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Analisis Peran Home Industry Dalam Meningkatkan Perekonomian Masyarakat (Studi Pada Win Mebel Bondansari, Kecamatan Wiradesa Kabupaten Pekalongan)

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ARTICLE INFO	ABSTRACT
<p>Article History: <i>Received 06 January 2021</i></p> <p><i>1st Received in revised form 15 February 2022</i> <i>2st Received in revised form 9 March 2022</i> <i>3rd Received in revised form 20 April 2022</i> <i>Available online 27 April 2022</i></p> <p>Keywords: Mention key concepts, 3-5 words, written in italics.</p>	<p><i>This study aims to determine the effect of the home furniture industry in improving the economy of the community in Bondansari village. Bondansari is one of the villages in the District of Wiradesa and is close to the District of Siwalan. With a wide expanse of rice fields, the livelihood of the population is not only as farmers, but there are also several home industry entrepreneurs in various types of businesses. In Bondansari Village there is a home industry, namely Win Furniture. This research was conducted using qualitative research methods with supporting data from previous research journals that are relevant to this research. The results of this study indicate a positive impact from the Win Furniture home industry in an effort to improve the economy of the community in Bondansari village. Besides the positive impact, there are obstacles that hinder the development of the home industry win furniture. Lack of capital, lack of equipment, and erratic orders, so that sometimes there is a shortage of manpower for the time promised. The strategy that needs to be done is by building relationships so that they are able to develop their business well and maintain product quality and order timeliness.</i></p>

1. Introduction

Economic development is an effort to increase the power and standard of living of the community, because with increasing economic growth, the needs of the community will be easily met. To meet the needs of the community, jobs are needed that are able to absorb every existing workforce. Indonesia as a country that is rich in natural resources, has not been able

to fully maximize the existing potential to manage and utilize these resources in the form of large community social capital, especially people in rural areas (Aristo, 2020)

Indonesia has abundant potential and human resources. The low economy of the people in Indonesia is one of the main factors for the Government to build and invite the Indonesian people to build entrepreneurship, one example of which is Home Industry and MSMEs. One of the factors that become a benchmark for the low level of the economy of the people in Indonesia is the high unemployment rate. One of the government's efforts that can be done is to increase the productivity of various industrial activities by exporting and importing which can improve the economy of the local community and improve the regional economy (Evitasari & Kisworo, 2020)

Home Industry is a business unit or company on a small scale engaged in a particular industry. Home means home, a place to live. Meanwhile, industry can be defined as handicrafts, business of goods and/or companies (Rahma, 2021). In short, Home Industry is a home business for goods or small companies. It is said to be a small company because this type of economic activity is centered at home. Home Industry can mean a home industry, because it is a small business managed by a family at home (Harmonis, 2021).

The development of micro-enterprises in our country is one of the main options for developing the national economy. Because this effort can be used as the backbone of the people's economic system such as reducing the gap that occurs in society, the economy can expand widely and can make a significant contribution to accelerating the pace of change, namely increasing the economy and national economic resilience (Fawaid & Fatmala, 2020).

One of the real potentials that can support economic development is the home industry, because with the home industry the workforce becomes absorbed, can produce goods or services at a price level that can be reached by people with low incomes and boost the regional economy (Fawaid & Fatmala, 2020). In general, industries that exist in rural areas are small industries, home industries and handicraft industries, where in these industries do not require high education but require a skill, thoroughness and perseverance of the workers. The furniture industry developed by a part of the furniture industry community requires high creativity where to get maximum and quality furniture processing results, the presence of the furniture industry in rural areas plays a very important role in contributing to improving the living standards of rural communities (Hidayat & Ridayanti, 2018).

The home industry is a business that is fairly classic and tends to use adequate equipment and is mostly oriented to the local market. But behind the shortcomings, there are several important roles for the home industry in improving the economy of the surrounding community if development continues and is also supported by the government. One example is the home industry Win furniture, Bondansari, Districta Wiradesa, Pekalongan Regency.

