

PROFILE OF MICROENTERPRISES CREATIVE SOUVENIR PROCESSED COCONUTWASTE MANAGED BY POOR ARTISANS FARMERSIN RURAL

Dumasari¹, Tri Septin Muji Rahayu², Sulistyani Budiningsih³

^{1,3} Lecturer of Agribusiness Program Study, Faculty of Agriculture, University of Muhammadiyah Purwokerto

² Lecturer of management Program Study, Faculty of Economic, University of Muhammadiyah Purwokerto

Email: dumasarilumongga@yahoo.com

Abstract

The goal of this reseach is to review and find the profile of microenterprises creatice souvenir processed coconut waste managed by poor artisans farmersin rural. This research use the design of applied research. The research method is grounded research with a combination of qualitative and quantitative approaches. Location research intentionally set in a rural Sub district Baturaden, Banyumas District and Purbalingga Wetan Sub District, Purbalingga District, Central Java Province. The types of data collected is primary and secondary. Mechanical determination of informants was purposive sampling. Respondents were selected by simple random sampling technique. Key informants determined with rolling snowball technique. Techniques of processing and analyzing implemented in a qualitative and quantitative. Qualitative data analysis techniques using the Interactive Model of Analysis. Quantitative data were analyzed using descriptive statistics techniques. The research results revealed that the profile of micro enterprises creative souvenir processed from waste of coconut managed by poor artisans farmersin rural at Baturaden and Purbalingga Wetan shows the similarities and differences in some cases. Micro enterprises of kreatif souvenirs processed coconut waste managedby poor artisans farmersin Baturaden rural has a profile that is to show various limitations on the some issue: capital, quality and quantity of products, technology, profit, price and market. In contrast to that found in Baturaden, micro business profile creative souvenir refined coconut waste managed in Purbalingga Wetan by poor artisans farmersare adequate in terms of issues: labor, quality and quantity of products, technologies, prices, market. Based on micro business profile is known that the informants often have limitations in problems of capital and raw materials.

Keywords: *profile; micro enterprises; creative souvenirs; coconut waste*

INTRODUCTION

Various attempts have been made by several parties for intensive empowerment to farmers free of poverty. One strategic move that is applied to involve poor farmers in diversifying livelihoods. A variety of productive activities can be developed in the farming community to take advantage of the potential of local resources.

Poor farmers realize the wealth of natural resources available in the surrounding rural environment can essentially be used as raw material variety of economically valuable products on the market. However, the ability of poor farmers to cultivate limited. Access the knowledge and skills to the adoption of product processing technology that belongs to poor farmers minimal. Information on additional sources of capital, designs and motifs products, business management strategies, market reach, promotional techniques and fabric of the business network as untouched a range of poor farmers. Thus social reality is not much different with the research findings and Watemin Dumasari (2009) followed Dumasari and Watemin (2010) in rural of Banyumas despite the fact that show poor farmers have been able to manage the business of microtourism souvenirs goods from waste agricultural but not the acquisition of additional revenue means for increasing economic families.

The products resulting by poor poor artisans farmersare often not appropriate with market trends so that the sale value is much lower than the market price. The design and motif souvenir products produced poor farmers less varied due to new technology utilized is just able to modify the monotonous patterned products. Poor farmers have weak access to inormasi and the market price. Its bargaining power is also weak when conducting transactions with merchants. The product quality is still low.

Waste coconut is one type of agricultural waste which has been often wasted just so prone to be pollutants that contaminate the surrounding natural environment. However, reversed negative function as pollutant turns coconut waste has economic potential to be used as raw material for various forms of souvenirs with creative designs and motifs. Part of processed waste oil is utilized such as: shell, husk, dried leaves, sticks, bunches of flowers (Virgin), the roots and the rest of sawn timber and *glugu* (coconut trees). Great potential for coconut waste used as raw material of creative souvenirs is also based are abundant in the countryside. For it is necessary to do research that study how profile of micro enterprises creative souvenir processed coconut waste by poor artisans farmers in rural?

RESEARCH GOALS

Based on the urgency of the problem, this research has a specific purpose. The goal of this research is to review and find the profile of micro enterprises creative souvenir processed coconut waste managed by poor artisans farmers in rural.

