

## SWOT Analysis of the Economic Potential of Islamic Boarding Schools in Indonesia: NVivo Approach Study and Literature Review

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### ***Abstract***

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*This research aims to determine a SWOT analysis regarding the economic potential of Islamic boarding schools in Indonesia using the NVivo approach. This research uses qualitative methodology with the NVivo approach and literature review. "Data analysis techniques include: (1) mapping the number of news article codes based on SWOT analysis, namely (strengths, weaknesses, opportunities and threats), regarding "Islamic Boarding School Economics" using NVivo 14 software; (2) map the visualization results with a hierarchical diagram and test the correlation between media articles using SWOT Analysis; (3) mapping research topics with Worldcloud or a collection of words that are often discussed in media articles; and (4) Testing the significant value between media articles to determine the size or size of the correlation around the topic "Islamic Boarding School Economics". The results of this research show that the topics often discussed in media articles regarding Islamic Boarding School Economics are challenges and opportunities. Meanwhile, a topic that is rarely discussed by media articles regarding Islamic Boarding School Economics is strengths and weaknesses. The implications of this research show that the resulting SWOT study and literature review provide recommendations for improving the management of Islamic boarding school-based economic potential in the future.*

**Keywords:** *SWOT Analysis; Islamic Boarding School Economics; NVivo Approach; Literature Review*

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### **INTRODUCTION**

In the era of globalization and development of information technology, the use of SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis has become important in analyzing internal and external factors that influence the development of a field. One area of concern is the potential for economic independence of Islamic boarding schools in Indonesia. The economic potential of Islamic boarding schools plays an important role in empowering the Muslim community and encouraging regional economic growth (Disemadi & Roisah, 2019).

In this context, research that focuses on SWOT analysis of the economic potential of Islamic boarding schools in Indonesia is relevant to carry out. Through the NVivo approach and literature review, "this research aims to identify the strengths, weaknesses, opportunities and threats related to the economic potential of Islamic boarding schools in Indonesia. Thus, it is hoped that this research can provide a more comprehensive understanding of the factors that

influence the economic potential of Islamic boarding schools and provide recommendations that can increase the economic efficiency and effectiveness of Islamic boarding schools in the future.

There are several studies that discuss the SWOT analysis of the economic potential of Islamic boarding schools, including research (Idris et al., 2023) which states that it is based on economic empowerment at the Ummul Quro Ecomotive institution, Hidayatullah Balikpapan Islamic boarding school. Research (Sholikhah, 2022) which states that Strategic Planning for the Development of Islamic Microeconomic Enterprises in the Al-Qodiri Jember Islamic Boarding School Cooperative

Islamic boarding schools are Islamic educational institutions that have quite large economic potential in terms of the number of students studying. Islamic boarding school economic development involves activities aimed at building the economic strength of Islamic boarding schools independently and sustainably and in accordance with sharia principles (Azizah & Ali, 2020). Islamic boarding schools that have economic independence show the Islamic boarding school's ability to carry out economic activities without depending on external parties (Suwito & Tarigan, 2022). Islamic boarding schools have three main potentials in developing sharia economics, namely as agents of social change, sharia business laboratories, and sharia economic learning centers.

Islamic boarding school economics has three main potentials in developing sharia economics, namely as an agent of social change, a sharia business laboratory, and a sharia economic learning center. Some of the economic activities that can be carried out by Islamic boarding schools include various sectors, such as agriculture, cooperatives, SMEs, sharia economics, finance, livestock, fisheries, industry and services (Maya Silvana & Lubis, 2021). Islamic boarding schools can develop agricultural-based economic independence, for example by producing unique competitive agricultural products, opening market access, and maintaining the sustainability of human resources, management, institutions and the environment. Apart from that, Islamic boarding schools can also maximize the role of their students with various types of business, both related to finance, agriculture, services, animal husbandry, fisheries, industry and services to encourage the economic potential of Islamic boarding schools (Febriena et al., 2022).

