

ABSTRAK

Penelitian ini berjudul “*Strategi BPWS Dalam Pengembangan Ekonomi Berbasis Syariah di Bangkalan*” dilatarbelakangi oleh adanya lembaga BPWS yang dibentuk oleh pemerintah yang bertujuan untuk percepatan pembangunan wilayah Suramadu. Dan mengingat pertumbuhan ekonomi yang berbasis Syariah semakin berkembang serta masyarakat Madura khususnya Bangkalan yang mayoritas Muslim. Maka bagaimana strategi BPWS dalam pengembangan ekonomi berbasis Syariah di Bangkalan.

Penelitaian ini menggunakan jenis penelitaian kualitatif deskriptif. Dengan menggunakan teknik pengumpulan data berupa wawancara terhadap pegawai BPWS Surabaya serta teknik dokumentasi yang berhubungan dengan data-data penelitian.

Hasil penelitian ini menunjukkan bahwa strategi BPWS dalam pengembangan ekonomi berbasis Syariah di Bangkalan yaitu pendekaan kultural, pembangunan hotel syariah, pembangunan rumah makan berlabel halal, Pengembangan UMKM Melalui Pembiayaan Syariah, paket wisata syariah, membangun satu madura, membangun dari desa, pembangunan infrastruktur pendukung, dan yang terahir melakukan promosi.

Kata Kunci : *BPWS, pengembangan Ekonomi, Berbasis syariah*

ABSTRACT

This study entitled "Economic Development Strategy BPWS In Sharia in Bangkalan" background by their BPWS institution established by the government which aims to accelerating the development of Suramaduthe area. And given the Sharia-based economic growth and the growing public of Bangkalan Madura especially the Muslim majority, so how North BPWS strategy in Sharia-based economic development in Bangkalan.

This research uses descriptive qualitative research. Using the techniques of data collection in the form of interviews with employees of BPWS Surabaya and technical documentation relating to the data research.

These results indicate that strategy BPWS in the economic development based on Sharia in of Bangkalan, that are wide approach cultural, hotel development sharia, construction of houses eating Halal, travel packages sharia, build one Madura, building of the village, the construction of supporting infrastructure, and the last is the promotion.

Key Words: *BPWS, Economic Development, based on Sharia*

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