

**USAHA KERAJINAN BAMBU**  
**(Studi Kasus Komunitas Pengrajin Bambu di Dusun Sendari, Desa Tirtoadi, Kecamatan Mlati, Kabupaten Sleman)**

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**INTISARI**

Penelitian ini bertujuan untuk mengetahui aspek produksi internal, aspek produksi eksternal, serta kinerja industri berdasarkan sampel pada tiap stratifikasi pengrajin pada industri kerajinan bambu di Dusun Sendari, Kecamatan Mlati, Kabupaten Sleman.

Metode yang diambil untuk penelitian ini adalah metode deskriptif yang didukung dengan pengambilan sampel pada tiap stratifikasi industri berdasarkan jumlah tenaga kerja tertinggi dan terendah. Pengambilan data dilakukan dengan cara pengamatan langsung, wawancara dan pencatatan data dari instansi terkait.

Hasil penelitian menunjukkan bahwa aspek produksi internal, aspek produksi eksternal dan kinerja industri memiliki pengaruh yang signifikan dalam usaha kerajinan bambu di Dusun Sendari. Ketiga hal tersebut menjadi dasar acuan untuk menggambarkan aktivitas usaha kerajinan bambu di Dusun Sendari.

Aspek produksi internal meliputi: tenaga kerja, bahan baku, volume produksi dan teknologi pengolahan, aspek produksi eksternal meliputi: kuantitas permintaan dan kebijakan harga, kinerja industri meliputi: keuntungan, tingkat keuntungan (*profitabilitas*) dan tingkat efisiensi industri.

Berdasarkan observasi di lapangan didapatkan fenomena bahwa produk-produk yang dihasilkan oleh para pengrajin mampu menembus pasar internasional walaupun aspek manajemen internal yang diterapkan cenderung bersifat tradisional.

**Kata Kunci:** Kerajinan, bambu, faktor produksi internal dan eksternal, kinerja.

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**THE ENTERPRISE OF BAMBOO INDUSTRY**  
**(Case Study of Bamboo Workers Community in Sendari Small Village,**  
**Tirloadi Village, Mlati District, Sleman Regency)**

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**ABSTRACT**

This research was aimed to find internal production aspects, external production aspect, also the work capability of industry based on samples within every stratification of bamboo industry in Sendari, Tirloadi Village, Mlati District, Sleman Regency.

The method of this research was descriptive method with supported by samples in each stratified industries based on the largest and the smallest amount of the employees. The data was picked up by direct observation, interviewing and noting down the data from correlated instances.

The result showed that internal production aspects, external production aspect, also the work capability of industry had significant effects to bamboo industry in Sendari. Those three things become a basic perspective to illustrate activity of bamboo industries in Sendari.

Internal aspects of production consist of: employees, raw materials, production volume and processing technology; external aspects of production consist of: quantity of order and price policy; the work capability of industry consist of: profit, profitability and efficiency level.

Based on field observation, obtained a phenomena that the products which made by the industry could enter international market although their internal management aspects condition still move traditionally.

**Keywords:** Enterprise, bamboo, internal and external production aspects, work capability.

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