The government has an important role in encouraging the Islamic boarding school economy, especially in terms of economic empowerment (Chamidi, 2023). Islamic boarding schools have economic potential that can be developed, and the government's role can be seen in several aspects, such as:

1. Encouraging the economic empowerment of Islamic boarding schools, the government can provide assistance and economic empowerment programs to Islamic boarding schools,

including in the form of procurement tools, supporting infrastructure and increasing human resources that are more competitive.

2. Making Islamic boarding schools a business incubation center, the government can open a business incubation program at Islamic boarding schools to develop economic businesses.
3. Establishing sustainable partnerships, the government's role can be to carry out sustainable partnerships with Islamic boarding schools to develop the economic potential of Islamic boarding schools, including in the sector of meeting market needs and sharia financial services. (Khozin Ahyar, 2020)

With support and economic empowerment programs from the government, Islamic boarding schools can be more independent in carrying out their economic activities and contribute to the development of the local and national economy (Nurul, 2021). The impact of the economic independence of Islamic boarding schools can be felt by the surrounding community or local area, such as increasing the income of the community around the Islamic boarding school, especially through the development of the agricultural sector and small and medium enterprises (UKM ), helping to encourage economic growth in the region through the role of Islamic boarding schools as economic development centers covering various sectors. business, and help improve the skills and abilities of parties through Islamic boarding school economic activities such as training and business assistance .(Hidayat, 2024)

Apart from having great potential in the future, the Islamic boarding school economy has several existing challenges, such as:

1. Limited Capital, Islamic boarding schools often experience limited capital in developing their economic activities, so they require support from internal and external parties, internal such as caregivers and alumni, while external such as the government and sharia financial institutions.
2. Limited human resources, lack of professional skills and abilities and unorganized management are challenges in developing the economic independence of Islamic boarding schools.
3. Limited Market Access, Islamic boarding schools do not have enough information regarding market access and other supporting infrastructure so this becomes an obstacle in developing Islamic boarding school economic activities.
4. Technological limitations, technology-based economic activities tend not to be widely carried out by Islamic boarding schools, this is due to human resources still using manual systems in economic activities

Islamic boarding schools can develop strategies and programs to overcome existing challenges as an effort to achieve better economic independence, such as improving skills and

abilities in business management, developing collaboration with external parties to obtain capital support and market access, developing diverse and competitive business units, developing Islamic boarding school holdings and preparing standardized financial reports for Islamic boarding schools under the name SANTRI (Indonesian Islamic Boarding School Accounting System) as well as encouraging increased use of technology in the economic sector such as fintech (Firmansyah et al., 2020).

The process of developing the Islamic boarding school economy can be assisted by SWOT analysis as a directed mapping through several aspects such as strengths, weaknesses, opportunities and challenges. SWOT analysis has the impact of knowing the current position and conditions, as well as being able to make the right strategic decisions to face challenges and take advantage of existing opportunities (Mashuri & Nurjannah, 2020). The development of the Islamic boarding school economy in Indonesia is actively publicized by media articles as a medium of information and education, through media articles the public is helped to understand the economic potential of Islamic boarding schools in Indonesia. In this research, researchers used a qualitative approach assisted by NVivo tools and literature reviews to obtain broader and in-depth research results from different points of view. The NVivo approach can facilitate the process of qualitative data analysis, such as coding, categorization, and searching for patterns in data in a data article (Rohmadi, Bagaskara & Yuliana, 2024).

Through a combination of the NVivo approach and a literature review, this research is expected to produce valuable findings in understanding the current conditions, challenges and opportunities related to the economic potential of Islamic boarding schools in Indonesia. It is hoped that the findings of this research will provide useful insights for practitioners, academics and relevant stakeholders in optimizing the economic potential of Islamic boarding schools for the benefit of the Muslim community and encouraging regional economic growth. The implication of this research is to produce a SWOT study and literature review, the results of which become recommendations for improving the management of Islamic boarding school-based economic potential in the future.

## **METHODS**

This research uses research methods with a qualitative approach using the NVivo approach and literature review. The object of the research is the Economic Independence of Islamic Boarding Schools which is published by several media, namely Bisnis, CNBC, Kontan, and Media.com. The type of data used is secondary data. The scope of the data used is the topic of the development of the economic independence of Islamic boarding schools in Indonesia.

