

## INTISARI

Industri rotan masuk ke Desa Hargosari sejak sebelum masa COVID-19 dan bertahan sampai dengan sekarang. Proses masuk industri rotan ke Desa Hargosari dan dampaknya masyarakat diharapkan dapat memberikan pembelajaran positif dan dapat dikembangkan menjadi program peningkatan perekonomian masyarakat pada skala yang lebih besar. Penelitian ini dilakukan dengan tujuan untuk menganalisis proses masuk industri rotan ke Desa Hargosari dan menganalisis dampak industri rotan ke Desa Hargosari terhadap masyarakat setempat.

Penelitian ini melibatkan jumlah informan yang sangat sedikit karena hanya terdiri dari beberapa warga di Desa Hargosari, sehingga cocok menggunakan metode penelitian kualitatif. Selain itu, data yang dijangkau dalam penelitian ini juga perlu detail karena terkait proses masuk dan dampak industri Rotan yang masuk ke Desa Hargosari. Penelitian ini menggunakan pendekatan induktif kualitatif. Jenis data yang dijangkau dalam penelitian ini adalah Data Primer yang dijangkau melalui wawancara. Wawancara dalam penelitian ini dilakukan terhadap kelompok pengusaha industri rotan, perwakilan tenaga kerja industri rotan, pedagang sekitar dan perangkat desa/tokoh masyarakat di Desa Hargosari.

Penelitian ini menemukan bahwa proses masuk industri rotan ke Desa Hargosari diawali dengan adanya dorongan motivasi internal, dilanjutkan dengan upaya *networking* dan mendapat dorongan eksternal seperti ketersediaan bahan baku, tenaga kerja dan dorongan dari asosiasi atau lembaga mendorong industri rotan terus berjalan di Desa Hargosari. Hasil Penelitian ini juga menemukan dampak ekonomi, dampak personal, sosial, dan lingkungan dari industri rotan terhadap masyarakat Desa Hargosari. Dampak Ekonomi yaitu pendapatan lebih stabil, mengurangi pengangguran, dan meningkatkan perekonomian masyarakat. Dampak Personal utamanya dirasakan oleh tenaga kerja yaitu lebih hemat, lebih dekat karena tidak merantau, bisa mengerjakan pekerjaan sambil, dan menambah pengalaman dan keterampilan. Dampak sosial yaitu adanya kegiatan yang bermanfaat bagi masyarakat dan dampak negatif karena kurangnya kepekaan masyarakat terhadap kegiatan sosial. Dampak Lingkungan yaitu tidak adanya limbah yang merugikan bagi masyarakat, limbah dapat digunakan untuk pengganti kayu bakar. Usulan program dan kebijakan dirumuskan dengan analisis SWOT (*Strengths, Weaknesses, Opportunities* dan *Threats*) kualitatif sederhana yang menemukan kekuatan industri rotan di Desa Hargosari adalah kemudahan rekrutmen tenaga kerja, pembayaran tenaga kerja berdasarkan output, dan jejaring yang kuat pelaku usaha terhadap bahan baku dan pabrik (pasar). Kelemahan industri rotan di Desa Hargosari yaitu manajemen yang dilakukan masih tradisional dan pembeli bukan user atau importir langsung. Peluang industri rotan di Desa Hargosari yaitu integrasi industri dengan kawasan wisata di Gunungkidul. Tantangan industri rotan di Desa Hargosari adalah ketergantungan terhadap pemasok bahan baku. Adapun usulan program dan kebijakan adalah Pelatihan Manajemen Industri, Pelatihan dan Penguatan Jejaring Ekspor-Importir bagi Pengusaha Rotan di Desa Hargosari, Integrasi industri rotan di Desa Hargosari dengan Pariwisata, dan Pemerintah dapat mengambil peran dengan melakukan kerjasama antar daerah untuk menunjang kebutuhan bahan baku industri.

Kata Kunci: proses industri, industri rotan, dampak industri, sosial, ekonomi, lingkungan

## ABSTRACT

The rattan industry entered Hargosari Village before the COVID-19 period and has survived until now. The process of the rattan industry entering Hargosari Village and its impact on the community is expected to provide positive learning. It can be developed into a programme to improve the community's economy on a larger scale. This study was conducted to analyse the process of the rattan industry's entry into Hargosari Village and the impact of the rattan industry in Hargosari on the local community.

This research involved a minimal number of informants because it only consisted of a few residents in Hargosari Village, making it suitable to use qualitative research methods. In addition, the data collected in this study also needs to be detailed because it is related to the entry process and the impact of the Rattan industry entering Hargosari Village. This research uses a qualitative inductive approach. The type of data collected in this research is primary data collected through interviews. This study interviewed a group of rattan industry entrepreneurs, representatives of the rattan industry workforce, surrounding traders and village officials/community leaders in Hargosari Village.

This study found that the entry process of the rattan industry into Hargosari Village began with an internal motivational push, followed by networking efforts and received external encouragement such as the availability of raw materials, labour and encouragement from associations or institutions to encourage the rattan industry to continue running in Hargosari Village. This study also found the rattan industry's economic, personal, social, and environmental impacts on the people of Hargosari Village. The economic impact is a more stable income, reducing unemployment, and improving the community's economy. The labour force mainly feels the personal impact, which is more efficient and closer because they do not migrate, can do odd jobs, and add experience and skills. The social impact is the existence of activities that benefit the community, and the negative impact is due to the need for more community sensitivity to social activities. Environmental impact is the absence of waste detrimental to the community; waste can be used as a substitute for firewood. The proposed programmes and policies were formulated using a simple qualitative SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, which found that the strengths of the rattan industry in Hargosari Village are the ease of recruitment of labour, payment of labour based on output, and the strong network of business actors to raw materials and factories (markets). The weaknesses of the rattan industry in Hargosari Village are that management is still traditional, and buyers are not users or direct importers. Opportunities for the rattan industry in Hargosari Village include the integration of the industry with tourist areas in Gunungkidul. The challenge for the rattan industry in Hargosari Village is the dependence on raw material suppliers. The proposed programmes and policies are Industrial Management Training, Training and Strengthening Export-Import Networks for Rattan Entrepreneurs in Hargosari Village, Integration of the rattan industry in Hargosari Village with Tourism, and the Government can take a role by collaborating between regions to support the needs of industrial raw materials.

Keywords: industrial process, rattan industry, industrial impact, social, economic, environmental