

ABSTRAK

Industri Mikro Kecil (IMK) saat ini tengah mengalami perkembangan. Meskipun demikian, industri mikro kecil yang sedang berkembang sulit menyaingi industri besar. Salah satu industri kecil yang sedang berkembang ialah industri makanan. Di dalam berbagai macam industri makanan, muncul banyak inovasi dan pilihan makanan yang semakin beragam. Salah satunya muncul usaha oleh-oleh yang dianggap lebih kekinian. Hal tersebut membuat industri kecil seperti industri kecil bakpia semakin sulit menyaingi. Kondisi persaingan industri yang semakin kompetitif tersebut, membuat industri kecil melakukan strategi bertahan untuk keberlangsungan usahanya. Salah satunya dengan mempertahankan tenaga kerja, agar tidak berpindah kerja. Dari penelitian ini menggambarkan relasi patron klien berperan dalam keberlanjutan industri kecil bakpia. Selain itu, IMK bakpia dinilai berperan dalam perekonomian masyarakat kecil.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Lokasi penelitian dilakukan di DIY tepatnya Kecamatan Pundong, Kabupaten Bantul. Subyek penelitian ini berjumlah tujuh orang. Informan terdiri dari 3 pemilik industri kecil bakpia, 3 pekerja, dan 1 aparat pemerintah.

Hasil penelitian menunjukkan bahwa terjadi relasi patron klien antara pemilik industri kecil bakpia dan pekerja. Relasi ini terjalin karena adanya perbedaan status sosial ekonomi antara pemilik industri kecil bakpia dan pekerja. Relasi patron klien industri kecil bakpia terbentuk karena adanya rasa saling percaya di antara keduanya. Selain hal itu, terdapat sebuah nilai loyalitas yang dijaga oleh pekerja. Relasi patron klien tersebut, menimbulkan ketergantungan di antara kedua belah pihak. Melalui relasi patron klien dapat menciptakan hubungan kerja yang harmonis. Hubungan kerja yang harmonis memberikan kontribusi untuk keberlangsungan IMK bakpia. Hubungan kerja yang harmonis tersebut bertujuan agar pekerja yang jujur, terampil, dan sudah lama bekerja tidak berpindah tempat kerja. Adanya pekerja yang memiliki kriteria tersebut membuat harmonisasi dan tingginya tingkat relasi antara pemilik usaha bakpia dan pekerja semakin meningkat. Oleh karena itu, upaya yang dilakukan pemilik usaha bakpia mempertahankan para pekerja melalui pemberian imbalan ekstrinsik dan pemberian imbalan instrinsik.

Kata Kunci: *Patron Klien, Industri Mikro Kecil, Industri Bakpia*

ABSTRACT

The Micro Small Industry (IMK) is currently experiencing development. Even so, small micro-industries that developing are difficult to compete with large industries. For example food industry. In various food industries, there are so many innovations and increasingly diverse food choices. One of them is a souvenir business that considered more current. This makes small industries such as small bakpia industries increasingly difficult to compete with. The increasingly competitive industrial conditions make small industries carry out a survival strategy for their business continuity. One of them is by maintaining the workforce, so as not to change employment. From this study, the relationship of patron clients plays a role in the sustainability of the small bakpia industry. In addition, the small bakpia industry is considered to play a role in the economy of small communities.

This study uses a qualitative approach with descriptive methods. The location of the study was conducted in DIY precisely in Pundong District, Bantul Regency. The subjects of this study were seven people. The informants consisted of 3 bakpia small industries owners, 3 workers, and 1 government official.

The results of the study showed that there was a patron client relationship between small bakpia industrial owners and workers. This relationship is intertwined because of differences in socio-economic status between small bakpia industrial owners and workers. The patron relationship of small bakpia industry clients was formed because of the mutual trust between the two. Apart from that, there is a value of loyalty that is maintained by workers. The patron's client relations create a dependency between the two parties. Through patron relations, clients can create harmonious working relationships. A harmonious working relationship contributes to the sustainability of the small bakpia industries. The harmonious working relationship aims to make workers who are honest, skilled, and have long worked not to change jobs. The existence of workers who have these criteria makes harmonization and the high level of relations between small bakpia business owners and workers increases. Therefore, efforts made by business owners to retain workers through extrinsic rewards and intrinsic rewards.

Keywords: Client Patron, Small Micro Industry, Bakpia Industry