

## **Cheap Does Not Mean Blessing: The Challenges of Modern Agribusiness Economics at Majelis Taklim Al-Usmaniyah, Rawa Gempol, Teluk Naga District, Tangerang Regency**

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INDEXING	ABSTRACT
<b>Keywords:</b> Keyword 1; Agribusiness Keyword 2; Challenges Keyword 3; Economy Keyword 4; Modern Keyword 5; Taklim	In the era of globalization and increasingly apparent climate change, challenges to the food system are becoming more complex. Changes in weather patterns, land degradation, and water crises can threaten agricultural productivity, requiring rapid innovation and adaptation so that communities can continue to meet their food needs. The goal of this research and community service is to provide guidance to the students of Pondok Pesantren (Ponpes) Al-Insaniyah, Rawa Gempol, Teluk Naga District, Tangerang Regency, on the importance of meeting economic and food needs through modern agribusiness activities. This research and community service is carried out at Pondok Pesantren (Ponpes) Al-Insaniyah, Rawa Gempol, Teluk Naga District, Tangerang Regency, in August 2025. The method used in this research is direct instruction, through outreach activities between resource persons and participants. The implementation of the activities has been carried out in the form of providing outreach on the importance of economic and food fulfillment through modern agribusiness activities, covering three materials: the importance of affordable and blessed food, economic challenges in realizing modern agribusiness, and ways to start implementing modern agribusiness based on pesantren. A recommendation that can be given is the need for collaboration between higher education institutions and pesantren to realize modern agribusiness based on pesantren, which can strengthen the country's food security.

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### **INTRODUCTION**

Food plays an important role in human life, not only as a source of nutrition and energy but also as a foundation for the social, economic, and political stability of a country. In efforts to meet the needs of society, the food sector occupies an irreplaceable position. When food availability is disrupted, whether due to production, distribution issues, or price fluctuations, the impact is immediately felt by all layers of society, especially the most vulnerable groups such as children, the elderly, and low-income individuals. Therefore, the existence of adequate, safe-to-consume, nutritious food that is accessible to all is a crucial benchmark in assessing the welfare level of a nation. To ensure this, the government, along with stakeholders, needs to formulate policies that strengthen the food security system. Strategic steps that can be taken include increasing the capacity of the agricultural sector, protecting local farmers to remain competitive, and utilizing food technology that focuses on sustainability and efficiency.

In the era of globalization and increasingly evident climate change, the challenges to the food system are becoming more complex. Changing weather patterns, land degradation, and water crises can threaten agricultural productivity, so quick innovation and adaptation are needed to ensure that communities can still meet their food needs. Furthermore, rapid urbanization also demands an efficient and fair food distribution system to prevent disparities between urban and rural areas. Food also has a cultural and identity dimension, where each community has culinary traditions that reflect local values and the long history of human interaction with nature. Maintaining the diversity of local food is not just about preserving flavor, but also about preserving valuable cultural heritage and traditional knowledge. In the context of sustainable development, food becomes a meeting point for economic needs, environmental sustainability, and social justice. Excessive food production without considering ecological impacts can damage ecosystems and exacerbate the climate crisis. On the other hand, agroecology and environmentally friendly farming can serve as solutions to create a fair and sustainable food system.

Initiatives such as technology-based agronomy training, empowering farmers, as well as access to financing and markets are part of a comprehensive strategy to improve welfare and food independence. In addition, modern agribusiness encourages the diversification of food products, from traditional processing to functional food innovations that meet the nutritional needs of urban society. With an approach that emphasizes added value, agribusiness focuses not only on production volume but also on the quality and sustainability of its processes. This opens up new economic opportunities, creates jobs, and strengthens the agricultural sector as the foundation of national development. On an international scale, modern agribusiness also contributes to global trade, where quality standards, food safety, and certification are key to competing in export markets. Therefore, investment in research, technology, and agribusiness infrastructure becomes a strategic step to face future challenges while ensuring decent food access for everyone. Through a blend of innovation, appropriate policies, and community involvement, modern agribusiness not only serves as a driving force for food production but also as a main pillar in building a fair, resilient, and sustainable food system.