RESEARCH METHODS

This research use the design of applied research. The research method is grounded research with a combination of qualitative and quantitative approaches. Location research intentionally set in a rural Sub district Baturaden, Banyumas District and Purbalingga Wetan Sub District, Purbalingga District, Central Java Province. The types of data collected is primary and secondary. Mechanical determination of informants was purposive sampling. Respondents were selected by simple random sampling technique. Key informants determined with rolling snowball technique. Collection techniques are in-depth interviews were conducted with the data source. Interviews based on a structured questionnaire that had been prepared beforehand. In addition, other primary data collection techniques used the Focus Group Discussion (FGD). Data collection techniques of secondary data analysis is intended to obtain data derived from: books, records, documents, books, journals, research results relevant to the theme of the research comes from government and village/district and others. Techniques of processing and analyzing implemented in a qualitative and quantitative. Qualitative data analysis techniques using the Interactive Model of Analysis (Miles and Huberman, 1991). Quantitative data were analyzed using descriptive statistics techniques.

RESULTS AND DISCUSSION

Microenterprises creative souvenir processed from waste of coconut managed poor artisans farmers in Baturaden and Purbalingga Wetan have profiles with a variety of criteria. Some criteria for the micro enterprises profile creative souvenir processed from waste of coconut showed similarities in various matters relating to: the use of labor, primarily from the nuclear family environment, extended family and neighbors nearby. It's just at the poor artisans peasant in Purbalingga Wetan when product demand increases, additional labor is absorbed from some other craftsmen farmers who join the membership bond Manunggal Karya Group. Prevailing wage system is also not different because the wage rate is determined from the volume of work done in producing the product. Thus wage system in the two sites known as piece rate (*upah borongan*).

Profile microenterprise creative souvenir from coconut waste processed in Baturaden and Purbalingga Wetan arriving in some respects the amount of labor. The use of hired labor in Baturaden relatively less than in Purbalingga Wetan. This is because the volume of coconut waste processing work into a variety of more creative souvenir in Purbalingga Wetan. Another difference is revealed from the use of technology among poor artisans peasant began preproduction stage, production, finishing to packaging and marketing. The informant in Baturaden craftsmen still using traditional technology. Marketed products tend to semifinished or have not gone through the process of finishing and packaging. In contrast to the application of the technology conducted in Purbalingga Wetan informant, who has used various types of modern and semimodern technology to improve the quality of the product.

Status and the amount of capital used informants in the two sites are different. The informants in Baturaden have smaller capital that most (50 percent) comes from its own capital. Only a few informants who claimed to use the loan capital from traders bersumber subscription product sales. In contrast, the amount of capital in the production of the informants Purbalingga Wetan larger and the majority (> 50 percent) is on loan from Manunggal group work or other potential borrowers. In Table 2 details the criteria observed profiles of each poor artisans farmers who researched both of Baturaden and Purbalingga Wetan.

Table 2. Profile of Microenterprises Creative Souvenir Processed from Coconut Waste

No.	Criteria Profile	Baturaden	Purbalingga Wetan
1.	Labor		
	Labor Resources	Labor sources of nuclear family extended family and neighbors close	nuclear family , extended family, close neighbors and fellow poor artisans farmersof Manunggal Karya Group members
	Number of Workers (people)	3-6 people per working day	4-8 people per working day
	Wage System	Wage bulk wholesale	Wage bulk wholesale
2.	Application of Technology		
	Pre Production Stage	The majority of traditional	The majority of semi modern
	Production Stage	The majority of traditional	The majority of modern
	Finishing Stage	The majority without finishing stages	The majority of modern
	Packaging Stage	The majority without packaging stage	The majority of semi modern
3.	Capital		
	Capital Resources for Capital Resources for Micro	Majority 's own services to minority bold traders borrow loan capital	The majority of loan capital Manunggal Karya Group and other potential borrowers A small portion of equity capital
	Total Capital Microenterprises	Average Rp 250.000-Rp 750.000	Average Rp 750.00-Rp 4.500.000
4.	Microenterprises Management Strategies	Managed conventional almost without effort (people) business	Simple management strategy (group)
5.	Microenterprises Products		
	Product Types	1-3 product types	>3 product types
	Product Design	Tends to remain invariable	Adjusted market trend information
	Motive of Products	Less variatif	Variatif
	Product Quality	Not good	Good
6.	The volume of product per unit of product working days	25-50 units of product	>50 units of product
7.	Reach the Market	Collector costumer traders	Exhibitions, tourist markets, traders, consumers in/out of town
7.	Level Price	Rp 25.000 per kodi	Rp 40.000 per kodi
8.	Profit	Rp 25.000-Rp 50.000 per working day	>Rp 50.000 per working day

Source: Adapted from primary data in 2013

Based on other information in Table 2 revealed that the criteria that indicate there are differences in microenterprise management system. Informants in Baturaden not perform proper management system. Creative souvenirs microenterprises managed refined palm waste management systems tend to use conventional household patterned. Poor artisans farmerswork individually and do not yet have a network working group. Meanwhile, in Purbalingga informant Wetan informants have begun to use business management system until there is a bond group collectivity that

characterize the business relationship between the poor artisans farmers produce better quality products. The informants in Purbalingga Wetan has had its own marketing space facilities owned Manunggal Karya Work. The marketing system is no longer just passing *gethok tular* but developed through the use of information technology media mobile and Internet networks.