Bondansari is one of the villages in Wiradesa District, Pekalongan Regency, Central Java. Bondansari Village is located at the end of Wiradesa District and adjacent to Siwalan District. Bondansari Village is located on the edge of the Pantura Cross Road (North Coast) but still has a strong rural atmosphere supported by a large expanse of rice fields that stretches around the village. With a wide expanse of rice fields, the livelihood of the residents is not only farmers, but there are also several home industry entrepreneurs in various types of businesses. So it is still necessary to empower Human Resources (HR) to improve the economy and welfare of the surrounding community.

The development of the furniture industry in Indonesia is not only due to the abundance and variety of natural resources (SDA) available as raw materials (which are cheap), Indonesia also has human resources (HR) as a source of creative ideas. The diversity of ethnicities and cultures is a source of creating unique products produced by each region, resulting in cheap and innovative, creative, and unique furniture products. This is the main attraction of the Indonesian furniture industry in the export market. In addition, the home industry also plays an important role in advancing the Indonesian economy. In Indonesia, small businesses have an important role in anticipating the problem of equitable distribution of the economy of citizens, especially villagers (A & Munawwir, 2021).

In the process of industrial development, industry in rural areas is needed to increase the added power of the economy, which aims to improve the welfare of the surrounding community. The growth of this small industry or home industry has an important role in supporting the regional economic growth rate, especially the surrounding population. The growth of small industries continues to grow in line with development developments. The development of the industrial sector in development in Indonesia cannot be separated from the role and existence of small industries and people's crafts, which historically existed much earlier than the manufacturing industry and modern industry. Although the income of small industries in general is still relatively low. However, its existence cannot be ignored in the economic downturn (Ramadanti, 2021).

Based on the objectives and benefits that have been described, the researchers took the title Analysis of the Role of Home Furniture Industry in Improving the Community Economy (Study on Win Furniture Bondansari, Wiradesa District, Pekalongan Regency).

2. Research Method

The type of research used by the author is qualitative research. Qualitative research in the form of written or spoken words of observed behavior. Qualitative research method is a research method based on a philosophy that believes that the only true knowledge is that which is based on actual-physical experience (postpositivism), usually used to research on natural object conditions, where the researcher is the key instrument, sampling data sources are carried out purposively and snowball, for the collection technique using (Sugiono, 2012). In another opinion, the qualitative method is a problem-solving procedure that is investigated by describing or describing the state of the subject or object of research (a person, institution, community, etc.) at the present time based on the facts that appear as they are (A & Munawwir, 2021).

There are two sources used in the research process, namely primary data sources and secondary data. Primary data was obtained by conducting observations and interviews with related parties, namely owners and workers at the home industry Win Furniture Bondansari regarding the problems to be discussed using a list of questions that had previously been prepared. While secondary data is obtained from research results such as writings, articles, and so on related to the research being studied. Data collection techniques include observation, interviews, and documentation, are the methods used by researchers to obtain data in a study.

3. Result and Discussion

3.1 The Role of Home Furniture Industry in Improving the Economy of Bondansari Village Community

One form of business that can be done in an effort to prosper the community is the development of home industries or SMEs. The home industry or MSME is the basis of people's business which is surprisingly able to survive in the midst of the economic crisis. Since the 1997 economic crisis, MSMEs have played a role in overcoming the problem of unemployment (employment). MSMEs can be said to be one of the community's solutions to survive in the face of a crisis, namely by involving themselves in small business activities, especially those with informal characteristics (Khikmah, 2018).

Economic empowerment is carried out in order to improve the welfare of the community for the better. The community is also expected to be able to progress independently and prosper. Therefore, in order to improve the welfare of society requires the involvement of all parties together and coordinated. One way to do economic empowerment is through the home industry (Nurlisa et al., 2020).

The role is something that is expected to be owned by those who have a position in society. The role is part of the main task that must be done. The role of the home furniture industry in improving the welfare of the surrounding community is as follows: First, it has great potential in absorbing labor. Each investment unit in the Small Industry sector can create more job opportunities when compared to the same investment in large and medium enterprises. Second, Have the ability to utilize local raw materials, play a major role in procuring products and services for the community, and directly support larger-scale business activities. Third, Small Industries are relatively free from large amounts of debt. Fourth, grow businesses in the regions, which are able to absorb labor. Fifth, the role of Small Industry is expected to be a source of increasing non-oil and gas exports (Sartini, 2017).

