

ABSTRAK

Skripsi dengan judul Strategi Pengembangan Badan Usaha Milik Desa Wisata Kuliner Mbalong Kawok Dalam Meningkatkan Kesejahteraan Masyarakat dan Pendapatan Desa Sumberejo Kulon Kecamatan Ngunut Kabupaten Tulungagung ditulis oleh Khoir Binti Masadah, NIM 12402193359, Prodi Ekonomi Syariah, Jurusan Ekonomi, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung yang dibimbing oleh Dr. Binti Nur Asiyah, M.Si

Penelitian ini dilatarbelakangi oleh suatu pemikiran bahwa semua perusahaan tentu mempunyai suatu tujuan salah satunya meningkatkan profit dan Demikian pula dengan wisata kuliner mbalong kawok yang merupakan unit usaha BUMDes Sumberejo Kulon pada awal berdiri sampai dengan saat ini telah mengalami perkembangan usaha yang signifikan.

Fokus penelitian dalam penulisan skripsi ini adalah: 1). Bagaimana strategi pengembangan kuliner mbalong kawok yang dilakukan pemerintah desa dalam meningkatkan kesejahteraan masyarakat dan pendapatan desa dari pengembangan desa? 2). Analisis peningkatan pendapatan Asli desa atas kontribusi strategi Pengembangan Kuliner Mbalong Kawok? 3). Apa saja penghambat dan pendukung dalam strategi pengembangan kawasan kuliner mbalong kawok dalam meningkatkan pendapatan desa?

Jenis penelitian ini adalah penelitian lapangan (*field research*) dengan menggunakan pendekatan metode deskriptif. Dalam pengumpulan data peneliti menggunakan metode observasi, wawancara, dan dokumentasi. Peneliti melakukan pengecekan ulang untuk mendapatkan data yang diperoleh dan menggunakan teknik triangulasi, dengan tujuan untuk mendapatkan kevalidan data. Setelah itu, menganalisisnya melalui reduksi data dan pembuatan kesimpulan.

Hasil penelitiannya adalah 1) strategi pengembangan kuliner mbalong kawok yang dilakukan pemerintah desa dalam meningkatkan pendapatan desa dari pengembangan desa? dilakukan dengan: a) Strategi Korporasi. b) Strategi Bisnis. c) Strategi Operasional 2) Analisis peningkatan pendapatan Asli desa atas kontribusi strategi Pengembangan Kuliner Mbalong Kawok: a) Pendapatan asli desa dapat meningkat. b) Berkurangnya pengangguran di masyarakat, 3). Apa saja penghambat dan pendukung dalam strategi pengembangan kawasan kuliner mbalong kawok dalam meningkatkan pendapatan desa yaitu: a) Kendala internal yaitu terdapat kendala seperti keterbatasan SDM, modal dan fasilitas b) Kendala eksternal yaitu banyaknya wisata kuliner yang mirip mbalong Kawok di wilayah Kabupaten Tulungagung. Solusi strategi pengembangan Badan Usaha Milik Desa (BUMDES) solusi secara internal yaitu: a). tanah tidak sewa, mencari pengurus yang profesional. b) membeli peralatan kerja sesuai dengan yang dibutuhkan. Solusi secara eksternal dengan: a) memberikan pendampingan pelatihan-pelatihan kepada masyarakat, b) Melakukan promosi secara profesional melalui media massa.

Kata Kunci: Badan Usaha Milik Desa (BUMDES), Pendapatan Asli Desa.

ABSTRACT

Thesis entitled "Mbalong Kawok Culinary Tourism Development Strategy in Increasing Income of Sumberejo Kulon Village, Ngunut District, Tulungagung Regency" written by Khoir Binti Masadah, NIM 12402193359, Islamic Economics Study Program, Department of Economics, Faculty of Islamic Economics and Business, State Islamic University Sayyid Ali Rahmatullah Tulungagung guided by Dr. Binti Nur Asiyah, M.Sc.

This research is motivated by the idea that all companies certainly have a goal, one of which is to increase profits. Likewise, the culinary tour of mbalong kawok, which is a business unit of the Sumberejo Kulon BUMDes at its inception until now, has experienced significant business development, this is inseparable from the good implementation of the Business Development Strategy implemented by the Sumberejo Kulon BUMDes. In carrying out its business BUMDes Sumberejo Kulon also faces several obstacles. However, whatever obstacles are encountered, they can be faced by implementing an optimal business development strategy.

The focus of research in writing this thesis are: 1). How is the mbalong kawok culinary development strategy carried out by the village government in increasing village income from village development? 2). Analysis of increasing village original income for the contribution of the Mbalong Kawok Culinary Development strategy? 3). What are the obstacles and supports in the strategy for developing the mbalong kawok culinary area in increasing village income?

This type of research is field research using a descriptive method approach. In collecting data researchers used the method of observation, interviews, and documentation. Researchers double-checked to obtain the data obtained and used triangulation techniques, with the aim of obtaining data validity. After that, analyzing it through data reduction and making conclusions on the validity of the data uses source triangulation and technical triangulation.

The results of the research are 1) the mbalong kawok culinary development strategy carried out by the village government in increasing village income from village development? done by: a) Corporate Strategy. b) Business Strategy. c) Operational Strategy 2) Analysis of increasing village original income for the contribution of the Mbalong Kawok Culinary Development strategy: a) Village original income can increase. b) Reduced unemployment in society, 3). What are the obstacles and supporters in the strategy for developing the mbalong kawok culinary area in increasing village income, namely: a) Internal constraints, namely there are constraints such as limited human resources, capital and facilities b) External constraints, namely the large number of culinary tours similar to mbalong Kawok in the Tulungagung Regency area. Solutions to the development strategy for Village Owned Enterprises (BUMDES) solutions internally, namely: a). land is not leased, looking for a professional manager. b) buy work equipment as needed. The external solution is by: a) providing training assistance to the community, b) Carrying out professional promotions through the mass media.

Keywords: Village Owned Enterprises (BUMDES), Village Original Income.