

STRATEGY FOR DEVELOPING FINANCIAL SELF-RELIANCE THROUGH FOOD SECURITY INDEPENDENT BUSINESS AT BOARDING SCHOOLS, BANYUASIN DISTRICT

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Abstract

This study aims to determine the strengths, weaknesses, opportunities and challenges of developing an independent food security business at the Sabilul Hasanah Islamic Boarding School in Mainan Village, Sembawa District, Banyuasin Regency in order to increase financial independence in Islamic boarding schools. This research design uses descriptive analysis with SWOT analysis with 4x4 diagrams, data collection techniques using interviews and observations. The results of this study : 1). Strength: food security (rice) is an abundant resource. 2) Weakness: lack of capital, business units that are not too developed, gaps between managers and students who have their own busy lives and activities. 3). Opportunity: food security business can meet the needs of Islamic boarding schools, can be marketed to realize financial independence, in the future this business program can develop to be bigger in meeting market fulfillment, the regulations that support it are very clear. 4) Threats: the challenges faced are food entrepreneurs who already exist, consistency of suppliers of raw materials and prices, use of technology in marketing, trends in consumer behavior.

Keywords: Financial Independence, Food security independent business, SWOT.

INTRODUCTION

Islamic Boarding School is a traditional educational institution whose main elements are Kiai, Nyai, Students, Dormitory, Mosque, and the literature Kitab. The students live and study together under the guidance of teachers who are better known as kiai and nyai. Islamic boarding schools have dormitories for students to stay. Islamic boarding schools are a place for human development for students, Islamic Boarding Schools currently have their own charm, In addition,

currently Islamic Boarding School is no longer an educational institution that used to seem traditional and outdated which only provides informal education. but in the modern era, Islamic boarding schools have spread their wings by establishing formal institutions that are not limited to the upper middle level but some are up to the university level. In addition to those that penetrate the business sector, many Islamic boarding schools have established and run businesses that aim to uphold the independence of the Islamic boarding school itself in facing the current era of globalization so that Islamic boarding schools are not co-opted to external interests such as the government.

Currently, apart from being able to become agents of change in society, Islamic boarding schools must also be able to analyze strategic issues (development of Islamic boarding schools), (building the independence of Islamic boarding schools) by means of productive activities. One of the steps to develop the financial independence of Islamic boarding schools is to develop a food security procurement business, namely staple food in the form of rice. In addition to meeting daily needs, This food business is expected to be able to become a business.

Considering that Banyuasin district itself is the no.4 rice producing area nationally. This step to develop financial independence has also received support from the government through the Coordinating Ministry for the Economy, which is increasing aggressively integrating economic activities and inclusive financial activities in the Islamic Boarding School ecosystem. through the Pondok Pesantren economic independence program in order to accelerate the recovery of the national economy and improve the welfare of the community.

Based on this background, a study is needed that discusses the strengths, weaknesses, challenges and opportunities of the food security business that will be carried out at Islamic boarding schools. So, the writer is interested in studying Swot Analysis Strategy For Developing Financial Independence Through Food Security Self-Employment At The Sabilul Hasanah Islamic Boarding School, Mainan Village, Sembawa District, Banyuasin Regency.

LITERATURE REVIEW

A. Literature Review

1. (Laily Dwi Arsyianti & Irfan Syauqi Beik, 2013) at reconstruction of the independence personal finance and the people. The article tries to explain the steps that need to be taken to develop the independence both personally and in the unity of the people, from the financial side. This financial capital which became one person and Muslims widely, to help the

robustness of the buildings and the revival of the ummah. Therefore, in the end we can stand on its own without depending on any party that can control us and may be misleading the people.

