

**THE INFLUENCE OF OPOP (ONE PESANTREN ONE
PRODUCT) PROGRAM COACHING ON
INCREASING SALES OF EAST JAVA PESANTREN
PRODUCTS**



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UNIVERSITAS DARUSSALAM GONTOR

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PRODUCT) PROGRAM COACHING ON
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UNDERGRADUATE THESIS

Submitted in fulfillment of the requirement for the degree of Bachelor
of Economics (Islamic Economics)

By

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ABSTRACT

The Influence of OPOP (One Pesantren One Product) Program Coaching on Increasing Sales of East Java Pesantren Products

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One of the largest incomes in the Indonesian state lies in MSMEs (Micro Small Medium Enterprises). MSMEs (Micro Small Medium Enterprises) contribute greatly to GDP growth. However, there are several problems that can hinder the growth or development of MSMEs (Micro Small Medium Enterprises) so that the level of product sales decreases, one of which is the lack of guidance from all aspects, one of which is knowledge about doing business, capital and so on, especially for pesantren product which do not have much knowledge about doing business and also guidance to start doing business.

This study aims to determine and understand the problems that can hinder the increase in sales of MSMEs (Micro Small Medium Enterprises) products, especially in East Java pesantren products. This is done to understand the impact of OPOP program coaching on increasing sales of East Java pesantren products. The method used is quantitative method and uses primary data obtained from questionnaires that have been filled in by respondents, namely participants in the East Java Province OPOP (One Pesantren One Product) program. The implication of this research is for OPOP to increase the coaching time or expand the OPOP program to other areas so that it can help pesantren products in increasing product sales because this program has an important role in the sustainability of increasing product sales.

This study uses simple linear regression analysis, hypothesis testing analysis and requirements testing analysis to analyze data that has been collected through questionnaires using the SPSS (Statistical Package for Social Sciences) program. Researchers found that the coaching provided by the OPOP (One Pesantren One Product) program can have a positive effect on increasing product sales. The hypothesis results show that the OPOP (One Pesantren One Product) program coaching has an influence of 41% on the variable of increasing product sales and 59% is the influence of other variables that are not included in this study.

Keywords: Coaching, OPOP, Increased Product Sales

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ABSTRAK

Pengaruh Pembinaan Program OPOP (One Pesantren One Product) Terhadap Peningkatan Penjualan Produk Pesantren Jawa Timur

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Salah satu pendapatan terbesar di negara Indonesia yaitu terletak pada UMKM (Usaha Mikro Kecil dan Menengah). UMKM sangat berkontribusi terhadap pertumbuhan PDB. Namun, terdapat beberapa permasalahan yang dapat menghambat pertumbuhan atau perkembangan UMKM sehingga tingkat penjualan produk menurun salah satunya yaitu kurangnya pembinaan dari segala aspek salah satunya pengetahuan tentang berbisnis, modal dan lain sebagainya khususnya untuk UMKM pesantren yang mana belum mempunyai banyak ilmu tentang berbisnis dan juga bimbingan untuk memulai berbisnis.

Penelitian ini bertujuan untuk mengetahui dan memahami permasalahan yang dapat menghambat peningkatan penjualan produk UMKM khususnya pada produk pesantren Jawa Timur. Hal ini dilakukan untuk memahami dampak pembinaan program OPOP terhadap peningkatan penjualan produk pesantren Jawa Timur. Metode yang digunakan yaitu metode kuantitatif dan menggunakan data primer yang diperoleh dari questioner yang sudah diisi oleh responden yaitu para peserta program OPOP (One Pesantren One Product) Provinsi Jawa Timur. Implikasi dari penelitian ini adalah bagi pihak OPOP untuk menambah waktu pembinaan atau memperluas program OPOP ke daerah-daerah lain sehingga dapat membantu produk pesantren dalam meningkatkan penjualan produk karena program ini memiliki peran penting dalam keberlangsungan peningkatan penjualan produk.