The source of research data collection comes from searching media articles via the Google website. The data analysis tool uses Nvivo 14 software.

Table 1. Media Database

No	Keywords	Year	Media Database
1	Strengths	2023	<a href="https://ekonomi.bisnis.com/read/20231130/47/1719116/kpr-syariah-akad-keuntungan-fitur-syarat-dan-tips-mengajukannya">https://ekonomi.bisnis.com/read/20231130/47/1719116/kpr-syariah-akad-keuntungan-fitur-syarat-dan-tips-mengajukannya</a>
2	Weaknesses	2023	<a href="https://www.cnbcindonesia.com/syariah/20220307173340-29-320716/ini-kelebihan-dan-kekurangan-kpr-syariah-cek-sebelum-akad">https://www.cnbcindonesia.com/syariah/20220307173340-29-320716/ini-kelebihan-dan-kekurangan-kpr-syariah-cek-sebelum-akad</a>
3	Opportunities	2024	<a href="https://keuangan.kontan.co.id/news/apa-itu-kpr-syariah-ini-akad-kpr-syariah-syarat-dan-cara-pengajuan-kpr-syariah-btn">https://keuangan.kontan.co.id/news/apa-itu-kpr-syariah-ini-akad-kpr-syariah-syarat-dan-cara-pengajuan-kpr-syariah-btn</a>
4	Threats	2024	<a href="https://www.medcom.id/properti/tips-properti/ob32GM0N-mau-pilih-kpr-syariah-pahami-syarat-cara-mengajukan-hingga-simulasinya">https://www.medcom.id/properti/tips-properti/ob32GM0N-mau-pilih-kpr-syariah-pahami-syarat-cara-mengajukan-hingga-simulasinya</a>

Source: Data processed by researchers, 2024

Several data collection techniques can be depicted through the following diagram:

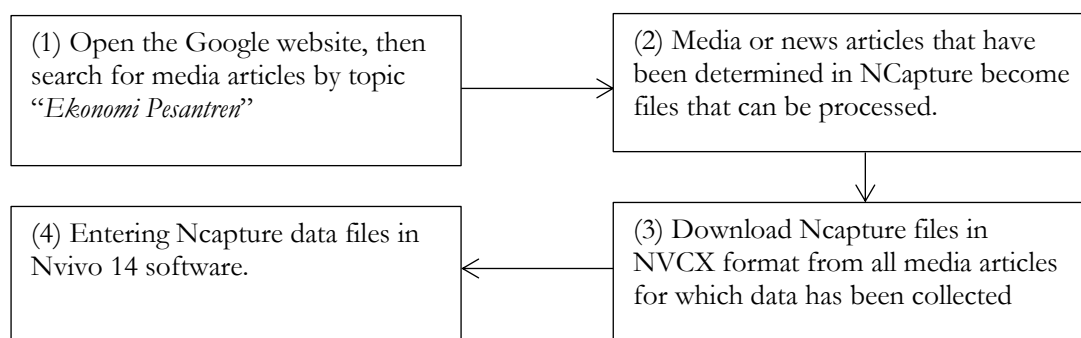


Figure 1. Data Collection Technique Diagram

Several data analysis techniques can be described through the following diagram

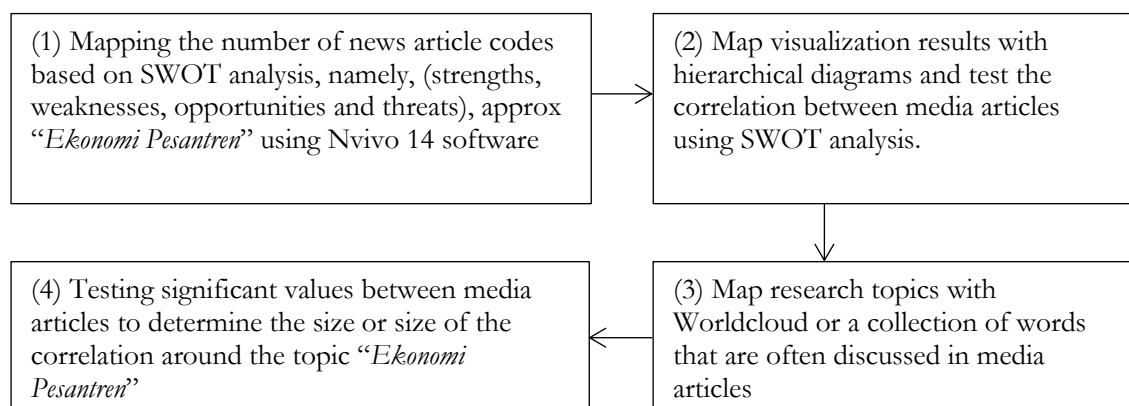


Figure 2. Data Analysis Technique Diagram

The concept of SWOT Analysis or (Strengths, Weaknesses, Opportunities, Threats) is a conceptual framework used to evaluate internal and external factors that influence the level of a topic of discussion. Analysis is useful for identifying relevant strengths, weaknesses, opportunities and threats. Some elements included in analyzing SWOT include the following:

- **Strengths:** Strengths are internal factors that provide a competitive advantage or edge to an entity. This could be strong resources, specialized expertise, a good reputation, access to a broad market or network, superior technology, or cost advantages. Identification of strengths helps researchers exploit the advantages of information.
- **Weaknesses:** Weaknesses are internal factors that hinder the process of success. These could be limited resources, a lack of understanding of sharia, and a lack of accountability according to applicable guidelines. SWOT analysis helps map discussions into categories such as strengths, weaknesses, opportunities and threats or challenges. The results obtained from the analysis can be used as consideration for future decisions and strategic planning for the advancement of the topic you want to address. expertise or experience, poor product or service quality, or financial limitations. Identifying weaknesses helps an entity to realize areas that need to be improved or improved.
- **Opportunities:** Opportunities are external factors that can be exploited by implementing parties to achieve growth or success. This could be an increase in market demand, a favorable regulatory change, a change in consumer trends or preferences, or an investment expansion opportunity into a new market. Identifying opportunities helps entities in allocating resources and planning strategies to exploit those opportunities.
- **Threats:** Threats are external factors that can hinder or jeopardize success. This could be in the form of intense competition, changes in Saudi Arabian government policy, fluctuations in transportation prices, changes in the value of currencies such as the dollar and other economic risks. Identifying threats helps organizers anticipate and manage risks that may arise

SWOT analysis helps map discussions into categories such as strengths, weaknesses, opportunities and threats or challenges. The results obtained from the analysis can be used as consideration for decisions and future strategic planning for the progress of the topic you want to address (Benzaghta et al., 2021)

A qualitative approach with NVivo software tools is qualitative data analysis software used in research. NVivo helps researchers store, organize, and explore data easily, and reduces the risk of raw data corruption. NVivo allows users to store text, images, audio, and video directly within projects, as well as access that multimedia data directly from within the NVivo platform. By

capturing existing news articles, you can view and map information from a narrative. Several stages that can be carried out by utilizing the NVivo platform include:

- **Import Data:** Qualitative data in the form of media article text, audio, or video is imported into the NVivo platform.
- **Data Coding:** Data is coded based on certain themes, patterns, or categories that are relevant to the research objectives.
- **Exploration and Organization:** Data is explored to identify patterns and relationships between themes, and organized in the form of a matrix or diagram to facilitate understanding.
- **Deep Analysis:** Through search and query features, researchers can carry out in-depth analysis to identify relationships and patterns that emerge from data with predetermined coding.
- **Data Visualization:** NVivo allows data visualization in the form of diagrams, graphs, conceptual models, and value tables to clarify analysis findings.
- **Drawing Conclusions:** Based on the results of the analysis, researchers can draw conclusions that are relevant to the research objectives (Plard & Martineau, 2021)

NVivo mapping is a new measuring tool to see and describe findings based on the narrative of frequently discussed media articles.

## RESULTS AND DISCUSSION

### 1. Hierarchy Chart Visualization

Hierarchy Chart Mapping using the Nvivo 14 tool has the function of viewing and describing a comprehensive SWOT analysis based on predetermined news sources via diagrams or tables (Allsop et al., 2022).

