

## WHOLESALE STORE MANAGEMENT STRATEGIES TO SUPPORT THE ECONOMY OF ISLAMIC BOARDING SCHOOLS AND THE SURROUNDING COMMUNITY

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### Abstract

*This study examines the strategic role of the Al-Mashduqiah Wholesale Store in supporting the economic independence of Islamic boarding schools while contributing to the surrounding community. Islamic boarding schools not only function as religious educational institutions, but also as drivers of the local economy that can empower the community and encourage the development of MSMEs. The research method used is qualitative with a descriptive approach, data obtained through interviews with shop managers, students, the community, and MSME actors. The results show that the Al-Mashduqiah Wholesale Store is able to support the needs of Islamic boarding schools, create jobs, provide basic necessities at affordable prices, and assist in the marketing of local products. These findings prove that Islamic boarding schools can play a role as a driving force for community-based economies, where aspects of education and economic empowerment go hand in hand*

**Keywords:** Islamic Boarding School, Wholesale Store, Islamic Boarding School Economy, Community, MSMEs.

### ملخص

تتناول هذه الدراسة الدور الاستراتيجي لمتجر المشدوقية للبيع بالجملة في دعم الاستقلال الاقتصادي للمدارس الإسلامية الداخلية مع المساهمة في المجتمع المحيط بها. لا تعمل المدارس الإسلامية الداخلية كمؤسسات تعليمية دينية فحسب، بل تعمل أيضًا كمحركات للاقتصاد المحلي يمكنها تمكين المجتمع وتشجيع تنمية المشاريع الصغيرة والمتوسطة. كانت طريقة البحث المستخدمة نوعية مع نهج وصفي، وتم الحصول على البيانات من خلال مقابلات مع مديري المتاجر والطلاب والمجتمع والجهات الفاعلة في المشاريع الصغيرة والمتوسطة. تظهر نتائج الدراسة أن متجر المشدوقية للبيع بالجملة قادر على دعم احتياجات المدارس الإسلامية الداخلية، وخلق فرص عمل، وتوفير الضروريات الأساسية بأسعار معقولة، والمساعدة في تسويق المنتجات المحلية. تثبت هذه النتائج أن المدارس الإسلامية الداخلية يمكن أن تكون محركات للاقتصادات المجتمعية، حيث يسير التعليم والتمكين الاقتصادي جنبًا إلى جنب.

**الكلمات المفتاحية:** المدرسة الإسلامية الداخلية، متجر البيع بالجملة، اقتصاد المدارس الإسلامية الداخلية، المجتمع،

**Abstrak**

Penelitian ini membahas peran strategis Toko Grosir Al-Mashduqiah dalam mendukung kemandirian ekonomi pesantren sekaligus memberi kontribusi bagi masyarakat sekitar. Pesantren tidak hanya berfungsi sebagai lembaga pendidikan agama, tetapi juga sebagai penggerak ekonomi lokal yang mampu memberdayakan masyarakat dan mendorong perkembangan UMKM. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif, data diperoleh melalui wawancara dengan pengelola toko, santri, masyarakat, dan pelaku UMKM. Hasil penelitian menunjukkan bahwa Toko Grosir Al-Mashduqiah mampu menopang kebutuhan pesantren, membuka lapangan kerja, menyediakan kebutuhan pokok dengan harga terjangkau, serta membantu pemasaran produk lokal. Temuan ini membuktikan bahwa pesantren dapat berperan sebagai motor penggerak ekonomi berbasis komunitas, di mana aspek pendidikan dan pemberdayaan ekonomi berjalan beriringan.

**Kata kunci:** Pesantren, Toko Grosir, Ekonomi Pesantren, Masyarakat, UMKM

**INTRODUCTION**

Islamic boarding schools (pesantren), as Islamic educational institutions focused on moral development and religious knowledge, have undergone significant changes over time. Today, they serve not only as centers of religious education but also play an active role in the community's economic activities. This is reflected in the presence of business units established by many pesantren to support their economic independence and provide direct benefits to the surrounding community. Research shows that the capacity of pesantren in economic management extends beyond education to include community empowerment through entrepreneurship and economic training (Marzuki et al., 2021), (Redi et al., 2022), and (Falah, 2018).

