

ABSTRAK

Skripsi ini berjudul *Analisis Pengembangan Tarompa Ukia melalui Inovasi Produk Berbasis Prinsip Syariah: Studi Kasus pada Usaha Tarompa Ukia di Jorong IV Kampuang, Nagari Kamang Hilia, Kecamatan Kamang Magek*. Penelitian ini disusun oleh mahasiswa Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas UIN Sjech M. Djamil Djambek Bukittinggi, atas nama Fatmi Asshifa Windy dengan NIM 3722100.

Penelitian ini dilatarbelakangi oleh kondisi Tarompa Ukia sebagai kerajinan tradisional Minangkabau yang memiliki nilai budaya dan ekonomi, namun saat ini mengalami penurunan daya saing akibat munculnya produk modern serta perubahan selera konsumen. Permasalahan dalam penelitian ini adalah bagaimana pengrajin dapat mengembangkan produk secara inovatif tanpa menghilangkan identitas budaya, serta tetap sesuai dengan prinsip syariah. Oleh karena itu, penelitian ini bertujuan untuk menganalisis proses pengembangan Tarompa Ukia melalui inovasi produk berbasis prinsip syariah pada pengrajin di Jorong IV Kampuang, Nagari Kamang Hilia, Kecamatan Kamang Magek.

Penelitian ini menggunakan pendekatan kualitatif deskriptif yang bertujuan untuk menggambarkan dan memahami secara mendalam proses pengembangan Tarompa Ukia melalui inovasi produk berbasis prinsip syariah. Pengumpulan data dilakukan melalui wawancara dan dokumentasi terhadap pengrajin, konsumen, dan masyarakat sekitar di Jorong IV Kampuang, Nagari Kamang Hilia, Kecamatan Kamang Magek. Data yang diperoleh dianalisis secara deskriptif melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan guna memperoleh gambaran yang komprehensif mengenai proses inovasi produk serta penerapan prinsip-prinsip syariah dalam pengembangan usaha Tarompa Ukia.

Hasil penelitian menunjukkan bahwa inovasi produk Tarompa Ukia dilakukan secara bertahap dan sederhana berdasarkan pengalaman pengrajin serta permintaan konsumen. Inovasi difokuskan pada peningkatan kualitas bahan baku, penambahan fitur ukiran seperti ukiran nama dan wajah, serta pengembangan variasi dan produk turunan, sementara desain tradisional tetap dipertahankan sebagai identitas budaya. Selain itu, pengrajin telah menerapkan prinsip-prinsip syariah dalam proses pengembangan produk, yang tercermin dalam kejujuran dalam menyampaikan kualitas produk, amanah dalam memenuhi pesanan, keadilan dalam penetapan harga, serta orientasi pada kemaslahatan. Penelitian ini menyimpulkan bahwa pengembangan Tarompa Ukia melalui inovasi produk berbasis prinsip syariah memiliki potensi untuk meningkatkan keberlanjutan usaha dan pelestarian budaya lokal, meskipun masih memerlukan dukungan dalam aspek permodalan, pemasaran, dan pembinaan usaha agar daya saing produk dapat meningkat secara berkelanjutan.

Kata kunci: Tarompa Ukia, Inovasi Produk, Produk Lokal, Prinsip Syariah, Kerajinan Tradisional

ABSTRACT

This research is entitled *Analysis of Tarompa Ukia Development through Product Innovation Based on Sharia Principles: A Case Study of Tarompa Ukia Craftsmen in Jorong IV Kampuang, Nagari Kamang Hilia, Kamang Magek District*. This study was conducted by a student of the Sharia Business Management Study Program, Faculty of Islamic Economics and Business, UIN Sjech M. Djamil Djambek Bukittinggi, namely Fatmi Asshifa Windy with Student Identification Number (NIM) 3722100.

This research is motivated by the condition of Tarompa Ukia as a traditional Minangkabau handicraft that possesses cultural and economic value but is currently experiencing a decline in competitiveness due to the emergence of modern products and changes in consumer preferences. The main problem addressed in this study is how craftsmen can develop products innovatively without losing their cultural identity while remaining in accordance with Sharia principles. Therefore, this research aims to analyze the process of developing Tarompa Ukia through product innovation based on Sharia principles among craftsmen in Jorong IV Kampuang, Nagari Kamang Hilia, Kamang Magek District.

This research employs a descriptive qualitative approach aimed at describing and deeply understanding the process of developing Tarompa Ukia through product innovation based on sharia principles. Data were collected through interviews and documentation involving craftsmen, consumers, and the surrounding community in Jorong IV Kampuang, Nagari Kamang Hilia, Kamang Magek District. The collected data were analyzed descriptively through the stages of data reduction, data presentation, and conclusion drawing to obtain a comprehensive understanding of the product innovation process and the implementation of sharia principles in the development of the Tarompa Ukia business.

The results of the study indicate that product innovation in Tarompa Ukia is carried out gradually and in a simple manner based on craftsmen's experience and consumer demand. The innovation focuses on improving the quality of raw materials, adding carving features such as name and face engravings, and developing product variations and derivative products, while traditional designs are maintained as a cultural identity. In addition, the craftsmen have implemented sharia principles in the product development process, as reflected in honesty in conveying product quality, trustworthiness in fulfilling orders, fairness in price determination, and an orientation toward public benefit (*maslahah*). This study concludes that the development of Tarompa Ukia through product innovation based on sharia principles has the potential to enhance business sustainability and preserve local culture, although it still requires support in terms of capital, marketing, and business development to improve product competitiveness sustainably.

Keywords: Tarompa Ukia, Product Innovation, Local Products, Islamic Principles, Traditional Handicrafts