

RINGKASAN

Desa Junok kecamatan Sreseh Kabupaten Sampang memiliki bandeng favorit yang disukai oleh konsumen kecamatan sekitar maupun konsumen lainnya. Berdasarkan ketersediaan sumber daya ikan bandeng yang berlimpah tersebut, namun usaha pengolahan ikan bandeng di Desa Junok ini belum sepenuhnya berkembang, maka dilakukan kegiatan penelitian. Penelitian ini bertujuan untuk mengetahui bagaimana Strategi Pengembangan Usaha halal Pengolahan Bandeng Oleh Kelompok Paguyuban Masyarakat Desa Junok Sreseh Sampang. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dan menggunakan pendekatan studi lapangan. Teknik pengumpulan data diperoleh dengan metode wawancara dan observasi. Dengan menggunakan pengumpulan data, reduksi data, penyajian data, dan kesimpulan dalam menganalisa data. Hasil penelitian menunjukkan bahwa strategi pengembangan usaha halal bandeng Junok belum sepenuhnya diterapkan oleh kelompok paguyuban. Meskipun ada kesadaran akan pentingnya kehalalan produk, banyak produsen di Desa Junok yang belum memiliki sertifikasi halal resmi, yang dapat meningkatkan kepercayaan konsumen. Oleh karena itu, dibutuhkan program pendampingan sertifikasi halal terhadap kegiatan produksi bandeng Junok serta pelatihan-pelatihan lainnya yang berkaitan dengan inovasi pengembangan usaha.

Kata kunci: Strategi, Pengembangan Usaha halal, Ikan Bandeng junok.

SUMMARY

Junok Village, Sreseh subdistrict, Sampang Regency has a favorite milkfish that is liked by consumers from surrounding subdistricts and other consumers. Based on the availability of abundant milkfish resources, the milkfish processing business in Junok Village has not yet fully developed, so research activities were carried out. This research aims to find out the Halal Milkfish Processing Business Development Strategy by the Junok Sreseh Sampang Village Community Association Group. This research uses a qualitative descriptive research method and uses a field study approach. Data collection techniques were obtained using interview and observation methods. By using data collection, data reduction, data presentation, and conclusions in analyzing the data. The results of the research show that the Junok halal milkfish business development strategy has not been fully implemented by the association group. Even though there is awareness of the importance of halal products, many producers in Junok Village do not yet have official halal certification, which can increase consumer confidence. Therefore, a halal certification assistance program is needed for Junok milkfish production activities as well as other training related to business development innovation.

Keywords: Strategy, Halal Business Development, Junok Milkfish.