

ABSTRAK

Islam telah menganjurkan umat muslim untuk melakukan sistem ekonomi Islam seperti berbisnis. salah satu kegiatan bisnis yang sekarang tengah marak berkembang yaitu Usaha Mikro Kecil Menengah (UMKM). sektor Industri pengolahan dan Perdagangan merupakan produk Unggulan kabupaten Bantul, karena sebagian besar masyarakat Bantul menggantungkan hidupnya disektor tersebut. Industri pengolahan di bantul memiliki potensi yang sangat besar karena memiliki berbagai macam sentra kerajinan, sebagaimana menjadi peluang bagi kabupaten bantul untuk merambah kepasar global. pemerintah sangat mendorong sektor perdagangan sebagai pemberdayaan ekonomi lokal karena berdagang menjadi urat nadi perekonomian kabupaten bantul. pertumbuhan toko modern yang semakin pesat telah mengancam keberadaan pasar tradisional. Hal ini di kawatirkan masyarakat akan bealih ke toko modern. Tujuan dari penelitian ini untuk mengetahui Startegi pengembangan UMKM Industri Pengolahan dan Perdagangan dalam menghadapi globalisasi dan bagaimana implementasinya dalam perspektif Islam.

Penelitian ini merupakan penelitian lapanagan (field research). Teknik pengumpulan data menggunakan wawancara, observasi, dokumentasi. Data yang terkumpul di analisis menggunakan analisis SWOT (Strengts, Weakness, Opportunities, Threath) kemudian dianalisis lebih lanjut terkait kesesuaian dengan nilai-nilai Islam

Penelitian ini menghasilkan beberapa Strategi Pengembangan UMKM sektor Industri Pengolahan dan Perdagangan yaitu : Meningkatkan produksi dan kreativitas inovasi sesuai dengan permintaan pasar (QS.At-Taubah:105, QS.Ra'du:11), Meningkatkan Kualitas Produk (QS.Al-Mulk:2), Meningkatkan Kualitas SDM (QS.Mujaadilah:11, QS.Ar-Rahman:33) Meningkatkan lingkungan kerja yang baik (QS.Al-Baqarah:188, QS.Al-Baqarah:148) kemudian Strategi Sektor Perdagangan yaitu : Melestarikan keberadaan Pasar Tradisional (QS.Al-Hasyr:7), Perbaiki Infrastruktur (QS.Al-Ra'du:11), Meningkatkan Kualitas SDM (QS.Al-Mujaadilah:11), Merubah mindset dengan Promosi Pasar tradisional (Al-Baqarah:198), adanya program dana bergulir (QS.Al-Imron:130, QS.Al-Baqarah:278)

Kata kunci : Strategi pengembangan, Usaha Mikro Kecil Menengah (UMKM), Prespektif Islam

ABSTRACT

Islam has suggested the Muslims to implement Islamic economic system such as in business. One of the business activities that is now developing rapidly is Micro, Small and Medium Enterprises (SMEs). The manufacturing and trading sectors are the major products of Bantul Regency since most of Bantul people work in this sector. The manufacturing sector in Bantul has very high potential because it has many craft centers. It becomes the opportunity for Bantul regency to join the global market. In addition, the government highly supports the trading sector as a local economy empowerment since trading becomes the core of the economy in Bantul Regency. The more rapid modern market growth has threatened the existence of traditional markets. It is feared that the society will turn to the modern market. The aims of the research are to find out the development strategy of the SMEs in manufacturing and trading sectors and how the implementation in Islamic perspective is.

This research was a field research. The data collection techniques applied interviews, observations, and documentation. The data collected was analyzed using SWOT (Strength, Weakness, Opportunities, Threat) that was further analyzed in accordance with the Islamic values.

This research results in some development strategies of the SMEs in manufacturing and trading sector that are as follow: Increasing the production and Innovation creativity based on the market demand (QS.At-Taubah:105, QS.Ra'du:11), Improving the product quality (QS.Mulk:2), Increasing the quality of human resources (QS.Al.Mujaadilah:11, QS.Ar-Rahman:33) Improving good working environment (QS.Al-Baqarah:188, QS.Al-Baqarah:148), and the strategies in trading sector such as: Preserving the existence of traditional market (QS.Al-Hasyr:7), Improving the infrastructure (QS,Ar-Ra'du 11), Increasing the quality of human resources (QS.Al.Mujaadilah:11, QS.Ar-Rahman:33), Changing mindset through traditional market promotion (QS.Al-Baqarah:198), and providing revolving fund program (QS.Al-Imran:130, QS.Al-Baqarah:278)

Keywords: Development Strategy, Micro, Small and Medium Enterprises (SMEs), Islamic perspective