Further research by Falah on the entrepreneurial character of students (santri) indicates that education in pesantren now also incorporates elements of entrepreneurship, ensuring that students not only acquire religious knowledge but are also prepared and capable of entrepreneurship upon completion (Falah, 2018). Optimizing human resources in waqf management at the Tazakka Islamic Boarding School demonstrates that efficient waqf management can increase the economic competitiveness of Islamic boarding schools, empowering them to play a greater role in the local economy (Masyhadi, 2024).

The role of Islamic boarding schools in the local economy is also explained by Nugraha et al., who state that these educational institutions can shift the community's economic orientation from a consumptive attitude to a more moderate one based on sharia values (Nugraha et al., 2021). Research by Lativah emphasizes the significant economic potential of Islamic boarding schools, which can be further explored, particularly in the context of community empowerment through structured and planned economic activities

(Lativah, 2022).

With this approach, Islamic boarding schools demonstrate their multifunctionality, serving as both educational institutions and drivers of the local economy, directly supporting economic independence for both themselves and the surrounding community (Thalib et al., 2022; Syahdanur et al., 2024; Prawoto & Anisa, 2023).

The presence of the Al-Mashduqiah Wholesale Store within the Islamic boarding school environment is a strategic step in increasing the economic independence of the Islamic boarding school and providing benefits to both the students and the surrounding community. The store serves as a source of income for the Islamic boarding school and also plays a crucial role in meeting daily needs. The wholesale system in this store allows for the availability of essential goods at more affordable prices, easing the economic burden on the students' families and the surrounding community. Research shows that economic initiatives generated by Islamic boarding schools, such as those at the Al-Mashduqiah Wholesale Store, can increase the financial independence of the Islamic boarding school and empower the community (Hasir et al., 2024).

The Al-Mashduqiah Wholesale Store reflects the implementation of the entrepreneurship concept in Islamic boarding schools, where students receive not only religious education but also entrepreneurial skills. Entrepreneurship education in the Islamic boarding school context can hone students' competencies and increase their economic independence (Siswantoro, 2023). Thus, the existence of this Wholesale Store contributes to entrepreneurship education for students while strengthening the Islamic boarding school's position as a center for economic empowerment in the community.

The Al-Mashduqiah Wholesale Store serves as a significant platform for economic empowerment in the surrounding community, particularly for Micro, Small, and Medium Enterprises (MSMEs). By providing broader market access, this store helps local products produced by MSMEs around the Islamic boarding school compete in a larger market without being trapped in direct competition with large modern stores. This aligns with the findings of Nurhalita and Imsar, who emphasized the importance of MSMEs in increasing economic growth and creating jobs (Nurhalita & Imsar, 2022). The existence of the Al-Mashduqiah Wholesale Store also supports government programs to empower MSMEs in the region, as analyzed in the research of Wahyuni et al., which highlights efforts to accelerate economic growth through MSME empowerment (Wahyuni et al., 2024).

Furthermore, the utilization of the Al-Mashduqiah Wholesale Store also has a significant social impact on the community, raising awareness of the importance of entrepreneurship and business management among Islamic

boarding school students (santri). Research conducted by Ridwan et al. found that involving Islamic boarding school students in internal business management can improve their entrepreneurial skills and financial responsibility, strengthening their practical experience in the business world (Ridwan et al., 2024). Therefore, the Al-Mashduqiah Wholesale Store not only functions as a center for the local economy but also as an informal educational institution that strengthens the nation.

Entrepreneurship development among Islamic boarding school students (pesantren) prepares them to face challenges in society after completing their education at Islamic boarding schools.