Penelitian ini menggunakan analisis regresi linear sederhana, analisis pengujian hipotesis dan analisis pengujian persyaratan untuk menganalisis data yang sudah dikumpulkan melalui questioner menggunakan program SPSS (Statistical Package for Social Sciences). Peneliti menemukan bahwa pembinaan yang diberikan oleh program OPOP (One Pesantren One Product) dapat berpengaruh positif terhadap peningkatan penjualan produk. Hasil hipotesis menunjukkan bahwa pembinaan program OPOP (One Pesantren One Product) memiliki pengaruh sebesar 41% terhadap variabel peningkatan penjualan produk dan 59% merupakan pengaruh dari variabel lain yang tidak dimasukkan dalam penelitian ini

Kata Kunci: Pembinaan, OPOP, Peningkatan Penjualan Produk

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DECLARATION

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Program Coaching on Increasing Sales of East Java
Pesantren Products

I hereby declare that this undergraduate thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Mantingan, Rabi'ul Akhir 24th, 1446 H

October 27th, 2024

Author,



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APPROVAL OF SUPERVISOR

To Honorable,
Dean of Faculty of Economics and Management
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Bismillahirrahmanirrahim,
Assalamu'alaikum Wr. Wb

I certify that I have supervised and read this thesis, written by:

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In my opinion, it conforms to acceptable standarts of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor of Islamic Economics Department.

Wassalamu'alaikum Wr.Wb.

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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:


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Program Coaching on Increasing Sales of East Java
Pesantren Products

It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Islamic Economics Faculty of Economics and Management, University of Darussalam Gontor.

Chairman,

Secretary,


Noviana Prasanti, S.H.I., M.E.


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APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis written by:

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It is accepted as a fulfillment of the requirement for the degree of Bachelor of Economics (Islamic Economics) academic year 1445- 1446 H / 2024 - 2025 M.

Mantingan, Rabi'ul Akhir 24th, 1446 H

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MOTTO

من هدي القرآن الكريم

قال الله تعالى في القرآن الكريم

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

﴿ لَهُ مُعَقِّبَاتٌ مِّنْ بَيْنِ يَدَيْهِ وَمِنْ خَلْفِهِ يَحْفَظُونَهُ مِنْ أَمْرِ اللَّهِ إِنَّ اللَّهَ لَا يُغَيِّرُ مَا بِقَوْمٍ حَتَّىٰ

يُغَيِّرُوا مَا بِأَنفُسِهِمْ وَإِذَا أَرَادَ اللَّهُ بِقَوْمٍ سُوءًا فَلَا مَرَدَّ لَهُ وَمَا لَهُمْ مِّنْ دُونِهِ مِنْ وَآلٍ

﴿الرعد: ١١﴾

For him (man) there are (angels) with him in turn from before and behind him who guard by the command of Allah. Verily, Allah does not change the condition of a people until they change what is in themselves. If Allah wills evil for a people, there is no one who can resist it, and there is no protector for them but him.

من هدي النبي صلى الله عليه وسلم

قال رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ التَّاجِرُ الصَّدُوقُ الْأَمِينُ مَعَ النَّبِيِّينَ وَالصِّدِّيقِينَ وَالشُّهَدَاءِ

(رواه الترمذي)

“The honest and trustworthy trader will be with the prophets, shiddiqin, and martyrs on the day of judgment”

DEDICATION

All praise and gratitude to Allah SWT, who has granted the opportunity, ease, patience, and sincerity in every step taken, especially in completing this final academic task. Blessings and peace are always upon our Prophet Muhammad SAW, who has guided us to a better era.

I dedicate this thesis to: Those who have stood by my side through all circumstances during the entire process of this work. Never tiring of praying for me, guiding me, providing support, and fulfilling all my needs. They have given direction before I took any action and accepted me as I am. Thank you for everything!

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I am aware that this thesis is far from perfect, as the saying goes, "There is no ivory that is uncracked," for perfection belongs solely to Allah SWT. I sincerely welcome constructive criticism and suggestions to improve future works and final projects. May this thesis be beneficial for both the author and the readers.

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