

## **KAJIAN KEBERLANGSUNGAN INDUSTRI (KASUS: INDUSTRI KERAJINAN BAMBU SENDARI, KECAMATAN MLATI, KABUPATEN SLEMAN, D.I.YOGYAKARTA)**

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### **INTISARI**

Produk kerajinan bambu merupakan komoditas unggulan dari sektor industri di Kabupaten Sleman. Industri Kerajinan Bambu di Dusun Sendari adalah salah satu sentra yang memiliki potensi besar untuk dikembangkan, namun juga memiliki permasalahan yang dapat mengganggu keberlangsungan industri. Tujuan penelitian ini adalah: (1) Menganalisis karakteristik pengusaha Industri Kerajinan Bambu di Dusun Sendari, (2) Menemukan permasalahan yang berkaitan dengan keberlangsungan Industri Kerajinan Bambu Sendari, dan (3) Merumuskan arahan strategi dalam menangani permasalahan yang berkaitan dengan keberlangsungan Industri Kerajinan Bambu Sendari.

Penelitian ini menggunakan perpaduan metode kuantitatif dan kualitatif dengan pendekatan studi kasus. Populasi penelitian adalah 16 pengusaha aktif di Sentra Industri Kerajinan Bambu Sendari. Data yang dikumpulkan adalah data primer (karakteristik pengusaha industri, faktor produksi, dan keberlangsungan industri) dan data sekunder (dokumen kebijakan pemerintah). Teknik deskriptif kuantitatif diterapkan dalam menganalisis karakteristik pengusaha melalui uji frekuensi tunggal, sedangkan teknik deskriptif kualitatif diterapkan dalam menganalisis permasalahan industri dan strategi industri melalui instrumen *DPSIR Framework* dan matriks strategi.

Hasil penelitian menunjukkan pengusaha didominasi oleh usia dewasa dengan tingkat pendidikan terakhir SMA sederajat. Industri bambu merupakan mata pencaharian utama yang digerakkan melalui modal pribadi dan modal pinjaman swasta. Bahan baku yang digunakan sebagian besar didatangkan dari luar Kabupaten Sleman. Industri didominasi oleh industri kecil dan rumah tangga. Produk unggulan adalah produk mebel dengan cakupan pemasaran nasional dan internasional. Hasil penelitian kualitatif menunjukkan permasalahan yang berpotensi mengganggu keberlangsungan industri kerajinan bambu di Dusun Sendari yang meliputi: (1) Permasalahan permodalan, (2) Permasalahan bahan baku, (3) Permasalahan kuantitas dan kualitas tenaga kerja, (4) Permasalahan keterbatasan pemasaran, (5) Permasalahan kelembagaan, dan (6) Permasalahan lingkungan alam. Terdapat beberapa arahan strategi dalam mengatasi permasalahan tersebut meliputi: (1) Strategi penguatan dan pengelolaan modal, (2) Strategi penyediaan dan pengolahan bahan baku, (3) Strategi peningkatan kualitas sumber daya manusia, (4) Strategi perluasan pemasaran, (5) Strategi penguatan fungsi lembaga, dan (6) Strategi pengembangan industri.

**Kata kunci:** Keberlangsungan industri, Industri Kerajinan Bambu, Dusun Sendari

**INDUSTRIAL SUSTAINABILITY STUDY  
(CASE: BAMBOO CRAFTS INDUSTRY IN SENDARI VILLAGE, MLATI  
DISTRICT, SLEMAN REGENCY, D.I.YOGYAKARTA)**

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**ABSTRACT**

*Bamboo handicraft products are excellent commodities from the industrial sector in Sleman Regency. Bamboo craft industry in Sendari village is one of the centers that has great potential to be developed, but also has problems that can disturb the sustainability of the industry. The purpose of this research are: (1) to analyze the entrepreneur characteristics of bamboo craft industry in Sendari village, (2) to identify problems related to sustainability of bamboo craft industry, and (3) to formulate strategic plans in handling problems related to sustainability of bamboo craft industry.*

*This study used a combination of quantitative and qualitative methods with a case study approach. The research population was 16 active entrepreneurs in Sendari Bamboo Craft Industry Center. The collected data on this study were primary data (characteristics of industrial entrepreneur, factors of production, and industrial sustainability) and secondary data (government policy documents). Quantitative descriptive techniques applied to analyze the characteristics of entrepreneur through a single frequency test, while qualitative descriptive techniques applied to analyze industrial problems and strategies through DPSIR Framework instruments and strategy matrices.*

*The results showed that entrepreneurs were dominated by adult with the last education level of senior high school. Bamboo industry was the main livelihood that was driven through private capital and private lending capital. The raw materials were mostly imported from outside Sleman Regency. Types of industry were dominated by small and households industries. The featured products were furniture with national and international marketing coverage. The qualitative research indicated problems that potentially disturb the sustainability of bamboo craft industry in Sendari village were: (1) Capital, (2) Raw material, (3) Labor quantity and quality, (4) Marketing limitations, (5) Institutional problems, and (6) Problems of the natural environment. Several strategic plans to overcome these problems are: (1) Reinforcement strategy and management of capital, (2) Supply and processing strategy of raw materials, (3) Quality improvement strategy of human resources, (4) Marketing expansion strategy, (5) Reinforcement strategy of institution functions, and (6) Industrial development strategies.*

**Keywords:** *Industrial sustainability, Bamboo craft industry, Sendari Village*