

DETERMINAN LOKASI SENTRA INDUSTRI KERAJINAN BAMBU DI KABUPATEN SLEMAN

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INTISARI

Industri Kecil dan Menengah Kabupaten Sleman cabang industri kerajinan didominasi oleh industri kerajinan bambu. Industri ini membentuk sentra-sentra di wilayah tertentu yang masing-masing menghasilkan produk khas. Lokasi merupakan hal penting dalam industri karena berhubungan dengan efisiensi produksi dan pemasaran. Tujuan dari penelitian ini adalah : 1) mengetahui distribusi sentra industri kerajinan bambu di Kabupaten Sleman, 2) mengetahui karakteristik usaha industri kerajinan bambu di Kabupaten Sleman, 3) mengidentifikasi faktor-faktor pemilihan lokasi sentra industri kerajinan bambu di Kabupaten Sleman.

Penelitian ini dilakukan secara survei. Pengambilan sampel responden ditentukan secara acak di masing-masing sentra dengan metode *Proporsionate Random Sampling*. Total responden sebanyak 87 unit usaha. Analisis dilakukan dengan hasil berupa peta, tabel distribusi frekuensi, *crosstab*, serta analisis kuantitatif regresi linier berganda.

Hasil penelitian menunjukkan bahwa 1) lokasi sentra-sentra industri kerajinan bambu Kabupaten Sleman mengelompok di wilayah Kabupaten Sleman bagian barat dengan masing-masing sentra memiliki produk khas seperti sentra besek dan aneka kerajinan di Kecamatan Minggir dan Moyudan; sentra tumbu, tambir, tirai bambu, dan anyaman kepeng di Kecamatan Godean; sedangkan sentra gedek, anyaman kepeng bermotif, dan mebel bambu di Kecamatan Seyegan dan Mlati. 2) Industri kerajinan bambu Kabupaten Sleman didominasi oleh industri skala rumah tangga. 3) Faktor yang berpengaruh terhadap keuntungan sebagai fungsi karakteristik spesifik lokasi industri kerajinan bambu Kabupaten Sleman adalah kuantitas bahan baku dan kedekatan pasar.

Kata Kunci : lokasi, sentra, industri kerajinan bambu, karakteristik, pengaruh.

DETERMINANT OF THE LOCATION OF THE CENTER OF BAMBOO INDUSTRY IN SLEMAN REGENCY

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ABSTRACT

Small and Medium Industries in Sleman Regency, the branch of handicraft industry is dominated by the bamboo industry. This industry forms centers in certain regions. Location is an important thing in the industry because it's related to the efficiency of the industrial production and marketing. The purpose of this study was 1) knowing the distribution of the center of the bamboo industry in Sleman Regency, 2) knowing the characteristics of the bamboo industry in Sleman Regency, 3) identify the factors of location for the center of the bamboo industry in Sleman Regency.

This research used survey method. Respondent sampling is taken randomly in each center using the Proportionate Random Sampling method. Total respondents are 87. The analysis is carried out with the results in the form of maps, frequency tables, crosstab, and quantitative analysis of multiple linear regression.

The results showed that 1) the location of the center of the bamboo industries in Sleman Regency clustered in the west region with each center having distinctive products such as center of besek and various handicrafts in Minggir and Moyudan; center of tumbu, tambir, bamboo curtain and plaited bamboo in Godean; while the center of gedek, patterned plaited bamboo, and bamboo furniture in Seyegan and Mlati. 2) The bamboo industry in Sleman Regency is dominated by household scale industries. 3) Factor that have the influence on profits as a function of the specific characteristics of the location of the bamboo industry in Sleman Regency is the quantity of raw material and the distance of market.

Key words : location, center, bamboo industry, caracteristic, determinant