

ABSTRAK

Anita Rahmi. 231105010320. Strategi Penjahit Rumahan Di Desa Penjambuan Dan Tatah Belayung Dalam Mempertahankan Usaha. Pembimbing: Dr. Hj. Zulpa Makiah, M.Ag. dan Bapa Dr. Radiansyah, S. Ag, M.Pd. I Skripsi, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam. 2026.

Kata Kunci: strategi bertahan, penjahit rumahan, fast fashion, perubahan pola konsumsi, UMKM.

Perkembangan *fast fashion* dan perubahan pola konsumsi masyarakat menjadi tantangan bagi usaha penjahit rumahan karena meningkatnya minat terhadap pakaian jadi yang lebih praktis dan terjangkau. Penelitian ini bertujuan menganalisis tantangan dan strategi penjahit rumahan dalam mempertahankan usaha di Desa Pejambuan dan Tatah Belayung. Penelitian ini merupakan penelitian lapangan dengan pendekatan kualitatif.

Data dikumpulkan melalui wawancara, observasi, dan dokumentasi terhadap dua penjahit rumahan yang dipilih secara *purposive*, kemudian dianalisis melalui reduksi data, penyajian data, serta penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa tantangan utama meliputi menurunnya minat menjahit pakaian baru akibat *fast fashion* dan *online shop*, meningkatnya permintaan jasa permak, tuntutan kualitas jahitan, serta ketepatan waktu penyelesaian pesanan. Strategi yang diterapkan meliputi menjaga hubungan dengan pelanggan *customer relationship*, memanfaatkan WhatsApp dan Google Maps, menyediakan layanan *home service*, menjaga kualitas jahitan, serta menawarkan layanan *custom-made*. Strategi tersebut mendukung keberlangsungan usaha melalui peningkatan kepuasan dan loyalitas pelanggan.

ABSTRACT

Anita Rahmi. 231105010320. *Home Tailor Strategy in Penjambuan and Tatah Belayung Villages in Maintaining Business.* Supervisors: Dr. Hj. Zulpa Makiah, M.Ag. and Mr. Dr. Radiansyah, S.Ag, M.Pd. I Thesis, Sharia Economics Study Program, Faculty of Islamic Economics and Business. 2026.

Keywords: business survival strategy, home tailors, fast fashion, consumer behavior change, MSMEs.

The development of fast fashion and changes in consumer behavior have become challenges for home-based tailoring businesses as consumers increasingly prefer ready-made clothing that is more practical and affordable. This study aims to analyze the challenges faced by home-based tailors and the strategies they implement to sustain their businesses in Pejambuan and Tatah Belayung Villages. This field research employed a qualitative approach.

Data were collected through interviews, observations, and documentation involving two home-based tailors selected purposively and were analyzed through data reduction, data presentation, and conclusion drawing.

The findings indicate that the main challenges include declining demand for custom-made clothing due to the growth of fast fashion and online shopping, increasing demand for clothing alteration services, customers' expectations for high-quality tailoring, and timely order completion. The strategies implemented include maintaining customer relationships, utilizing WhatsApp and Google Maps, providing home service, maintaining sewing quality, and offering custom-made services. These strategies contribute to business sustainability by enhancing customer satisfaction and loyalty.