



## Sustainability And Contribution Of Small Beading Industry In Improving The Welfare Of Village Community

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### ABSTRACT

The purpose of this research is to find out the efforts of craftsmen and the community in maintaining the sustainability of the small bead industry in improving the welfare of the community. This type of research is a qualitative research with a case study approach. The research was conducted at the center of the beading industry. The data collection technique was based on observation and interviews and documentation. The data analysis technique used qualitative data analysis with the steps of the Miles and Huberman model. Test validity with Triangulation. The results of this study are 1. Efforts made by craftsmen in maintaining the sustainability of the beading industry, namely by maintaining aspects: marketing, maintaining quality and quality, consumer trust, regeneration of bead craftsmen, surrender and trust in the one who makes God Almighty. . 2. Contributions for craftsmen (entrepreneurs and workers) of Gudo beads are in the form of increasing welfare, namely sufficient income, so that craftsmen are able to meet their daily needs (clothing, food and board) and send their children to higher education, facilitated health.

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## INTRODUCTION

The small industrial sector has an important role in the development of the Indonesian economy. This is because it is able to absorb a lot of workers so as to smoothen the circulation of the economy and be able to coexist with big businesses. Small businesses are also able to live on the sidelines of big businesses by making unique and special products so they don't consider big businesses as competitors (Mardaka & Kuntoro, 2015). Industry is defined as an economic activity that processes raw materials, raw materials, semi-finished goods and/or finished goods into goods with a higher value for their use, including industrial design and engineering activities. Small industry is a type of micro-enterprise with an authorized capital of under 500 million, and uses simple equipment for the production process (Presidential Regulation No. 28 of 2008).

According to Pujoalwanto (2014), the existence of small industries in rural areas is directed at increasing progress, economic independence and community welfare to meet

basic needs. In addition, as the availability of jobs to increase income or as the main source of income. It is called a small industry because its workforce is about 5 to 19 people. With the characteristics of having relatively small capital, the workforce comes from the surrounding environment or there are still relatives. The process of industrialization and industrial development is a path of activity to improve people's welfare in terms of a more advanced standard of living and a higher quality of life.

In research conducted by Rochman (2017), the small industrial sector provides a very important contribution to employment and there are community distribution activities and production activities occur. The increasing number of residents will at the same time increase the number of workers in rural industrial areas so as to encourage the creation of various economic activities in an effort to meet the needs of life. The development of industries in various sectors has a positive impact on industrial growth so that it can create jobs (Angraini and Suparno, 2017).

Improving welfare requires economic efforts. The government and society cannot rely solely on macro-enterprises that rely on large investors/companies. The community must be able to engage in household-based micro-enterprises in order to create their own jobs in the form of small industries.

One of the small industries that grow and develop in Jombang is handicrafts, from various small handicraft industries in Jombang Regency, beading in Plumbon Gambang Village is a craft that is growing rapidly compared to other crafts. This business has good prospects to develop and play a role in increasing income, considering that beads are the main product of Jombang Regency.

The total population of Gudo District in 2021 according to BPS (Gudo District in 2021 figures) is 55,997 and identified as poor people with the criteria for receiving KIP (Smart Indonesia Cards), KIS (Healthy Indonesia Cards), PKH (Hope Family Program), BPNT (Health Assistance). Non-Cash Food) and DTKS (Integrated Data on Social Welfare) amounted to 42,322 people or 75.8% of the population of Gudo District were poor.

In seeking business sustainability in small industries, management management is needed for the sustainability of industrial processes and the existence of the industry. In the research conducted by Ma'arifatul Faizah that affects the sustainability of an industry's production are: a) Capital, b) Raw Materials, c) Marketing, d) Technology, e) Labor.

According to Mudrajad Kuncoro, there are three important reasons for the contribution of small and home industries, namely:

1. able to absorb labor,
2. able to play a role in non-oil exports.
3. Able to participate in the development of the manufacturing industry

According to (Icai, 2010) to achieve a welfare must pay attention to several indicators of welfare which include Income distribution, Education, Improved health quality

The purpose of this study was to determine the efforts of craftsmen and the people of Plumbon Gambang Village in maintaining the sustainability of the small bead industry in improving the welfare of the community.

