safe and Healthy Culinary Zone in Kediri City; and (4) the development strategies for Soto Bok Ijo to remain aligned with the Based on Halal, Safe and Healthy Culinary Zone concept and the values of Islamic economics.

The results of the study show that: (1) the choice of a strategic business location near Tamanan Terminal was driven by its accessibility and the potential to attract both local consumers and tourists; (2) the main challenges included limited capital, maintaining consistent product quality, and adapting to halal policy requirements, which were addressed through training, collaboration with the

government, and coordination among trader associations; (3) the implementation of the Based on Halal, Safe and Healthy Culinary Zone created opportunities to enhance business image, expand marketing networks, and attract tourists who prioritize halal products; and (4) development strategies included menu innovation, digital-based promotion, ensuring product halal compliance, and applying the values of honesty, justice, and responsibility in line with Islamic economic principles. The findings of this study are expected to provide both theoretical and practical contributions to the development of the halal culinary business sector in Indonesia.