The purpose of this research and community service is to provide counseling to the santri of Al-Insaniyah Islamic Boarding School, Rawa Gempol, Teluk Naga District, Tangerang Regency about the importance of fulfilling economic and food needs through modern agribusiness activities. This way, the santri will gain new insights and knowledge in an effort to implement the Islamic Boarding School as a basis for food provision through modern agribusiness activities. With the knowledge and understanding of modern agribusiness, the santri will have the initiative to build modern agribusiness ventures to provide affordable and blessed food for the community.

## **LITERATURE REVIEW**

Agribusiness is a concept that reflects the diversity and interconnections of various economic activities within today's agricultural system. The word 'agribusiness' comes from the English term agribusiness, which is a combination of 'agriculture' and 'business', and literally refers to business activities based on the agriculture sector. However, the meaning of agribusiness is not limited to just production or cultivation processes. It encompasses all economic activities related to agriculture, ranging from the provision of production facilities, cultivation processes, processing agricultural products through agro-industry, to the distribution and marketing of products to end

consumers. Thus, agribusiness encompasses the entire value chain from the initial to the final stage in the agricultural system. Theoretically, agribusiness management can be understood as the application of management principles in managing all agribusiness activities, both in the upstream and downstream sectors, with the aim of producing competitive agricultural products and providing economic benefits for all parties involved. This management includes key functions such as strategic planning, resource organization, operational direction, and process control, all intended to optimize the utilization of agribusiness resources efficiently and effectively (Djazuli and Hidayat, 2024).

Economic independence is linked to modern agribusiness that can be developed in the pesantren environment. Nasrullah et al (2023) argue that the economic independence of pesantren is not just an effort to meet operational needs in the delivery of education, but also embodies one of the core values in the Five Souls of Pesantren, which is the spirit of independence (*al-i'timad 'alan nafsi*). This value not only requires each student to be able to manage their life independently, but also emphasizes that pesantren as an educational institution must have the ability to be self-sufficient economically, without relying on external parties. Then Ansori (2014) stated that strengthening agribusiness culture as a means of fostering an entrepreneurial spirit plays a strategic role in enhancing the competitiveness of society at large. In this regard, students play the role of transformation agents who contribute to improving the capacity of the community to produce agricultural products with high market value that can compete in the market. The active role of students is expected to be a tangible contribution to strengthening the national economy in the future, especially in facing the challenges of the free market. Their involvement is not limited to spiritual aspects and fostering religious values, but also becomes an important element in promoting sustainable community economic development based on self-reliance.

Islamic boarding schools serve as centers for community empowerment, especially in rural areas. These institutions act as motors for social change through various activities such as non-formal education, healthcare services, and humanitarian aid. In addition, Islamic boarding schools also guide communities in facing modern culture, including in terms of acceptance and utilization of agricultural and livestock technology. Through a value-based approach rooted in Islamic principles, boarding schools instill ethical living principles, strengthen a sense of togetherness, and contribute to addressing social issues such as poverty and low educational levels. In response to the challenges of food security exacerbated by the declining interest of young generations in the agricultural sector, Islamic boarding schools are expected to take an active role again. One of the solutions offered is to reshape the mindset of young generations who have long viewed agriculture as a dirty, unprofitable, and technologically lagging profession. This view needs to be changed into a positive perception that agriculture is a potential, modern, and high-value economic field. This change can be realized by making agriculture an integral part of the education curriculum for the younger generation. Outreach can be realized through tangible activities such as training and empowering students in agriculture, animal husbandry, fisheries, and the processing of agricultural products. These programs do not only convey theory, but also provide hands-on experience in the field, allowing students to acquire practical skills that are relevant to the agribusiness world and be able to become pioneers of economic development (Triatmo et al, 2024).

