

RINGKASAN

Program *One Pesantren One Product* merupakan suatu program dalam menciptakan, mengembangkan, dan memasarkan produk yang dihasilkan oleh setiap Pesantren di Daerah Provinsi Jawa Barat yang dapat mewujudkan kemandirian Pesantren. Penelitian ini bertujuan untuk mengetahui dan menganalisis bagaimana Implementasi Program *One Pesantren One Product* di Pesantren Al-Maarif, Pesantren Khoerul Falah dan Pesantren Darussalam Kabupaten Tasikmalaya, terutama jika dilihat dari sisi pengembangan usaha/UMKM.

Penelitian yang digunakan yaitu deskriptif komparatif dengan pendekatan kualitatif. Dalam pemilihan informan, penulis menggunakan teknik *purposive* dan *snowball sampling*, pengumpulan data menggunakan wawancara, observasi dan dokumentasi, sementara untuk teknik analisis data menggunakan model analisis interaktif.

Berdasarkan hasil penelitian, Implementasi *Program One Pesantren One Product* di Pesantren Al-Maarif, Pesantren Khoerul Falah, dan juga Pesantren Darussalam Kabupaten Tasikmalaya jika dilihat dari sisi pengembangan usaha baik dari aspek Pasar, Teknologi dan Inovasi, Permodalan dan juga Manajemen, secara umum sudah cukup baik. Tiga Pesantren yang menjadi lokasi penelitian yaitu Pesantren Al-Maarif, Pesantren Khoerul Falah dan juga Pesantren Darussalam Kabupaten Tasikmalaya, usaha pesantrennya dapat dikatakan sudah berkembang.

Kata kunci: Implementasi, *One Pesantren One Product*, Pengembangan Usaha

SUMMARY

One Pesantren One Product Program is a program in creating, developing, and marketing products produced by every Islamic Boarding School in the Province of West Java that can realize the independence of Islamic Boarding Schools. This study aims to find and analyze how the Implementation of the One Pesantren One Product at the Al-Maarif Islamic Boarding School, Khoerul Falah Boarding School, and Darussalam Islamic Boarding School in Tasikmalaya Regency, especially when viewed from the side of business development/MSMEs.

The research used is descriptive comparative with a qualitative approach. In selecting the informants, the writer used purposive and snowball sampling, data collection uses interviews, observation and documentation, while the data analysis technique uses interactive analysis models.

Based on the results of the research on the Implementation of the One Pesantren One Product at Al-Maarif Islamic Boarding School, Khoerul Falah Islamic Boarding School and also Darussalam Islamic Boarding School in Tasikmalaya Regency, when viewed from the side of business development, both from the aspect of Market, Technology and Innovation, Capital and Management, it is quite good. The three Islamic Boarding School that are the research locations, namely Al- Maarif Islmaic Boarding School, Khoerul Falah Islamic Boarding School and also Darussalam Islamic Boarding School in Tasikmalaya Regency, the Islamic Boarding School business can be said to have developed.

Keywords: Implementation, One Pesantren One Product, Business Development