

CHAPTER I INTRODUCTION

A. Research Background

National development encompasses all aspects of the nation's life, carried out by both the government and society. The community serves as the object of this development process. Therefore, the government has the responsibility to protect, guide, and support the community while providing necessary aid. To achieve the goals of national development, cooperation between the government and society is essential.¹

There are 6,432 Islamic boarding schools (*pondok pesantren*) in East Java province. These *pesantren* are an ideal ecosystem with strong potential for the growth of the halal industry, where products and business operations meet halal standards and are certified as halal. Currently, the economy in *pesantren* is still predominantly based on processed food and beverages, though some are involved in the fashion industry. It is hoped that more sectors of the halal industry will be implemented and developed in *pesantren* in the future, as the potential and opportunities remain vast.²

Islamic boarding school are indigenous Islamic educational institutions that have existed since the early development of Islam, long before Indonesia's independence, and have continued to grow to this day. These *pesantren* do not rely on government subsidies for their survival and needs. Instead, they maintain their independence to sustain their existence.³

Practically, *pesantren* (Islamic boarding schools) face the forces of globalization and modernization, which are marked by the rapid development of technology and information that, in turn, impacts the quality of education. Even in

¹ Karimuddin Abdullah et al., *Metodologi Penelitian Kuantitatif, Metodologi Penelitian Kuantitatif* (Aceh: Yayasan Penerbit Muhammad Zaini, 2022).

² Leni Cahyani et al., "Peningkatan Dan Pengembangan Model Pemasaran Produk- Produk Hasil Umkm Di Pesantren Al-Kholili," *Jurnal Akrab Juara*, Vol 6, No. 5 (2021), p. 164.

³ Sayyid Sabiq, "Eksistensi Pesantren Sebagai Lembaga Pendidikan Islam," *Atta'dib Jurnal Pendidikan Agama Islam*, Vol. 1, No. 2 (2020), p. 13.

the process of human subjectivity over the universe, tradition, and religion, it has become a reference point for understanding reality through human consciousness and subjectivity.⁴

The government has also partnered with pesantren, making them key collaborators in poverty alleviation and the development of the people's economy. Pesantren are positioned as agents of people-oriented development because they are considered the only institutions that are trusted and capable of distributing public economic funds, with strong grassroots connections and a trustworthy mentality.⁵

Essentially, every company producing goods is expected to understand consumer desires and market conditions. In this era of globalization, competition in the business world is increasingly fierce and unavoidable, with many competitors emerging. According to the State of the Global Islamic Economy (SGIE) Report 2021/2022, the total spending of 1.9 billion Muslims worldwide reached USD 2 trillion by the third quarter of 2021. This expenditure is projected to continue rising, reaching USD 2.8 trillion by 2025.⁶

With the increasing consumer spending interest, businesspeople must increasingly understand effective marketing strategies within the business community. Marketing promotion strategies are part of the marketing field, which includes marketing, marketing management, marketing mix, promotion, promotion mix, marketing strategy, and marketing promotion strategies.⁷ Marketing is directed towards efforts to satisfy consumer needs and wants to achieve the expected profit through the process of exchange or transactions.⁸

⁴ Sabiq., p. 55

⁵ Imam Syafei, "Lembaga Pendidikan Pembentukan Karakter," *Al-Tadzkiyyah: Jurnal Pendidikan Islam*, Vol. 8, No. 01, (2017), p. 85.

⁶ Bank Indonesia, *Majalah Bank Indonesia Bicara*, No. 102, (2023) . p. 3

⁷ Onny Fitriana Sitorus and Novelia Utami, "Strategi Promosi Pemasaran," *Fkip Uhamka*, 2017, p. 1.

⁸ Moh Rusdi, "Strategi Pemasaran Untuk Meningkatkan Volume Penjualan Pada Perusahaan Genteng UD. Berkah Jaya," *Jurnal Studi Manajemen Dan Bisnis*, Vol. 6, No. 2 (2019). p. 51

Table 1.1 Number of Participants in the One Pesantren One Product (OPOP) Program in East Java Province

No	Tahun	Jumlah Peserta OPOP
1	2021	200
2	2022	200
3	2023	250
4	2024	210

Source: One Pesantren One Product

The number of pesantren (Islamic boarding schools) receiving guidance from the One Pesantren One Product (OPOP) program in East Java Province was 200 pesantren in 2021, 200 pesantren in 2022, and 250 pesantren in 2023. This program aims to improve the welfare of the community through pesantren-based empowerment of santri (students), pesantren, and alumni.⁹ The One Pesantren One Product (OPOP) program provides various types of guidance, one of which is product marketing strategy for small and medium enterprises (SMEs). Marketing activities have several objectives, both short-term and long-term. Long-term goals are typically aimed at maintaining the existence of existing products, while short-term goals are focused on attracting consumers, especially for newly launched products.¹⁰

The One Pesantren One Product program has offered various forms of guidance to pesantren that produce goods, encouraging them to continue developing their products to compete with large companies in Indonesia and internationally. The aim of this study is to examine the benchmarks for entrepreneurs when dealing with competitive factors and determine the right sales strategies for they market segment. One of the largest incomes in the Indonesian state lies in MSMEs (Micro Small Medium Enterprises). MSMEs contribute greatly to GDP growth. However, there are several problems that can hinder the growth or development of MSMEs so that the level of product sales decreases, one of which is the lack of guidance

⁹ One Pesantren One Product , *E Book One Pesantren One Product*, <<https://opop.jatimprov.go.id/>>. Viewed On 25 July 2024

¹⁰ Moh Rusdi, "Strategi Pemasaran Untuk Meningkatkan Volume Penjualan Pada Perusahaan Genteng UD. Berkah Jaya," *Jurnal Studi Manajemen Dan Bisnis*, Vol. 6, No. 2 (2019), p. 50

from all aspects.¹¹ 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 research focuses on the impact of the guidance provided by the One Pesantren One Product program on increasing product sales at pesantren. Therefore, in this study, the researcher is interested in investigating "The Influence of the One Pesantren One Product (OPOP) Program's Guidance on the Increase in Product Sales at Pesantren in East Java in 2022-2023." The study aims to determine the effect of the One Pesantren One Product (OPOP) program's guidance on increasing product sales at pesantren in East Java.

B. Research Question

Based on the background mentioned above, the researcher formulated the research question as follows: Does the One Pesantren One Product (OPOP) program's guidance affect the increase in product sales of pesantren?

C. Research Objective

This study aims to determine the impact of the One Pesantren One Product (OPOP) program's guidance on the improvement of pesantren product marketing.

D. Research Benefit

This research is expected to serve as a reference and scientific guideline for the government regarding the influence of the One Pesantren One Product program on OPOP participants, as well as to provide insights for enhancing the government's role in supporting OPOP participants.

1. Academic Benefit

This research is intended to provide a foundation for future studies and enhance knowledge related to the influence of government-provided guidance on OPOP participants, particularly in improving the marketing of pesantren products. It is also hoped to broaden the understanding of related academic fields.

2. Practical Benefits

¹¹ Tulus T.H. Tambunan, *UMKM di Indonesia (Perkembangan, kendala dan tantangan)*, 1st Ed. Jakarta: PRENAMEA GROUP, 2021, p. 53

This research is expected to offer suggestions, ideas, and insights to the government on the impact of government guidance on increasing the marketing of pesantren products. Additionally, it aims to contribute positively to the One Pesantren One Product (OPOP) program in the future.

