



Pengaruh Perkembangan Usaha di Sentra Industri Kerajinan Kulit terhadap Peningkatan Pendapatan

Laily Fariha Aditya¹, Ibnu Wahid Fakhruddin Aziz², Muh. Prasetya Kurniawan²

ABSTRAK

Kulit merupakan salah satu produk Indonesia yang berpotensi diekspor. Sentra Industri Kulit di Bantul memiliki kapasitas produksi terendah, namun memiliki jumlah unit usaha terbesar di Daerah Istimewa Yogyakarta. Sentra Industri Kerajinan Kulit Manding didominasi oleh UMKM sehingga perkembangan usaha menjadi tuntutan dengan tujuan memperoleh pendapatan untuk biaya hidup. Penelitian ini bertujuan untuk mengetahui perkembangan usaha, peningkatan pendapatan, dan pengaruh perkembangan usaha terhadap peningkatan pendapatan di Sentra Industri Manding. Metode yang digunakan dalam penelitian ini adalah analisis statistik deskriptif dan analisis regresi berganda. Pengambilan sampel sebanyak 21 pelaku usaha di Sentra Industri Manding dilakukan secara *purposive sampling*. Hasil dari penelitian ini adalah perkembangan usaha di Sentra Industri Manding mayoritas memiliki omzet per bulan dengan rentang 20 – 30 juta, biaya produksi dengan rentang 15 – 20 juta, dan kapasitas produksi per bulan sebesar 50 – 150 pcs. Faktor-faktor yang mempengaruhi perkembangan usaha paling dominan adalah keterampilan/*skill* sebesar 30%. Peningkatan pendapatan (profit) di Sentra Industri Manding mayoritas memiliki rentang 5 – 10 juta per bulan sebanyak 29%. Pengaruh perkembangan usaha yang meliputi omzet, biaya produksi, dan kapasitas produksi terhadap peningkatan pendapatan secara simultan sebesar 83%, dan secara parsial omzet berpengaruh signifikan terhadap peningkatan pendapatan sebesar 82,6%.

Kata Kunci : *kerajinan, pendapatan, perkembangan usaha*

¹) Mahasiswa Departemen Teknologi Industri Pertanian

²) Staff Pengajar Departemen Teknologi Industri Pertanian



Influence of Business Development in the Leather Handycraft Industrial Center on Increased Income

Laily Fariha Aditya¹, Ibnu Wahid Fakhruddin Aziz², Muh. Prasetya Kurniawan²

ABSTRACT

Leather is one of Indonesia's products that has the potential to be exported. The Leather Industry Center in Bantul has the lowest production capacity, but has the largest number of business units in the Special Region of Yogyakarta. The Center for Manding Leather Industry is dominated by MSMEs so business development becomes a demand with the aim of earning income for living expenses. The purpose of this research are to determine business development, increase in income, and the influence of business development on increasing income in the Manding Industrial Center. The method used in this research are descriptive statistical analysis and multiple regression analysis. Sampling of 21 entrepreneurs in the Manding Industry Center was conducted by purposive sampling. The results of this research are that business development in the Manding Industrial Center has a majority of turnover per month with a range of 20-30 million, production costs with a range of 15-20 million, and a monthly production capacity of 50 - 150 pcs. The factors that influence the most dominant business development are skills by 30%. The increase in income (profit) in the Manding Center Center has a majority of 5-10 million per month as much as 29%. The effect of business development which includes turnover, production costs, and production capacity to increase income simultaneously by 83%, and partially turnover has a significant effect on increasing income by 82.6%.

Keyword: *business development, handycraft, income*

¹) Studentat Department of Agroindustrial Technology

²) Lecturerat Department of Agroindustrial Technology