Another difference observed from the type, pattern, design and creative souvenir volume of processed waste product of coconut. Informants in few Baturaden able to produce one to two types of

products with motifs and designs which tend to be monotonous every time production. The volume of the resulting product also looked much less than that produced in Purbalingga Wetan informants. Therefore, the quality of the products produced informant creative souvenir of Purbalingga Wetan better because motifs and designs are varied according to the market trend. Microenterprises of

creatif souvenirs processed coconut waste by managed poor artisans farmersin Baturaden rural has a profile that is to show various limitations on the some issue: capital, qualityand quantity of products, technology, profit, prices and market. At Figure 1 shows the profile of micro enterprises creative souvenirs developed informants in Baturaden.

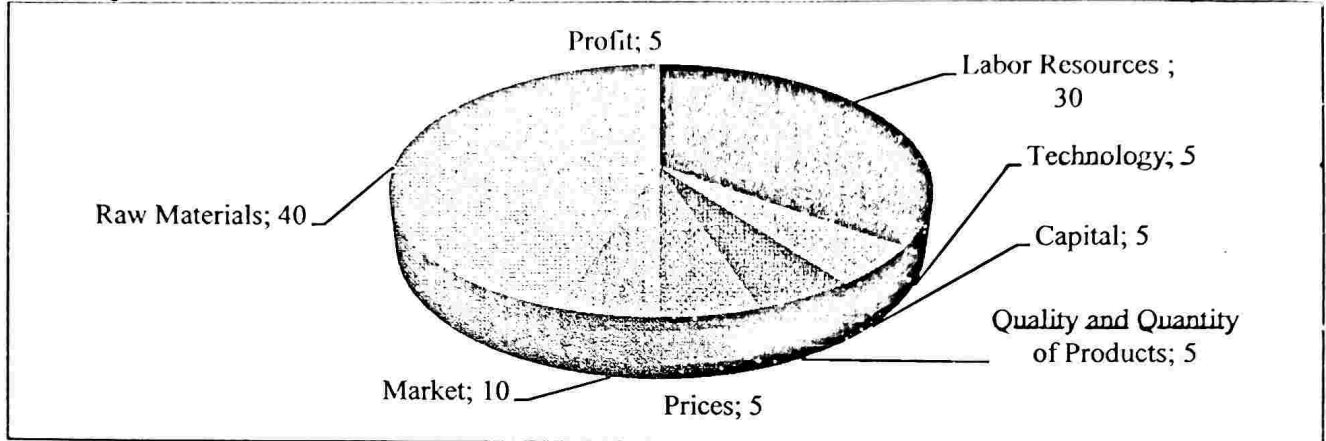


Figure 1. Profile Micro Enterprises Creative Souvenir Processed Coconut Waste in Rural of Baturaden

Behind the limitations of the various things that affect the ability of the micro-enterprise productivity from the profile shown in figure 1 is known poor artisans farmersin Baturaden have the capability to be developed especially in the availability of raw materials and labor. However, the availability of skilled labor need to be equipped to process waste coconut into various types of creative souvenirs sold at some market share.

In contrast to that found in Baturaden, micro enterprises profile creative souvenir refined

coconut waste managed in Purbalingga Wetan by poor artisans farmersare adequate in terms of issues: labor, quality and quantity of products, technologies, profit, prices, market. Based on micro business profile is known that the informants often have limitations in problems of capital and raw materials. A more complete profile of the micro enterprises of creative souvenir in Purbalingga Wetan can be seen in Figure 2.