The role of the home industry win furniture is quite meaningful for the workforce and the surrounding community in absorbing workers who do not get jobs in other fields such as agriculture, trade or offices (government agencies), especially those who are not educated and only have skills and perseverance in working. The role of the development of the home furniture industry is to create jobs, especially in Bondansari Village, thereby reducing unemployment and providing benefits for the surrounding stalls that get additional customers.

There are several strong reasons that make the existence of the home industry very beneficial, including: First, the place of business is more dominant in the countryside, so that if the current situation is that a lot of agricultural land is decreasing, while the majority of village people work as farmers, then with the home industry in rural areas can absorb labor. Second, the raw materials produced in the home industry are sourced in the surrounding environment, this can minimize production costs. Third, the relatively low level of income obtained by the community and the cheap prices of goods are opportunities for business survival (Fawaid & Fatmala, 2020)

The results of research conducted by Yepi Sartini show that the Lia Jaya cracker home industry is a business activity that is able to provide economic services to the people of Pasar Pedati Village and has a role in improving the community's economy, and increasing welfare, especially for the community. employee family. In the sharia economic review, Lin Jaya's cracker home industry has been running well and according to Islamic law both in terms of capital, supply of raw materials, production processes to marketing. However, in terms of income in the packaging sector, it is still not in accordance with the feasibility of wages in Islam (Sartini, 2017). While the difference between previous studies is in the object. And the similarity lies in the discussion, namely the home industry.

While the results of our research show that Home Industry Win Furniture has a role in improving the welfare of the Bondansari village community, especially for employees and stalls around this furniture business. From the production process, service to the quality of the goods are good, but there are some things that are lacking in development such as inadequate capital and marketing (Nawin, 2021). The home industry is expected to play a role in solving industrial development problems in Indonesia. Because the home industry has a much better number of business units than the medium and large industrial business groups (Joesyiana, 2017).

3.2 The strategy of the home industry furniture business in improving the Economic Welfare of the Bondansari Village Community

The word strategy comes from the Greek word Strategos which is a combination of Stratos or soldiers and ego or leader. A strategy has a basis or scheme

to achieve the intended target. So basically strategy is a tool to achieve goals. Strategy can be said as an adjustment action to react to certain environmental situations that can be considered important, where the adjustment action is carried out consciously based on reasonable considerations. The strategy is formulated in such a way that it is clear what the company is doing and will be implementing in order to achieve the goals to be achieved (Budiono, 2019).

The economic growth of local communities is very important to note, with good economic conditions creating a prosperous society. Therefore, the role of the government is very important to realize a high economy and support the community to create economic growth and economic stability. The main requirements for an increase in people's economic welfare are: First, improvement in production; and second, improvements in the resulting distribution (Litawati, 2015).

There are several steps or strategies that must be considered in realizing or developing a people's economy so that these goals are carried out properly, namely: First, identify economic behavior, such as cooperatives, small businesses, farmers and farmer groups regarding the potential and development of their businesses. Second, carry out a coaching program for these actors through a companion program. Third, training education programs according to their needs when developing a business. Fourth, coordinate and evaluate those involved in the coaching process, both in terms of capital development. HR. market. market information, as well as the application of technology (Putra, 2020).

From the results of interviews that researchers have conducted with Mr. Nawin as the owner of the home industry, Win Furniture, Bondansari, stated that in starting a home furniture industry, there are several strategies and obstacles that must be considered for the sustainability of his business. Strategies that must be considered include the first to build as many relationships as possible so as to be able to develop a business well. Efforts to develop a business network can be done with various network patterns. Efforts to develop a marketing network can be carried out with various strategies, for example collaborating with various business information centers, trade associations, establishment and establishment of home industry business data centers (Riansyah et al., 2018). Second, maintaining product quality from raw materials to product output. After ensuring good product quality supported by reliable inspections and quality assurance, products can be marketed more easily to drive sales figures, making it easier for businesses to develop something with a strategy run business. And the last one is related to timeliness in completing each order in accordance with the initial agreement. Time management is very necessary in this case, namely a process of planning and controlling how much time is spent on making the furniture order.