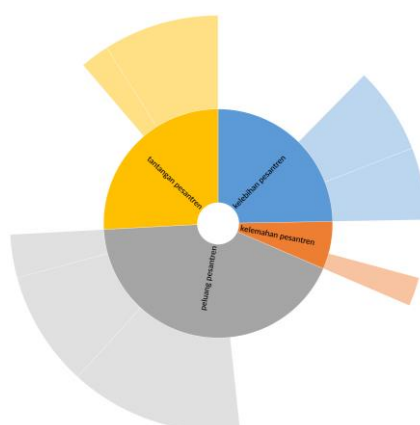


Figure 3. Hierarchy Chart

Figure 3 explains that: The blue color depicts the strengths of the pesantren, the yellow depicts the threats of the pesantren, the orange depicts the weaknesses of the pesantren, and the color gray depicts the opportunities of the pesantren. Based on Figure 3, it can be concluded that

the largest gray color means the topic of Islamic boarding school opportunities that is most discussed, while other findings indicate that the orange color is the smallest, meaning that the topic of Islamic boarding school weaknesses is least discussed.

## 2. Visualization of Media Topic Comparison

Media topic comparison mapping has the function of viewing and describing the comparative relationship between several media and a predetermined topic (Hafidhah & Yandari, 2021).

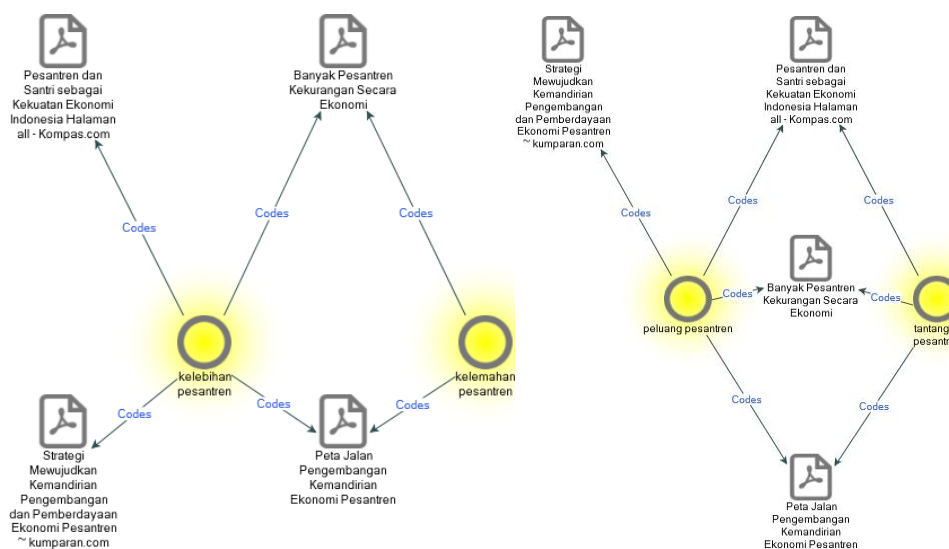


Figure 4. Media Topic Comparison

In Figure 4, the comparison of media topic relationships explains that:

1. Comparison of the relationship between the topics on the left illustrates the strengths and weaknesses of Islamic boarding schools. There are two topics that have similarities in discussing the strengths and weaknesses of Islamic boarding schools, namely *"Banyak pesantren kekurangan secara ekonomi"*, and *"Peta jalan pengembangan kemandirian ekonomi pesantren"*. Meanwhile, there are two topics that discuss the advantages of Islamic boarding schools but do not discuss the weaknesses of Islamic boarding schools, namely *"Pesantren dan santri sebagai kekuatan ekonomi Indonesia"*, and *"strategi mewujudkan kemandirian pengembangan dan pemberdayaan ekonomi pesantren"*.
2. Comparison of the relationship between media topics on the right depicting Islamic boarding school opportunities and Islamic boarding school challenges. There are three topics that have similarities in discussing Islamic boarding school opportunities and Islamic boarding school challenges, namely *"Pesantren dan santri sebagai kekuatan ekonomi Indonesia"*, *"Banyak pesantren kekurangan secara ekonomi"*, dan *"Peta jalan pengembangan kemandirian ekonomi pesantren"*. Meanwhile, there is one topic that discusses Islamic



boarding school opportunities but does not discuss Islamic boarding school challenges, namely “Strategi mewujudkan kemandirian pengembangan dan pemberdayaan ekonomi pesantren”.

