

ABSTRAK

Laia, Krisdayanti. 2025. Analisis Perkembangan Usaha Mikro Budidaya Jamur Tiram Terhadap Kesejahteraan Pengusaha Budidaya Jamur Tiram Di Desa Tuhemberua Kecamatan Lolomatua. Pembimbing Ibu Eka Septianti Laoli, S.Pd., M.Pd.E

Penelitian ini bertujuan untuk menganalisis perkembangan usaha mikro budidaya jamur tiram di Desa Tuhemberua, Kecamatan Lolomatua, serta dampaknya terhadap kesejahteraan pengusaha budidaya jamur tiram. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara kepada tiga pelaku usaha. Hasil penelitian menunjukkan bahwa usaha mikro budidaya jamur tiram mengalami kemajuan, meskipun masih menghadapi kendala seperti keterbatasan modal dan kebutuhan pelatihan teknis. Usaha ini berdampak positif terhadap perekonomian pengusaha melalui penciptaan lapangan kerja dan peningkatan kesejahteraan keluarga. Penelitian ini menyimpulkan bahwa dukungan akses modal, pelatihan, dan strategi pemasaran yang lebih luas diperlukan untuk mendorong perkembangan usaha mikro budidaya jamur tiram di Desa Tuhemberua.

Kata kunci: Usaha Mikro, Kesejahteraan Pengusaha Budidaya Jamur Tiram.

ABSTRACT

Laia, Krisdayanti.2025. Analysis of the Development of Oyster Mushroom Cultivation Micro Businesses on the Welfare of Oyster Mushroom Cultivation Entrepreneurs in Tuhemberua Village, Lolomatua District. Supervisor Mrs. Eka Septianti Laoli, S.Pd., M.Pd.E

This study aims to analyze the development of oyster mushroom cultivation micro-businesses in Tuhemberua Village, Lolomatua District, and its impact on the welfare of oyster mushroom cultivation entrepreneurs. This study uses a descriptive qualitative method with data collection techniques through interviews with three business actors. The results of the study indicate that oyster mushroom cultivation micro-businesses have progressed, although they still face obstacles such as limited capital and the need for technical training. This business has a positive impact on the community's economy through job creation and increasing family welfare. This study concludes that support for access to capital, training, and broader marketing strategies is needed to encourage the development of oyster mushroom cultivation micro-businesses in Tuhemberua Village.

Keywords: Micro Enterprises, Welfare of Oyster Mushroom Cultivation Entrepreneurs.