2. (R Lukman Fauroni, 2011) model of economic empowerment in the style of al-ittifaq rancabali pesantren kab. Bandung. explained vocation community based economics is the design to cover centralistic development program and the boarding school is a social organization that exists as creator in developing vocation based economics. al-ittifag boarding school has succeeded in developing a vocation community based economic as part of the program of the boarding school through synergic cooperative vocation in economic and business tutoring so that they build such strong cooperation.
3. (Khalilul Rahman, 2013) has researched a research entitled "Analysis of the Role of Economic Independence of Bank Indonesia Islamic Boarding Schools in Developing Islamic Boarding School Business Units" in his research, Islamic boarding schools must have their own business units to support the pesantren's economy by developing Micro, Small and Medium Enterprises.
4. (Rizky Kurniawan Pambudi, 2018) has researched a research entitled "Diversification Strategy in Increasing Economic Independence of Islamic Boarding Schools" in his research the diversification strategy in Ar Risalah Hidayatullah Islamic boarding school has been applied and is included in the conglomerate diversification strategy. By making various kinds of businesses such as, agriculture, livestock, and fisheries.
5. (Dede Imam Mughni, 2018) has researched a research entitled "Strategy for the Development of Santri Economic Independence" in his first research, the El-Bayan Islamic boarding school in developing the economic independence of students is to provide formal education, non-formal education, and entrepreneurship education through the pesantren business unit. The entrepreneurship education covers several fields, such as trade, agriculture, animal husbandry, sewing and workshops. The concept used is to develop the thinking power, skills and mentality of students. Second, entrepreneurship education is applied directly and practiced by the students. The management of the business unit is left entirely to the students and under the guidance of senior students. Third, there are Islamic values in the economic independence of students.

B. Entrepreneurship Theory

Entrepreneurship is an active production factors that can mobilize and utilize resources such as natural resources, capital and so as to create wealth and prosperity through the creation of jobs, income and products that are needed by the community, therefore entrepreneurship development is a must in development (R Lukman Fauroni, 2011).

In general, entrepreneurship is defined as an attitude, soul and ability to create something new that is very valuable and useful for himself and others. Thomas W. Zimmerer in Rintan revealed that entrepreneurship is a process of applying creativity and innovation to solve problems and look for opportunities that are faced by everyone in everyday life (Rizky Kurniawan Pambudi, 2018).

C. Islamic Boarding School Economic Empowerment

Islamic boarding school educational institutions must make innovations within the institution, because in the context of educational autonomy, Islamic boarding schools are educational institutions that have very strong independence, especially in collecting and developing Islamic boarding school funds.

Conceptually, empowerment comes from the word "power" which means "power" or "empowerment". Therefore, the idea of empowerment is in contact with the concept of power. Power is often associated with the ability of the first party to get the second party to do what the first party wants, regardless of the wishes and interests of the second party.

(Ife in Rizal, 2011) stated: "Emppowerment means providing people which it was resource, opportunities, knowledge and skills to increase their capacity to determine their own future and to participate in anad effect the life of their community". In this sense, empowerment means providing the community with resources, opportunities, knowledge and skills to increase the capacity of the community in determining their future, as well as to participate and influence life in the community itself.

Economic empowerment is an effort to create a strong, large, modern, and highly competitive economy in the correct market mechanism. At certain pesantren, students are indeed equipped with various skills/expertise in the economic field such as cooperatives, crafts and trade. All of this is done by the pesantren as an effort to equip the students with various skills or at least prepare the students' mental and skills so that when they leave the pesantren they can be independent.

D. Social Welfare Theory

Welfare is a number of satisfactions obtained by a person from the results of consuming the income received, but the level of welfare itself is something that is relative because it depends on the amount of satisfaction obtained from the results of consuming the income.

Welfare in the Big Indonesian Dictionary has the meaning of things or conditions of prosperity, security, safety, or tranquility. According to Al Ghazali, the welfare (maslahah) of a society depends on the search and maintenance of five basic goals, namely: religion (al-dien), life or soul (nafs), family or descendants (nasl), property or wealth (maal), and intellect or reason (aql) (Rizky Kurniawan Pambudi, 2018).

RESEARCH METHODOLOGY

This study uses qualitative research using SWOT analysis which is one method to find the latest issues regarding a strategy that will be carried out. The object of research is the business unit, students, managers of the Sabilul Hasanah Islamic Boarding School, Mainan village, Banyuasin Regency.

