

The background of the cover features a blue, semi-transparent globe with white grid lines, centered behind several stacks of gold coins. The coins are arranged in various heights, creating a sense of depth and wealth. The overall lighting is dramatic, with highlights on the coins and the globe.

ARTISAN **ENTREPRENEURSHIP**

**Peluang dan Tantangan dari
Perspektif Manajemen Strategik**

Dr. Uswatun Hasanah, S.E., M.Sc.

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ARTISAN ----- -- ENTREPRENEURSHIP

PELUANG DAN TANTANGAN DARI PERSPEKTIF MANAJEMEN STRATEGIK



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ARTISAN ENTREPRENEURSHIP

Peluang dan Tantangan dari Perspektif Manajemen Strategik

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Bismillāhirrahmānirrahīm,

Puji syukur ke hadirat Allah Subhānahu Wa Ta'ālā, karena atas rahmat dan karunia-Nya penulisan buku ini yang berjudul **"Artisan Entrepreneurship: Peluang dan Tantangan dari Perspektif Manajemen Strategik"** dapat diselesaikan. Buku ini hadir sebagai bentuk kontribusi ilmiah untuk menjembatani fenomena yang terus berkembang dalam praktik kewirausahaan berbasis budaya dengan pendekatan konseptual Manajemen Strategik.

Selama lebih dari satu dekade terakhir, konsep artisan entrepreneurship telah menarik perhatian berbagai kalangan, baik akademisi, praktisi, maupun pembuat kebijakan. Di tengah tantangan globalisasi dan digitalisasi, pelaku usaha lokal yang mengandalkan nilai-nilai budaya, kreativitas tradisional, dan kearifan lokal menghadapi dilema antara menjaga orisinalitas dan menyesuaikan diri dengan dinamika pasar. Tantangan ini menjadi menarik untuk dikaji dari perspektif strategi bisnis, khususnya dengan pendekatan *Dynamic Capability*, *Stakeholder Theory*, dan *Competitive Dynamics* yang memungkinkan organisasi skala kecil dan menengah untuk tetap relevan, adaptif, dan berdaya saing.

Buku ini tidak hanya menyajikan pembahasan teoritis, tetapi juga dirancang untuk menjadi panduan aplikatif bagi pelaku *artisan entrepreneurship*. Di dalamnya termuat kerangka

konseptual yang sistematis, model strategi berbasis kapabilitas dinamis, dan pembahasan komprehensif tentang faktor-faktor kunci yang menentukan keberhasilan bisnis berbasis budaya. Diharapkan buku ini dapat menjadi referensi utama bagi mahasiswa, dosen, peneliti, pelaku usaha kreatif, serta pihak-pihak yang terlibat dalam pengembangan UMKM dan ekonomi lokal yang berkelanjutan.

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Wassalāmu'alaikum Warahmatullāhi Wabarakātuh

Bangkalan, Juli 2025

Uswatun Hasanah,

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PROFIL PENULIS

Dr. Uswatun Hasanah, S.E., M.Sc adalah akademisi dan praktisi wirausaha budaya yang aktif mengembangkan sektor UMKM di Indonesia, khususnya di Madura. Ia menjabat sebagai Kepala Pusat Penelitian & Inovasi Pariwisata dan Industri Kreatif LPPM Universitas Trunojoyo Madura serta founder Jokotole Collection, galeri batik Madura yang mengusung nilai autentisitas dan pemberdayaan perempuan.

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