### 3. Word Cloud Visualization

Word Cloud is a visualization of a collection of words that are often mentioned in a particular media. The function of a word cloud is to make it easier for you to read data about what other people often talk about in media articles (Izza & Rusydiana, 2023).



Figure 5. Word Cloud

Based on Figure 5, it can be concluded that the words or topics that frequently appear in the media are: *Pesantren, Ekonomi, Usaha, Kemandirian, dan Indonesia*.

### 4. World Frequency Results Visualization

Word Frequency Results are useful for mapping words that frequently appear and are discussed in the media (Soehardi et al., 2021).

pesantren	usaha	santri	pemerintah	2019	2022	berbagai	besar	klaster	selain	sumber	
			pertumbu	tahun	atas	atau	bidang	bisa	harus	langkah	lembag
	kemandirian	bisnis	pasar	data	masih	memb	model	one	opop	pihak	
			pondok	pember	digital	potensi	aspek	bahka	bank	daya	industri
	Indonesia	syariah	produk	perlu	islam	saat	kata	mening	nasional	nomor	pemas
			kemenag	sosial	kelemb	sama	kement	pemb	penting	posisi	positif
	masyarakat	pendidikan	agama	keuang	sejumlah	kopi	sehingg	2023	bum	dana	dunia
			sektor	banyak	koperas	timur	mempu	sekitar	ada	ekosist	globahany
	ekonomi	program	strategi	umkm	biaya	manaje	akan	mendir	seperti	antara	empat
				hidup							

Figure 6. World Frequency Results

Based on Figure 6, it can be seen that the words that often appear and are discussed in the media are: *Pesantren, ekonomi, usaha, kemadirian, Indonesia, masyarakat, program, santri, bisnis, pengembangan, syariah, pendidikan, strategi, pemerintah, pertumbuhan, pondok, produk, kemenag, sektor, UMKM, 2019, tahun, pasar, pemberi, perlu, sosial, agama, banyak, biaya, 2022, atas, data, digital, Islam, kelbiban, keuangan, koperasi, manajemen, berbagai, atau, masih, potensi, saat, sama, sejumlah, timur, akan, besar, bidang, membantu, aspek, kata, kementerian, kewirausahaan, kopi, mempunyai, mendirikan, klaster, bisa, model, bahkan, meningkatkan, pembangunan, sangat, sehingga, sekitar, seperti, selain, harus, one, bank, nasional, penting, tentang 2023, ada, antara, selain, langkah, opop, daya, nomor, posisi, tetapi, album, ekosistem, empat, sumber, lembaga, pihak, industri, internal, pemasangan, positif, 2020, 2021, dana, dunia, global, hanya, hidup.*

### 5. Correlation World Frequency Result Visualization

Correlation World Frequency Results has a function, namely to describe the overall relationship between one topic and another topic (Kraiwanit & Limna, Pongsakorn Siripipatthanakul, 2023).

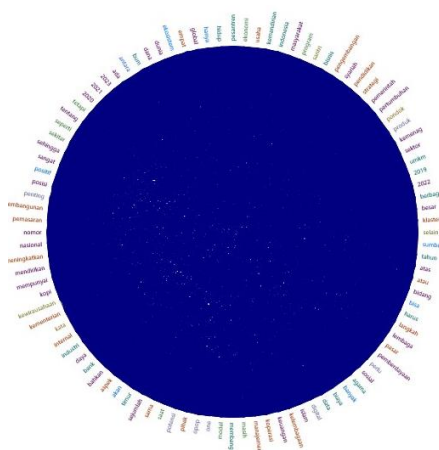


Figure 7. Correlation World Frequency Results

Figure 7 can illustrate the overall correlation between one topic and another. It can be seen that the correlation tends to be dense, which means that Islamic boarding school economics discussions are correlated with each other in terms of Strengths, Weaknesses, Opportunities, Threats