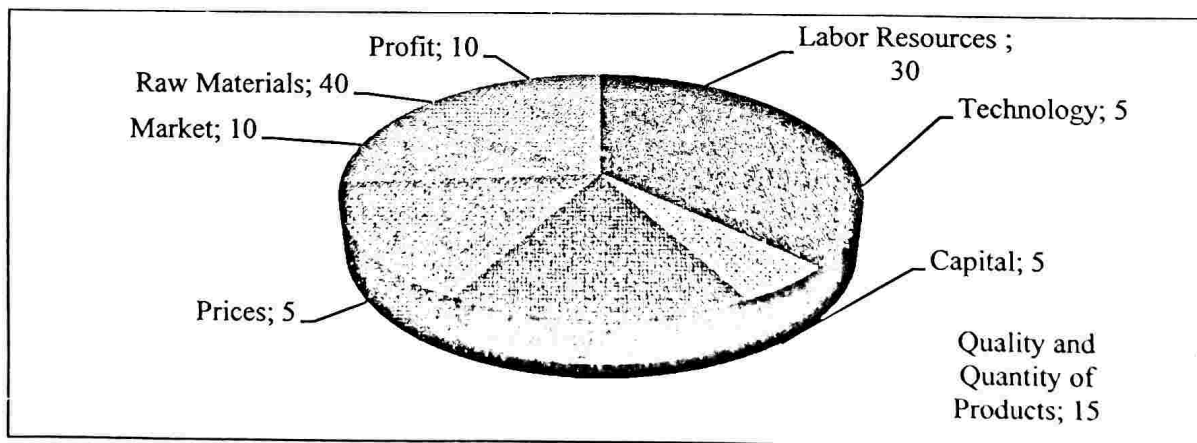


Figure 2. Profile Micro Enterprises Creative Souvenir Processed Coconut Waste in Rural of Purbalingga Wetan

Livelihood diversification is done informants in the two sites has important functions for the management of productive enterprises in rural as described by Sitorus, et al (2004). Empowerment of poor farmers through the development of micro enterprises of creative souvenir coconut waste processed with the design modification technology appropriate with market trends require a strategy that is not only economically motivated but also need to be accompanied by social motives, culture and the environment as expressed by Sadono (2008). The resulting product from coconut farming implements vertical diversification have greater market opportunities for producing competitive products and value-added economically adequate (Tarigan, 2005).

CONCLUSIONS AND IMPLICATIONS

Profile microenterprise creative souvenir processed from coconut waste managed by poor artisans farmers in rural of Baturaden and Purbalingga Wetan show the similarities and differences when observed in some cases. Equations contained in the use of labor from the nuclear family environment, extended family, neighbors nearby. Prevailing wage system among poor artisans farmers also shows that equation using wholesale debt bondage system. Differences that characterize micro enterprises profile found at: raw materials, technology, capital, management strategies, quality and quantity of products, prices and markets as well as profits.

Inaction poor artisans farmers develop micro was influenced capital issues and technology. Therefore, it needs a real effort to increase awareness and the ability of artisans farmers in accessing capital sources of information utilizing coconut waste processing technology into creative souvenirs and quality varied.

References

- Dumasari and Watemin. 2009. Pemberdayaan Petani Miskin melalui Pengembangan Usaha Mikro *Tourism Souvenir Goods* dari Limbah Pertanian dengan Pemanfaatan Teknologi Modifikasi Produk Ramah Lingkungan. Competitive Grant Research Report Phase II. DIKTI. Jakarta.
- and Watemin. 2010. Pemberdayaan Petani Miskin melalui Pengembangan Usaha Mikro *Tourism Souvenir Goods* dari Limbah Pertanian dengan Pemanfaatan Teknologi Modifikasi Produk Ramah Lingkungan. Competitive Grant Research Report Phase III. DIKTI. Jakarta.
- Miles, M. B., and A. M., Huberman, 1991. *Designing Qualitative Research*. Mac Graw Hill Company. New York.
- Sadono, Dwi. 2008. Pemberdayaan Petani: Paradigma Baru Penyuluhan Pertanian di Indonesia. Article Published in the Journal of Counseling Volume 4 Number 1. March 2008. The Program of Study Ilmu Penyuluhan Pembangunan. Bogor Agricultural Institute. Bogor.
- Sitorus, Felix, MT., Endriatmo Soetarto, Djuara P., Lubis, Ivanovich Agusta and Rachmat Pambudy. 2004. *Agribisnis Berbasis Komunitas*. PT. Sang Hyang Seri. Agrarian Studies Center Research Institution Agricultural Institute. Bogor.
- Tarigan, Doah Dekok. 2008. Diversifikasi Usahatani Kelapa Sebagai Upaya Untuk Meningkatkan Pendapatan Petani. Article Published in the Journal of Perspektif Volume 4 Number 2. December 2005. Research Institute. Department of Agriculture. Bogor.