

PRIORITY ANALYSIS OF DEVELOPMENT STRATEGIES AND PROGRAM ASPECTS OF BAZNAS SANTRIPRENEUR FOR IMPROVING PARTICIPANTS' BUSINESS PERFORMANCE

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**DEPARTMENT OF ISLAMIC ECONOMICS
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ABSTRAK

AKMAL MUSYAFFA. *Priority Analysis of Development Strategies and Program Aspects of BAZNAS Santripreneur for Improving Participants' Business Performance*. Dibimbing oleh RANTI WILIASIH.

Program *Santripreneur* BAZNAS merupakan inisiatif pemberdayaan ekonomi berbasis pesantren yang bertujuan meningkatkan kemandirian santri melalui pelatihan, pendampingan, dan bantuan usaha. Namun, belum terdapat kajian strategis yang memetakan secara sistematis kontribusi relatif dari aspek-aspek program serta strategi pengembangannya terhadap peningkatan performa usaha peserta. Penelitian ini bertujuan untuk menentukan prioritas aspek program dan strategi pengembangan yang dinilai paling berpengaruh dalam konteks tersebut. Metode yang digunakan adalah *Analytic Network Process* (ANP) berbasis penilaian pakar (expert judgment). Sebanyak tujuh responden ahli memberikan penilaian terhadap lima klaster aspek program meliputi pelatihan kewirausahaan, bantuan modal, kompetisi, pendampingan usaha, dan monitoring serta lima strategi pengembangan. Hasil penelitian menunjukkan bahwa aspek bantuan modal merupakan aspek dengan prioritas tertinggi, sedangkan integrasi kurikulum pelatihan dan skema pendampingan yang berkelanjutan menjadi strategi pengembangan yang paling direkomendasikan. Temuan ini diharapkan menjadi dasar pengambilan keputusan strategis bagi BAZNAS dalam mengembangkan program secara lebih efektif dan berdampak berkelanjutan.

Kata kunci: ANP, kewirausahaan pesantren, performa usaha, *Santripreneur*, strategi pengembangan

ABSTRACT

AKMAL MUSYAFFA. *Priority Analysis of Development Strategies and Program Aspects of BAZNAS Santripreneur for Improving Participants' Business Performance*. Supervised by RANTI WILIASIH

The *Santripreneur* Program by BAZNAS is a pesantren-based economic empowerment initiative aimed at enhancing the self-reliance of santri (Islamic boarding school students) through training, mentoring, and business support. However, there has been no strategic study that systematically maps the relative contribution of each program aspect and development strategy to the improvement of participants' business performance. This study aims to determine the priority of program aspects and development strategies deemed most influential in this context. The method used is the *Analytic Network Process* (ANP) based on expert judgment. A total of seven expert respondents provided assessments of five clusters of program aspects including entrepreneurship training, cash assist, competition, business assistance, and monitoring and five development strategies. The results indicate that capital assistance is the highest-priority aspect, while the integration of training curriculum and sustainable mentoring schemes are the most recommended development strategies. These findings are expected to serve as a foundation for strategic decision-making by BAZNAS in developing the program more effectively and sustainably.

Keywords: ANP, business performance, development strategy, pesantren entrepreneurship, *Santripreneur*.



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PERFORMANCE**

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Bogor, August 2025

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