### 6. Topic Significance Value using SWOT analysis

The topic significance value is a measuring tool to see the correlation between media and a predetermined topic, using SWOT analysis (Numfor et al., 2021)

Table 2. Significance Value

Code A	Code B	Pearson correlation coefficient
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Codes\\ Threats	Codes\\ Opportunities	0.895935
Codes\\ Threats	Codes\\ Strengths	0.794391
Codes\\ Opportunities	Codes\\ Strengths	0.752905
Codes\\ Opportunities	Codes\\ Weaknesses	0.729246
Codes\\ Threats	Codes\\ Weaknesses	0.706249
Codes\\ Strengths	Codes\\ Weaknesses	0.693959

Source Nvivo 14

In table 2 it can be seen that the most significant correlation is the correlation between Islamic boarding school threats and Islamic boarding school opportunities with a value of 0.895935 (between 0.5-1.0) and a positive value, this shows a topic that is often discussed in media articles about Economics. Boarding school. Meanwhile, the smallest correlation is the correlation between the strengths of Islamic boarding schools and weaknesses of Islamic boarding schools with a value of 0.693959 (between 0.5-0.7) and is positive, this shows a topic that is rarely discussed in media articles regarding Islamic Boarding School Economics.

### 7. SWOT Analysis and Literature Review *“Potensi Ekonomi Pesantren”*

In all the media articles obtained there are several discussions that often appear. Through SWOT analysis and assisted by NVivo software, researchers can map out new topics regarding "Islamic Boarding School Economics". Based on the results above, it can be seen that the SWOT analysis of Islamic boarding school economic independence literacy has several categories such as:

- The economic strengths of Islamic boarding schools that are often discussed in media articles are the number of santi in Islamic boarding schools and the ability to manage them according to sharia principles
- The economic weakness of Islamic boarding schools often discussed by media articles is the lack of skilled human resources and the use of many manual systems
- Islamic boarding school economic opportunities are often discussed in media articles, namely empowering the Muslim community and driving regional economic growth
- The economic threats of Islamic boarding schools often discussed by media articles are limited capital, human resources, market access and technology

Literature Review regarding the "Economic Potential of Islamic Boarding Schools in Indonesia" using the NVivo approach helps map discussion topics that are often discussed, such as: Hierarchy Chart which depicts topics that are frequently used, as seen in the results above, the blue color depicts strengths, the yellow color represents threats, the orange color represents weaknesses, and gray represents opportunities. Then media topic comparison is to compare the topic relationship of several media articles. It can be seen from the results above that there are

two topics that have similarities in the relationship between strengths and weaknesses, while there are two topics that are related to strengths but not related to weaknesses. Comparing the relationship between opportunities and threats, there are three related topics, while there is one topic that is related to opportunities but not related to threats.

Word Cloud helps you see words that are often used in media articles. It can be seen in the results above that the words that often appear are Pesantren, Economy, Business, Independence, and Indonesia, this is the same as detailed again through the Word Frequency Results results. Correlation World Frequency Results help to see the overall relationship between one topic and another topic. It can be seen in the results above that the correlation tends to be dense, which means there is a mutual correlation between the topics' strengths, weaknesses, opportunities and threats. The results of the significance value of media articles illustrate the high or low level of correlation seen in the results above, namely the topic that is often discussed is the threats and opportunities of the Islamic Boarding School Economy. Meanwhile, topics that are rarely discussed by the media are strengths and weaknesses.

## SIMPULAN

Through the NVivo 14 tool, it can be seen that the SWOT analysis regarding the topic of Islamic Boarding School Economic Potential in Indonesia published by the media found that the topic that is often discussed is the Islamic Boarding School Economic threats and opportunities. Meanwhile, topics that are rarely discussed by the media are strengths and weaknesses.

This research is limited by the lack of qualitative literature using the NVivo approach, and only provides a few media that discuss the Economic Potential of Islamic Boarding Schools in Indonesia, not yet comprehensively in various countries. Suggestions to future researchers can be to develop by deepening qualitative studies using the NVivo approach and to add media both in Indonesia and abroad to enrich data references.

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