Contemporary agribusiness plays a crucial role in ensuring the availability of adequate, safe, and sustainable food for the growing global population. By adopting cutting-edge technologies such as precision agriculture, automated irrigation, land

monitoring using drones, and artificial intelligence-based data analysis, this sector is able to increase productivity while minimizing waste and negative environmental impacts (Rachmawati, 2020; Suleman, 2025). These changes occur not only at the production stage but also encompass the entire supply chain, from the processing of agricultural products, storage, distribution, to digital marketing that directly reaches consumers. Collaboration between the agricultural and industrial sectors through agribusiness approaches creates a food ecosystem that is more open and responsive to market dynamics (Khouroh et al, 2025). Facing challenges such as climate change, land degradation, and commodity price volatility, modern agribusiness offers technology-based solutions that prioritize sustainability principles. For example, the utilization of drought-resistant plant varieties and the implementation of hydroponic and aeroponic systems in urban areas are effective strategies to address limitations in natural resource availability (Eliyani, 2025). Digitalization in agribusiness also enables transparent product tracking, real-time inventory management, and a sharper understanding of consumer consumption patterns, allowing for earlier anticipation of potential food shortages (Waluyo, 2023). At the national level, agribusiness plays a role in strengthening food security through synergy between the government, the private sector, and local communities in building an inclusive and crisis-resilient food system.

On the other hand, food production governance plays a crucial role in shaping healthy and responsible consumption patterns. When society understands the importance of choosing nutritious food that is ethically produced, the demand for such products will increase, driving positive changes in the food supply chain. Thus, food is not merely an economic commodity, but a basic human right that must be guaranteed by the state and upheld by all elements of society. Collective efforts to strengthen the food system will determine the future of upcoming generations, in terms of health, well-being, and environmental sustainability. Therefore, it is essential for all of us to continue promoting innovation, collaboration, and awareness in managing food as the main foundation of life and the development of a capable and sustainable society (Lubis, 2024).

## **RESEARCH METHOD**

This research and community service is carried out at Pondok Pesantren (Ponpes) Al-Insaniyah, Rawa Gempol, Teluk Naga District, Tangerang Regency, in August 2025. The method used in this research is direct instruction, through outreach activities between resource persons and participants. Referring to the explanation from Zahriani (2014), the direct instruction learning model or direct instruction is an approach that focuses on the active role of the teacher in the teaching and learning process. This method emphasizes the verbal delivery of material by the teacher to the students. In its application, Direct Instruction has five main stages that characterize it, namely: the delivery of learning goals, demonstration of knowledge and skills, providing guidance to students, evaluating understanding accompanied by feedback, and further training and application of the material. Various studies show that the consistent implementation of this model significantly enhances students' understanding of concepts. Direct Instruction remains relevant in teaching precise materials that are conceptual and procedural in nature, and it can be integrated with other learning approaches.

## RESULT AND DISCUSSION

### Activity Planning

Activity planning is an important part before activities are conducted. In the planning stage, researchers survey the location and conduct observations. This step aims to obtain an initial overview of the environmental conditions, potential resources, and the socio-cultural characteristics of the local community. The survey is conducted by directly visiting the research location, noting physical aspects such as accessibility, supporting facilities, and geographical conditions, as well as conducting informal interviews with several community leaders to understand local dynamics. Observations are carried out systematically by paying attention to the activities of students, social interactions, and land use patterns in the research location. The data obtained from this survey and observation serves as the basis for designing the materials provided to students during the extension.

After obtaining initial information, the researchers developed an activity design that includes objectives, targets, methods, and success indicators. The objectives of the activity are formulated specifically and measurably, so they can be evaluated objectively at the end of the implementation. In formulating success indicators, the researchers set parameters that can be used to measure the effectiveness of the activities, both in terms of knowledge improvement, attitude change, and skills acquired by participants. The following is a table explaining the objectives, targets, methods, and success indicators of this activity,

**Table 1. Objectives, Targets, Methods, and Success Indicators**

Purpose	Targets	Method	Success Indicator
To enhance understanding and knowledge about modern agribusiness based on pesantren (Islamic boarding schools)	Santri	Direct instruction, through counseling	Santri is able to explain the concept of modern agribusiness based on boarding schools after participating in activities.

