

ABSTRAK

Saat ini industri kreatif terus mengalami perkembangan bahkan mampu bersaing dengan sektor lain yang lebih mapan. Di Kabupaten Klaten tepatnya di di daerah Wedi dikenal dengan sentra industri konveksi. Sentra industri tersebut terbagi menjadi beberapa klaster industri berdasarkan jenis usaha yang dijalankan. Salahsatu klaster industri kreatif yang ada adalah sablon kaos yang ada di Desa Krangkungan. Industri sablon kaos merupakan industri kreatif yang cukup menjanjikan. Namun masih mempunyai keterbatasan dalam kemampuan dan pengembangan usahanya. Maka diperlukan penyusunan strategi bersaing agar sentra industri tersebut dapat bersaing untuk membangun keunggulan kompetitif.

Penyusunan strategi bersaing dalam penelitian ini dilakukan dengan mempertimbangkan perilaku strategis pemilik usaha dan kondisi sumberdaya lingkungan yang ada di dalam sentra. Melalui dua faktor tersebut harapannya dapat diperoleh strategi bersaing yang sesuai dengan kondisi yang ada di dalam maupun lingkungan sekitar sentra. Dalam menganalisis dan menyusun strategi bersaing menggunakan pendekatan Resource Based View (RBV) dengan paradigm Soft System Methodology (SSM) dan pendekatan Contingent Strategis Success Formula (CSSF).

Dari hasil penelitian diperoleh usulan strategi bersaing bagi para pemilik usaha dalam menjalankan usahanya. Beberapa strategi yang dapat dilakukan antara lain memaksimalkan peran paguyuban, mempelajari teknik-teknik sablon yang baru, melakukan pengembangan peralatan dengan teknologi tepat guna, memaksimalkan pemasaran baik melalui internet dan pendekatan personal. Selain itu perhitungan diperoleh tingkat turbulensi lingkungan, agresivitas perusahaan, dan responsivitas perusahaan untuk klaster industri jasa sablon masing-masing sebesar 4,24 3,87 dan 3,29 sedangkan untuk klaster industri jasa sablon dan konveksi diperoleh nilai masing-masing sebesar 4,29, 3,95 dan 3,06.

Kata Kunci: *industri kreatif, klaster industri, strategi bersaing, resource based view (RBV), soft system methodology (SSM), contingent strategis success formula (CSSF)*

ABSTRACT

Currently the creative industry continues to experience growth even able to compete with other more established sectors. In Klaten regency precisely in the Wedi area known as the industrial centers convection. The industrial center is divided into several industrial clusters based on the type of business carried on. One of the creative industry cluster there is a T-shirt screen printing in the village Krangkungan. T-shirt screen printing industry is a creative industry that is promising. But still has limitations in the capabilities and business development. It is necessary to develop a strategy to compete so that the industrial centers can compete to build competitive advantage.

Preparation of a strategy to compete in this study conducted by considering the strategic behavior of business owners and condition of environmental resources in the centers. Through these two factors hopes competitive strategy can be obtained in accordance with the conditions that exist in and around the neighborhood centers. In analyzing and developing strategies to compete using the approach of Resource Based View (RBV) with the paradigm Soft Systems Methodology (SSM) and approaches Contingent Strategic Success Formula (CSSF).

From research results obtained by the proposed strategy of competing for business owners to run their business. Some of the strategies that to do, among others, to maximize the role of the community, The work that the new screen printing technique, to develop equipment with appropriate technology, maximizing both through internet marketing and personal approach. Besides calculations, the level of environmental turbulence, the aggressiveness of the company, and responsiveness of the company's screen printing services industry clusters respectively by 4.24 3.87 and 3.29, while screen printing services for industrial clusters and convection respectively obtained values of 4.29 , 3.95 and 3.06.

Keywords: *creative industry, industrial clusters, competitive strategy, resource-based view (RBV), soft system methodology (SSM), the strategic success contingent formula (CSSF)*