According to research by (Joesyana, 2017), small and home industries have three important reasons for their existence in Indonesia. First, it is because the performance of small and home industries tends to be better in producing a productive workforce. Second, part of the dynamics is that small industries and households often achieve increased productivity through investment and technological change. Third, because it is often believed that small and home industries have an advantage in terms of flexibility over large businesses.

The business success strategy for the welfare of the surrounding community carried out by the home furniture industry owner is by training, mentoring and motivating prospective new employees with the aim of helping increase the potential for development, helping to increase knowledge and skills. According to Audina &

Muhtadi (2019) Motivation is also a very important strategy to continue to maintain performance and motivate themselves to become better individuals. Local residents who previously did not have jobs or skills became willing to work and improve their quality of life. The similarity in this study is that they both discuss the home furniture industry. While the difference in this study lies in the location of the research conducted by the author.

3.3 Constraints of home industry furniture business actors in Bondansari Village

Industry is defined as processing semi-finished goods into finished goods so that it can bring a profit for the implementer (Riansyah, Amin and Aziz, 2018). However, in its implementation there are several obstacles or inhibiting factors including furniture industry entrepreneurs in absorbing labor, namely the lack of working capital, business capital assistance, equipment and training are needed from the government, besides that promotion outside the region is also expected to be facilitated so that the furniture business can develop and compete with other regions (Ridayanti, 2018).

Along with the development of the home furniture industry that has been managed, there are several obstacles or obstacles faced by the Win furniture business in various ways, including: First, lack of capital, the capital owned tends to be small so it is difficult to develop. Second, the equipment for making furniture is lacking, some limited tools hinder faster order completion. Third, uncertain orders are many at least, so that sometimes there is a shortage of manpower for the time promised (Nawin, 2021).

The results of research conducted by (Ananda, 2016) show that in maintaining capital and increasing capital carried out by home industry owners it is good, by making careful records and always counting incoming goods and outgoing goods. In maintaining and improving the existence of the workforce is correct. It's just that in terms of marketing it is not good because it still depends on sandpaper. The difference in this study is that the results of this study are related to capital, which is not good enough because the capital comes from DP while in previous studies it was stated that the capital was good enough. The similarities in this study are both related to home industry.

Meanwhile, according to information from the owner of the home industry Win furniture, it can be concluded that the main obstacle faced in his business is the lack of capital so that it can hinder the accuracy of product completion and marketing that is less developed, but efforts to maintain existence are correct by always maintaining quality and adding relationships and bookkeeping. the good one.

4. Conclusion

The role of the home industry win furniture is quite meaningful for the workforce and the surrounding community in absorbing workers who do not get jobs in other fields such as agriculture, trade or offices (government agencies), especially those who are not educated and only have skills and perseverance in working. Home Industry Win Furniture has a role in improving the welfare of the Bondansari village community, especially for employees and stalls around this furniture business. From the production process, service to the quality of the goods are good, but there are some things that are lacking in development such as inadequate capital and marketing. There are several strong reasons that make the existence of a home industry bring many benefits including: the place of business is more dominant in the countryside, so that if the current situation is that a lot of agricultural land is decreasing,

while the work of the majority of village people is as a farmer, then with the existence of a home industry in the countryside can absorb labor.

The business success strategy for the welfare of the surrounding community carried out by the home furniture industry owner is by training, mentoring and motivating prospective new employees with the aim of helping to increase the potential for development, helping to increase knowledge and skills. However, in its implementation there are several obstacles or inhibiting factors including furniture industry entrepreneurs in absorbing labor, namely the lack of working capital, business capital assistance, equipment and training are needed from the government, besides that promotion outside the region is also expected to be facilitated so that the furniture business can develop and compete with other regions. Along with the development of the home furniture industry that has been managed, there are several obstacles or obstacles faced by the Win furniture business in various ways, including: Lack of capital, the capital owned tends to be small so it is difficult to develop, but efforts to maintain existence are correct by always maintaining quality and add to good relations and bookkeeping.

5. Suggestion

This research is still limited, Researchers really hope that researchers others can fill the void in this study it is good to use qualitative approach and quantitative approach that has not been done by the author. So that results can be obtained better research in order to be able to contribute to knowledge development, especially in the field of economics

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