Source: Author (2025)

### Implementation of Activities

The activities titled Modern Agribusiness Economic Challenge at the Al-Insaniyah Islamic Boarding School, Rawa Gempol, Teluk Naga District, Tangerang Regency, were carried out with high collaborative and educational spirit, involving students, caretakers of the boarding school, community leaders, and local agribusiness practitioners. This event is designed as a response to the increasingly complex agricultural economic dynamics in the digital and globalization era, as well as a concrete effort to equip the youth of the boarding school with agribusiness-based entrepreneurial insights. In its implementation, the activities began with an opening session emphasizing the importance of the role of Islamic boarding schools as centers for economic empowerment of the community, followed by a presentation from the speaker, who is a student of STISNU Tangerang. Participants are invited to understand the main challenges in contemporary agribusiness, such as commodity price fluctuations, dependence on imported inputs, climate change, and the low interest of the younger generation in the agriculture sector.

Interactive discussions are an important part of this activity, where students are given space to express their views, experiences, and ideas regarding the potential of agribusiness in coastal areas like Teluk Naga. Additionally, field practices are conducted through visits to the agricultural land owned by the pesantren that has implemented hydroponic systems and biofloc catfish farming, as a concrete example of technology integration in modern agriculture. Students are directly involved in the

processing, recording of results, and simple market analysis, so that they not only understand the theory but also acquire relevant practical skills. This activity also features a digital marketing training session for agribusiness products, introducing e-commerce platforms and social media as means of promotion and distribution of agricultural products more widely.

In the question and answer session, participants conveyed that this activity opened new insights about the importance of innovation, sustainability, and collaboration in building an independent pesantren economy. The pesantren stated its commitment to incorporate agribusiness into the skills curriculum for students, hoping to produce graduates who are not only knowledgeable in religion but also able to contribute to local economic development. Overall, this activity becomes an important momentum in building a collective awareness that modern agribusiness is not only a challenge but also a great opportunity for pesantren and the surrounding community to create an inclusive, competitive, and sustainable economy. Al-Insaniyah pesantren also serves as an inspiring example of how Islamic education institutions can transform into centers of economic innovation based on religious values and local wisdom. The following is the material provided during the research and community service activities,

**Table 2. List of Materials Provided.**

<b>No</b>	<b>Material</b>	<b>Time of Delivery</b>
1	The Importance of Affordable and Blessed Food	30 menit
2	Economic challenges in realizing modern agribusiness	30 menit
3	How to start implementing modern agribusiness based on Islamic boarding schools	30 menit

Source: Author (2025)

The concept of blessings in food emphasizes spiritual and social values: that the food we consume should bring goodness not only to the body but also to the heart and relationships between people. In the context of agribusiness and public policy, the importance of affordable and blessed food encourages the need for sustainable production systems, support for local farmers, and oversight of supply chains to prevent exploitation or price manipulation. Islamic boarding schools, communities, and the government have strategic roles in educating the public about the importance of choosing food that is not only economical but also ethical and of high quality. By prioritizing affordable and blessed food, we not only build food resilience but also strengthen human values and sustainability in our daily lives.

Realizing modern agribusiness in the environment of Islamic boarding schools faces complex economic challenges. One of the main obstacles is the limited capital and access to advanced agricultural technology, which makes it difficult for these schools to develop efficient and competitive production systems. Many pesantren operate on limited budgets, making investments in digital farming tools, smart irrigation systems, or modern post-harvest processing difficult to achieve without external support. In addition, the lack of business literacy and financial management among the managers of these schools also hinders the optimization of agribusiness potential. Another challenge is the lack of connectivity with the market, both in terms of product distribution and understanding consumer demand dynamics. Agricultural products from pesantren often lack added value because they have not been processed or packaged professionally, resulting in low marketability. On the other hand, the

limitations of land and untrained human resources also hinder production scale. Nevertheless, pesantren has great potential as a center for economic empowerment based on spiritual and social values.



