

## ABSTRAK

Zaul Qutub. 2025. Strategi Ketahanan Ekonomi Masyarakat Suku Samin Di Era Digitalisasi : Studi Kasus Dusun Jepang Di Margomulyo Kecamatan Margomulyo Kabupaten Bojonegoro. Skripsi, Program Studi Pendidikan Ekonomi, FKIP, UNIVERSITAS PGRI MADIUN. Pembimbing (1) Dwi Nila Andriani, M.Pd (2) Yahya Reka Wirawan, M.Pd

Penelitian ini bertujuan untuk memahami kondisi ekonomi masyarakat Suku Samin di Dusun Jepang, Desa Margomulyo, dalam menghadapi era digitalisasi. Fokus utama adalah mengidentifikasi tantangan dan peluang ekonomi yang muncul akibat kemajuan teknologi digital, serta menggali strategi yang diterapkan masyarakat untuk mempertahankan ketahanan ekonomi berbasis nilai-nilai kearifan lokal. Selain itu, penelitian ini juga menilai dampak digitalisasi terhadap budaya dan tradisi ekonomi masyarakat Samin, serta peran teknologi digital dalam mendukung atau menghambat keberlanjutan ekonomi komunitas tersebut. Hasil penelitian menunjukkan bahwa masyarakat Samin mengalami perubahan ekonomi yang signifikan sejak munculnya teknologi digital, termasuk dalam pemanfaatan media sosial untuk memasarkan hasil pertanian secara lebih luas dan efektif. Tantangan utama yang dihadapi meliputi kurangnya akses dan pengetahuan terkait teknologi, serta risiko modernisasi yang berpotensi mengikis nilai-nilai budaya tradisional mereka. Di sisi lain, digitalisasi membuka peluang berupa peningkatan pendapatan, kemudahan pemasaran, dan diversifikasi sumber penghasilan. Masyarakat Samin menerapkan berbagai strategi adaptasi seperti pelatihan teknologi, penggunaan media digital untuk promosi produk, dan inovasi hasil pertanian berbasis teknologi. Digitalisasi berpengaruh ganda terhadap nilai kearifan lokal: di satu sisi memperkuat kemandirian ekonomi, tetapi di sisi lain berpotensi merusak tradisi dan budaya yang telah lama menjadi identitas. Peran teknologi digital sangat penting dalam memperkuat ketahanan ekonomi, namun harus diimbangi dengan pelestarian nilai budaya tradisional agar tetap lestari dan berkelanjutan.

Kata Kunci: Ketahanan Ekonomi, Digitalisasi, Suku Samin.

## **ABSTRACT**

**Zaul Qutub.** 2025. *Economic Resilience Strategy Of The Samin Community In The Digitalization Era: A Case Study Of Japan Hamlet In Margomulyo Village, Margomulyo District, Bojonegoro Regency.* Thesis, Economic Education Study Program, FKIP, PGRI UNIVERSITY OF MADIUN. Advisors (1) Dwi Nila Andriani, M.Pd (2) Yahya Reka Wirawan, M.Pd

*Key Terms: Economic Resilience, Digitalization, Samin Tribe*

*This study aims to understand the economic conditions of the Samin people in Japan Hamlet, Margomulyo Village, in the face of the digitalization era. The main focus is to identify the economic challenges and opportunities arising from advances in digital technology, as well as to explore the strategies implemented by the community to maintain economic resilience based on local wisdom values. Furthermore, this study also assesses the impact of digitalization on the culture and economic traditions of the Samin community, as well as the role of digital technology in supporting or hindering the community's economic sustainability. The results show that the Samin community has experienced significant economic changes since the advent of digital technology, including the use of social media to market agricultural products more widely and effectively. The main challenges faced include a lack of access to and knowledge related to technology, as well as the risk of modernization that has the potential to erode their traditional cultural values. On the other hand, digitalization opens up opportunities in the form of increased income, ease of marketing, and diversification of income sources. The Samin community implements various adaptation strategies such as technology training, the use of digital media for product promotion, and technology-based agricultural product innovation. Digitalization has a dual impact on local wisdom values: on the one hand, strengthening economic independence, but on the other, it has the potential to damage traditions and culture that have long been a part of their identity. The role of digital technology is crucial in strengthening economic resilience, but it must be balanced with the preservation of traditional cultural values to ensure their sustainability.*