Data Collection Techniques

a) Observation Technique

Observations made in this study were observations. Observations were made on the management of the Sabilul Hasanah Islamic boarding school on financial independence, such as what business units were developed in this financial independence.

b) Interview Techniques

Interviews were conducted to complete the data and efforts to obtain accurate data and appropriate data sources. In this study, the authors interviewed the caregivers of the Sabilul Hasanah Islamic boarding school in Banyuasin Regency about the financial independence of the Islamic boarding school.

c) Documentation

Documentation in this study is needed to sharpen the analysis of research related to financial independence at the Sabilul Hasanah Islamic Boarding School in Banyuasin Regency.

Data Analysis Technique

Data analysis techniques using SWOT analysis (strengths, Weaknesses, Opportunities, Threats). By using a SWOT analysis, it can be seen the factors and strategic issues in the

development of food security in the future at the Sabilul Hasanah Islamic Boarding School, Banyuasin Regency.

According to David (Fred R. David, 2008, 8), all organizations have strengths and weaknesses in the functional areas of business. No organization is equally strong or weak in all areas of business. Internal strengths/weaknesses, combined with external opportunities/threats and a clear mission statement, form the basis for setting goals and strategies. Goals and strategies are set with the intent of exploiting internal strengths and overcoming weaknesses.

The steps in the SWOT analysis using data collection methods, namely observation guidelines, interviews and documentation. As follows:

1. Grouping the data that has been obtained for processing.
2. Perform a SWOT analysis.
3. Enter into the SWOT matrix.
4. Analyze the strategies of the SWOT matrix.
5. Recommend strategies that have been made to the manager.

The SWOT analysis technique is the initial stage of efforts to find strategic issues that will later be related to the discovery of strategies for developing public organizations. Several strategies obtained from the SWOT Analysis technique are as follows:

1. SO (Strength Opportunity) Strategy: Take advantage of internal to take advantage of opportunities available in the external environment.
2. WO (Weakness Opportunity) Strategy: Improving internal weaknesses by taking advantage of opportunities that exist in the external environment.
3. ST Strategy (Strength Threat): Using the strength you have to avoid threats that come from the outside environment.
4. Strategy WT (Weakness Threath): Minimize internal weaknesses and avoid threats that come from the external environment.

RESULT AND DISCUSSION

Financial independence of the Sabilul Hasanah Islamic boarding school

The Sabilul Hasanah Islamic Boarding School has several businesses that support independence in the economic field. The contribution of business units in meeting the needs of Islamic boarding schools every month, can reach 50 percent of their monthly needs. The independence of the pesantren Has 4 independent business units (without subsidies from

pesantren funds, only the carpentry business unit still receives subsidies from the pesantren due to the demand for needs of 90 percent from within the pesantren. Several types of businesses are already running at this Islamic boarding school, as follows: [8].

1. KBIH (Hajj Guidance Group) was established in 2006, One of the income from Umrah Provision Services every month in one year there are about 5 times going for Umrah and Hajj Manasik Guidance Services Has an Annual Turnover +- Rp. 800,000,000.
2. Carpentry was established in 2010, Carpentry Business: useful for reducing expenses from providing goods in the form of tables, benches, beds for students. And generate income from orders for Door Frames, Tables, Chairs etc.
3. Laundry since 2013, Laundry Services in collaboration with the surrounding community in the empowerment of the Islamic boarding school economy. Islamic boarding schools get results every month +- 3,500,000 per year +-40,000,000.
4. Plantation since 2014, Rubber Plantation. Every month the pesantren gets a net profit from the sale of rubber latex +-60,000,000 (months) The total annual turnover is Rp.720.000.000.
5. School Cooperatives since 2015, Pesantren Cooperatives are not oriented to profit alone, to help meet the needs of Islamic boarding schools. Monthly turnover +-5,000,000 Total annual turnover 60,000,00.

Independent business does not depend on others is part of the recommendation of the Shari'a as mentioned in a hadith when the Prophet Muhammad was asked "What is the best business?" the answer is a man's work with his own hands. In another hadith, Rasulullah SAW does not encourage his people to beg, but to try to be independent to earn a living / sustenance. Besides giving glory, it also keeps them away from humiliation.