Despite the significant role of wholesale stores, research specifically examining the contribution of Islamic boarding school business units is rare. Research on wholesale stores as a business unit within Islamic boarding schools, such as the Al-Mashduqiah Wholesale Store, is highly relevant due to its contribution to supporting the economy of Islamic boarding schools and the surrounding community. According to Darwis et al. (Darwis et al., 2022), social entrepreneurship plays a crucial role in community empowerment aimed at improving welfare. This type of wholesale store serves as a form of social entrepreneurship that can contribute to the Islamic boarding school economy and the broader local economy.

Fathaniyah and Makhrus (2022) outline the importance of organizations in community empowerment, which aligns with the role of wholesale stores in providing access to daily necessities at competitive prices. The role of wholesale stores in supporting the economic resilience of communities surrounding Islamic boarding schools demonstrates the crucial integration between micro-enterprises and educational and social institutions such as Islamic boarding schools. This creates a mutually beneficial synergy, where Islamic boarding schools function not only as educational institutions but also as economic entities that contribute to community welfare.

Furthermore, research on community empowerment programs shows that active community participation is essential to achieving these goals (Mahdona & Setiawati, 2023). In this context, the Al-Mashduqiah wholesale store can serve as a platform for the surrounding community to participate in broader economic activities. The existence of this wholesale store not only increases the Islamic boarding school's income but also empowers the surrounding community to become more financially independent. Therefore, studying the strategic role of wholesale stores in supporting the Islamic boarding school's and community's economy is crucial and urgent.

In the context of supporting MSMEs, the Al-Mashduqiah Wholesale Store can be expected to function as a distribution channel for local products,

which is crucial for strengthening microeconomic networks. In research conducted by (Wati et al., 2023), support for small and medium enterprises can improve community welfare, demonstrating the relevance of how these wholesale stores can become a driving force in the economic ecosystem in Islamic boarding schools (Wati et al., 2023).

Based on the explanation above, several key issues can be formulated that require analysis. First, what is the role of the Al-Mashduqiah Wholesale Store in supporting the economic independence of Islamic boarding schools? Second, how can the Al-Mashduqiah Wholesale Store help the surrounding community, both in meeting daily needs and creating employment opportunities? Third, to what extent does the wholesale store support the development of small and medium enterprises (MSMEs) around the Islamic boarding school? Fourth, what obstacles or challenges does the Al-Mashduqiah Wholesale Store face in carrying out its function as a business unit of the Islamic boarding school? Therefore, by considering these four key issues, the Al-Mashduqiah Wholesale Store truly has a strategic role in supporting the economic independence of Islamic boarding schools, contributing to meeting community needs, and developing MSMEs. It must also overcome a number of challenges to achieve these goals.

## RESEARCH METHOD

This research uses a qualitative, descriptive approach. This approach was chosen because the study aims to describe in-depth the strategic role of the Al-Mashduqiah Wholesale Store in supporting the economy of Islamic boarding schools and the surrounding community. Qualitative research allows researchers to understand phenomena holistically through direct observation, interaction with subjects, and analysis of the social context in the field. The research was conducted at the Al-Mashduqiah Islamic Boarding School, located at Jl. Ir. H. Juanda No. 370, Patokan, Kraksaan, Probolinggo Regency, East Java, 67282. This location was chosen based on the consideration that the Al-Mashduqiah Wholesale Store is an Islamic boarding school business unit that makes a significant contribution to the economic independence of the Islamic boarding school and the local economic cycle in the surrounding community.

Direct observations were conducted within the store to observe operational activities, interactions between managers and customers, and the flow of goods distribution. These observations helped researchers understand the actual conditions and situation on the ground. Interviews were conducted with predetermined informants to gather information on management strategies, economic contributions, business challenges, and the impact on Islamic boarding schools and the community. The researchers interviewed

Abdul Ghofur, a staff member at the Al-Mashduqiah wholesaler. Documentation consisted of data collected from store archives, transaction records, activity photos, Islamic boarding school documents, and other supporting data. Documentation was used to strengthen and complement the data from observations and interviews.