**Figure 1. The resource person conveys the importance of modern agribusiness at Al-Insaniyah Islamic boarding school, Rawa Gempol, Teluk Naga District, Tangerang Regency**  
(Source: Author, 2025)

The importance of modern agribusiness at Pondok Pesantren Al-Insaniyah, Rawa Gempol, Teluk Naga District, Tangerang Regency, lies in its strategic role in building the economic independence of the pesantren while empowering the students and the surrounding community. As an educational institution based on Islamic values, Ponpes Al-Insaniyah has great potential to become a center for social and economic innovation, especially in coastal areas rich in resources but often marginalized in development trends. Modern agribusiness allows the pesantren to integrate agricultural technologies such as hydroponics, biofloc, and digital marketing into the students' skill curriculum, so they not only understand religious knowledge but also have practical skills to face future economic challenges. With this approach, the pesantren can create an efficient, sustainable, and community-based agricultural ecosystem, while also opening job and business opportunities for the pesantren graduates. Amid the declining interest of the younger generation in the agricultural sector, modern agribusiness has become a means to rebuild the image of agriculture as an innovative, promising, and strategically valuable field.

### **Activity Evaluation**

The modern agribusiness outreach activity at Al-Insaniyah Islamic Boarding School, Rawa Gempol, Teluk Naga District, Tangerang Regency has been carried out smoothly and has shown positive results. The students and the management of the Islamic boarding school displayed high enthusiasm in participating in the material that includes the Importance of Affordable and Blessed Food, Economic Challenges in Achieving Modern Agribusiness, and How to Start Implementing Modern Agribusiness Based on Islamic Boarding Schools. Overall, this activity has successfully become a strategic initial step in building economic independence for the pesantren and strengthening the role of students as future agribusiness actors.

In the future, the challenges faced by the Al-Insaniyah Islamic boarding school in realizing modern agribusiness are not easy. One of the main challenges is the limited initial understanding of the students and the management of the boarding school regarding the concept of modern agribusiness, which includes agricultural technology, farm management, and digital marketing. This results in the knowledge transfer process requiring a more intensive and gradual approach. Additionally, the lack of supporting facilities such as productive land, modern agricultural tools, and internet access becomes a technical barrier that hinders the direct application of the extension materials. Social factors such as the community's perception of agriculture as a traditional and less promising job also pose psychological barriers that need to be changed through educational and inspirational approaches. On the institutional side, coordination between the pesantren, local government, and external partners still needs to be strengthened so that support for the outreach program is more structured and sustainable. However, the participatory spirit of the students and the moral support from the pesantren caretakers are important assets in facing these challenges. With adaptive, collaborative strategies based on Islamic values, the modern agribusiness outreach activities at Al-Insaniyah pesantren still have great potential to promote economic independence and sustainable social transformation.

Not only challenges, the obstacles to the implementation of modern agribusiness in Islamic boarding schools are also concerning. Al-Insaniyah Islamic Boarding School in Rawa Gempol, Teluk Naga District, Tangerang Regency faces various challenges in realizing competitive and sustainable modern agribusiness. One of the main obstacles is the lack of human resources with knowledge and technical skills in technology-based agribusiness. The majority of students and boarding school managers are not familiar with precision agriculture systems, supply chain digitalization, or data-driven farm management, so the adaptation process requires time and intensive mentoring.

## **CONCLUSION**

The implementation of activities has been carried out in the form of providing counseling on the importance of fulfilling economic and food needs through modern agribusiness activities, covering three topics: the importance of affordable and beneficial food, economic challenges in realizing modern agribusiness, and how to start implementing modern agribusiness based on pesantren (Islamic boarding schools). This research and community service activity has successfully provided insights and knowledge about explaining the concept of modern agribusiness based on pesantren.

A suggestion that can be made is the need for collaboration between higher education institutions and pesantren to realize modern agribusiness based on pesantren, thus strengthening the country's food security.

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