

ABSTRAK

Salsabila, Safana. NIM 2210921017. 2026. *Peran Kreativitas Pelaku Usaha dalam Meningkatkan Pendapatan UMKM Ida Batik Perspektif Ekonomi Syariah*. Skripsi, Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Muhammadiyah Jember. Pembimbing: (I) Dhofir Catur Bashori, M.H.I , (II) Istikomah, M.S.I

Kata kunci: Kreativitas Pelaku Usaha, Pendapatan UMKM, Ekonomi Syariah, UMKM Ida Batik.

Persaingan usaha yang semakin kompetitif menuntut pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) untuk terus meningkatkan kreativitas agar mampu menciptakan nilai tambah, memperkuat daya saing, dan meningkatkan pendapatan usaha. Dalam perspektif ekonomi syariah, kreativitas tidak hanya berorientasi pada pencapaian keuntungan ekonomi, tetapi juga harus menghasilkan produk dan praktik usaha yang memberikan kemaslahatan, menjunjung tinggi etika bisnis, serta sesuai dengan prinsip-prinsip syariah. Penelitian ini bertujuan untuk menganalisis praktik kreativitas pelaku usaha dalam meningkatkan pendapatan UMKM Ida Batik ditinjau dari perspektif ekonomi syariah serta menganalisis peran kreativitas pelaku usaha dalam meningkatkan pendapatan UMKM Ida Batik. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Penelitian dilaksanakan di UMKM Ida Batik, Kecamatan Tamanan, Kabupaten Bondowoso. Data diperoleh melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis menggunakan model analisis interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa praktik kreativitas pelaku usaha UMKM Ida Batik diwujudkan melalui pengembangan motif batik khas Bondowoso, diversifikasi produk, penyesuaian desain sesuai kebutuhan konsumen, peningkatan kualitas produk, serta pemanfaatan pemasaran digital. Praktik tersebut telah memenuhi empat dimensi kreativitas Guilford, yaitu *Fluency*, *Flexibility*, *Originality*, dan *Elaboration*. Ditinjau dari perspektif ekonomi syariah, praktik kreativitas yang diterapkan mencerminkan nilai *Fathanah* dan *Tafakkur* dalam proses pengembangan ide serta dilaksanakan secara jujur (*shiddiq*), adil (*Al-'Adl*), amanah, menghasilkan produk yang halal dan *thayyib*, memberikan kemaslahatan (*al-maṣlaḥah*), dan membawa keberkahan (*Al-Barakah*) bagi pelaku usaha maupun konsumen. Kreativitas pelaku usaha berperan dalam meningkatkan pendapatan UMKM melalui peningkatan omzet penjualan, peningkatan laba usaha, perluasan pangsa pasar, serta mendukung keberlangsungan usaha. Dengan demikian, kreativitas yang dikembangkan secara berkelanjutan dan selaras dengan nilai-nilai ekonomi syariah mampu memberikan kontribusi terhadap peningkatan pendapatan sekaligus memperkuat daya saing dan keberlanjutan UMKM Ida Batik.

ABSTRACT

Salsabila, Safana. Student ID 2210921017. 2026. “*The Role of Entrepreneurial Creativity in Increasing the Income of Ida Batik SMEs from an Islamic Economic Perspective*”. Undergraduate Thesis, Islamic Economics Study Program, Faculty of Islamic Studies, Universitas Muhammadiyah Jember. Supervisors: (I) Dhofir Catur Bashori, M.H.I., (II) Istikomah, M.S.I.

Keywords: Business Owners’ Creativity, MSME Income, Islamic Economics, Ida Batik MSME.

Increasingly competitive business competition requires Micro, Small, and Medium Enterprises (MSMEs) to continuously improve their creativity in order to create innovations that enhance competitiveness and increase business income. From the perspective of Islamic economics, creativity is not only oriented toward economic profit but must also produce products and business practices that promote *maslahah* (public benefit), uphold ethical values, and comply with Islamic principles. This study aims to analyze the creative practices of business owners in increasing the income of Ida Batik MSMEs from the perspective of Islamic economics and to examine the role of business owners’ creativity in increasing the income of Ida Batik MSMEs. This study employed a qualitative approach with a descriptive research design. The research was conducted at Ida Batik MSME, Tamanan District, Bondowoso Regency. Data were collected through observation, interviews, and documentation and were analyzed using the Miles and Huberman interactive analysis model, which consists of data reduction, data display, and conclusion drawing. The results of the study indicate that the creativity of Ida Batik MSME business owners is reflected in the development of Bondowoso traditional batik motifs, product diversification, design adjustments based on consumer needs, product quality improvement, and the utilization of digital marketing. These creative practices fulfill Guilford’s dimensions of creativity, namely *Fluency*, *Flexibility*, *Originality*, and *Elaboration*. From the perspective of Islamic economics, these creative practices produce halal products, provide *maslahah* (public benefit) for consumers, apply ethical principles in production and marketing processes, and do not contradict Islamic principles. Furthermore, business owners’ creativity plays an important role in increasing MSME income through increased sales, expanded market share, higher business profits, and improved business sustainability. Therefore, creativity implemented innovatively and in accordance with the principles of Islamic economics contributes to increasing business income while strengthening the competitiveness and sustainability of Ida Batik MSMEs.