## **RESULTS AND DISCUSSION**

Based on research conducted at the Al-Mashduqiah Wholesale Store, it is clear that this wholesale store is not merely a business unit but also plays a strategic role in supporting the economy of the Islamic boarding school and the surrounding community. This wholesale store makes the Islamic boarding school more financially independent by generating additional income that can be used to support various needs. This aligns with the view that Islamic boarding schools today function not only as religious educational institutions but also as local economic actors contributing to community welfare (Hana et al., 2022) and (Ishak & Asri, 2022).

### **The Economic Role of Wholesale Stores for Islamic Boarding Schools**

Interviews with Islamic boarding school administrators indicate that a portion of the wholesale store's profits are used to support the boarding school's operational costs, including the students' daily needs. Furthermore, the store serves as an "entrepreneurship laboratory" for the students and the community. Those involved in managing the store can learn a wide range of skills, from managing inventory, serving customers, to managing finances. Research shows that entrepreneurship education in Islamic boarding schools will increase economic independence among students and the community (Ishak & Asri, 2022) and (Siswantoro, 2023). With its dual function as a business unit and a place of learning, this wholesale store provides both financial and educational benefits (Hana et al., 2022) and (Ridwan et al., 2024).

### **Contribution to the Surrounding Community**

Field observations show that local residents prefer to shop at the Al-Mashduqiah wholesale store because its prices tend to be more affordable than those of modern stores or large retailers. This wholesale store also stocks a complete range of basic necessities, making it easier for residents to meet their daily needs without having to travel far. By providing employment for local residents, both as employees and as suppliers, this store contributes to the local economy (Hana et al., 2022) and (Armada et al., 2024). In line with the concept of a people's economy, the existence of this store is considered crucial to the community's economic development (Ishak & Asri, 2022).

### **Support for Local MSMEs**

One important finding is the involvement of wholesale stores in supporting MSMEs around Islamic boarding schools. Several small business

owners are given the opportunity to sell their products at these stores. This not only expands market access for MSME products but also connects the needs of the community with those of small businesses (Ridwan et al., 2024). (Aqmal et al., 2024). This support aligns with Law No. 20 of 2008, which stipulates the need to increase market access for MSMEs (Armada et al., 2024).

### **Social and Educational Role**

Wholesale stores also have positive social and educational impacts, as students involved in shop management learn discipline and responsibility. Furthermore, there is potential for transforming Islamic boarding schools into institutions that focus not only on religious education but also on community empowerment, as researchers have observed (Ishak & Asri, 2022; Syarofi, 2017) (Cholida et al., 2020).

### **Challenges Faced**

Beyond its benefits, the Al-Mashduqiah wholesale store also faces challenges such as competition from minimarkets or other shops outside the pondok. Even though it receives customers from outside the area, the simple store management often makes financial record-keeping and inventory management problematic (Hana et al., 2022; Pratama, 2024). Limited capital also hampers store expansion plans to improve facilities (Ishak & Asri, 2022) and (Armada et al., 2024).

### **Future Development Strategies**

To address these challenges, store managers can implement several strategies, such as improving service quality and product variety, and utilizing digital technology for marketing. Collaboration with local MSMEs can also be expanded to create a more robust economic network (Ridwan et al., 2024), (Aqmal et al., 2024), and (Gunawan & Alfarisi, 2023).

## **CONCLUSION**

Based on the research results, it can be concluded that the Al-Mashduqiah Wholesale Store plays a strategic role in supporting the economic independence of Islamic boarding schools while providing tangible benefits to the surrounding community. Its existence is not only a trading center, but also a source of funding for the boarding school's needs, a means of entrepreneurship training for students, and a platform for empowering local MSMEs.

For the surrounding community, this wholesale store provides easy access to basic necessities at more affordable prices, creates employment opportunities, and assists in the marketing of small business products. This demonstrates that Islamic boarding schools can be a driving force for community-based economies, where the presence of religious institutions impacts not only spiritual education but also the socio-economic well-being of the community.

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