SWOT Analysis of food security business

1. Strengths, Weaknesses, Opportunitiess, Threats identification

The first step in the SWOT analysis is to identify the strengths, weaknesses, opportunities and challenges in developing a food security business for Islamic boarding schools. Identification of SWOT in this study using the table, as follows:

Table I SWOT Analysis

S • Food security (rice) is an abundant resource because Banyuasin is one of the largest rice producing districts. • have physical assets, namely students and managers who can be empowered as entrepreneurs, • Another advantage is that the Sabilul Hasanah Islamic Boarding School is a large Islamic boarding school and has been around for a long time • Unique Selling Point (USP) is a food security business that is easy to develop because the owners of Islamic boarding schools are well-known kyai and graduates of Islamic boarding schools who are widely spread.	W • lack of capital, • business units that are not too developed, • the gap between managers and students who have their respective activities and activities.
O • food security efforts can meet the needs of Islamic boarding schools • can be marketed to achieve financial independence • In the future this business program can grow to be bigger in fulfilling market fulfillment • supportive regulations are very clear.	T • the challenges are the existing food entrepreneurs • consistency of suppliers of raw materials and prices • using of technology in marketing • consumer behavior trends.

2. Strengths, Weaknesses, Opportunitieess, Threats Strategy Recommendation

SO Strategy (Strategies that take advantage of strengths and take advantage of opportunities):

1. Increase cooperation with the largest rice supplier/farmer in Banyuasin district
2. Improving student entrepreneurship
3. Using big names of Islamic boarding schools in product marketing chniques.

WO Strategy

WO Strategy (Strategy that minimizes weaknesses and takes advantage of opportunities)

1. Minimize the lack of capital with several forms of loan cooperation to various parties. For example: Islamic banking.
2. Maximizing the food security business unit
3. Forming cooperation between managers and students so that they have the same synergy.

ST strategy

ST Strategy (Strategy that uses strengths and overcomes threats)

1. Forming a cooperation agreement with the rice supplier community
2. Improve the ability of students and managers in using technology to develop product marketing

WT Strategy

WT Strategy (Strategy that minimizes weaknesses and avoids threats):

1. Identify the sources of capital to be used
2. Increase cooperation and cohesiveness of managers and students
3. Observing consumer behavior trends

CONCLUSION

1. The Mechanism of Economic Independence at the Sabilul Hasanah Islamic Boarding School, Banyuasin Regency has been implemented with several business units such as KBIH, carpentry, laundry, plantations, and cooperatives.
2. SWOT analysis of the strategy for developing financial independence through food security efforts at the Sabilul Hasanah Islamic Boarding School, Banyuasin Regency. Finding the identification of business development issues as follows: The results of this study are to find the strengths, weaknesses, opportunities and challenges in food security independent businesses, including: 1). Strength / Strength, food security (rice) is an abundant resource because Banyuasin is one of the largest rice-producing districts, has physical assets, namely students and managers who can be empowered as entrepreneurs. For a long time, Unique Selling Point (USP) is a food security business that is easy to develop because the owners of Islamic boarding schools are well-known kyai and graduates of Islamic boarding schools who are widespread. students who have their own busy lives and activities. 3). Opportunity, food security business can meet the needs of Islamic boarding schools, can be marketed to realize financial independence, in the future this business program can develop to be bigger in meeting market fulfillment, the regulations that support it are very clear. 4). Threats/Challenges, the challenges are food entrepreneurs who already exist, the consistency of suppliers of raw materials and prices, the use of technology in marketing, trends in consumer behavior.

3. SO Strategy: Increase cooperation with the largest rice supplier/farmer in Banyuasin district, Improving student entrepreneurship, Using big names of Islamic boarding schools in product marketing techniques.

WO Strategy : Minimize the lack of capital with several forms of loan cooperation to various parties. For example: Islamic banking, Maximizing the food security business unit, Forming cooperation between managers and students so that they have the same synergy.

ST strategy: Forming a cooperation agreement with the rice supplier community, Improve the ability of students and managers in using technology to develop product marketing

WT Strategy: Identify the sources of capital to be used, Increase cooperation and cohesiveness of managers and students, Observing consumer behavior trends.

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