## METHOD

This type of research is a qualitative research with a case study approach. The research was conducted at the center of the beading industry in Plumbon Gambang Village,

Gudo District, Jombang Regency. This research was conducted for 3 months between March, April and May 2022. The research subjects were the Village Head, business owners, employees, and the community around the beading industry, Plumbon Gambang Village, Gudo District, Jombang Regency. Plumbon Gambang Village bead crafts in improving the welfare of the community. Sources of data from primary and secondary sources. Data collection techniques based on observations and interviews as well as documentation. The data analysis technique uses qualitative data analysis with the steps of the Miles and Huberman model. Test validity with Triangulation

## RESULTS AND DISCUSSION

### **Craftsmen's Efforts to Maintain the Sustainability of the Beads Industry, Plumbon Gambang Village, Gudo District, Jombang Regency**

Sustainability comes from the word sustain which means continuing and ability which means ability. In more general terms, sustainability is the durability of a system and process. Sustainability is the ability of a system to maintain the level of production created by nature in the long term. In this research what is meant by sustainability is the existence of a bead industry that has existed since the 1970s which continues to experience sustainability until now in the production process which is carried out from generation to generation so that it is able to contribute to improving the welfare of craftsmen and communities around the production of beads. bead.

To answer the first objective of this research, the researcher pays attention to several aspects, namely: capital, raw materials, marketing, technology and labor. In maintaining the sustainability of the beading craft industry, it is described as follows:

#### 1. Capital

Capital is a collection of money or goods used to run a business. The capital referred to in this study is the costs incurred to produce glass beads which are expressed in rupiah units excluding the value of land and buildings. In the production of beads in Plumbon Gambang Village, Gudo District, Jombang Regency, the average capital comes from the entrepreneurs themselves without assistance from the government, but some are from bank loans, as the results of interviews with 5 craftsmen

#### 2. Raw material

In making beads, sustainable raw materials are needed. Plumbon Gambang village beads come from glass waste that has been disposed of by the community and or purchased at a shop that provides raw materials for beads, but some are also made from other materials. Easy access to raw materials in the form of glass waste makes the beading industry continue. However, with the scarcity of raw materials so that they are expensive, it becomes an obstacle to the development of this craft industry.

#### 3. Marketing

Beaded handicraft products are marketed directly by craftsmen. Basically they already have regular customers to market their products. In maintaining the product and business continuity, the bead industry players try to market their products to various regions through modern marketing and traditional marketing. Modern marketing here is through online sales and traditional marketing through on-site marketing or opening shops at the point of sale with reseller models in the regions, in this way income and business

turnover can survive, especially in the face of the 2019 COVID-19 pandemic, almost -almost this beading business went out of business.

Marketing is carried out not only to the local market but also to foreign markets. However, the pandemic conditions made marketing difficult due to low demand.

#### 4. Technology

Technology is all means to provide goods needed for the survival and comfort of human life. In this study it was found that the technology used in carrying out production uses appropriate or simple technology adapted to production needs. To operate it uses manpower not machines.

As for their marketing, they have used IT (information and technology), namely online via Instagram, Facebook and the marketplace.

#### 5. Labor

In this study, it was found that the workforce used in the beading industry amounted to 3-17 people who were adjusted to demand and worked and were paid daily or wholesale models. In terms of marketing, there are no employees, everything is done by the owner of capital because the intensity and quantity are uncertain, 90% of the workforce in the beading industry comes from Plumbon Gambang village, while the rest comes from other villages but still in one sub-district. The location of the business which is in a residential area makes it easier to get workers, which include neighbors and relatives. In this industry, the workforce is not limited by age. The selected workforce are those who have a high work ethic, are patient and are able to work with targets. There are no specific criteria, such as level of education. Because this craft industry does not require special skills, only artistic creativity is needed.

The workforce in this industry is divided into 2, namely production workers and assembly workers. The production workforce is dominated by men/ladies, while the assemblers are done by women/mothers.

#### **Small Industry Contribution of Beading**

The beading industry in Plumbon Gambang Village is an industry that has existed and has been going on for a long time, starting in the 1978s. The existence of the existing small bead craft industry has had a positive impact on the community. The beading industry is categorized into a small industry because it still uses a lot of human labor, so it is able to absorb the workforce in the village. In addition to using human labor, the average workforce used in industry ranges from 4-17 people. From the results of the research, the contribution of the small beading craft industry is as follows:

##### **1. Ability to absorb labor in Plumbon Gambang Village**

The beading industry, which is mostly done by parents and is an industry whose nature is passed down from generation to generation, has caused the beading industry to exist to this day. In addition, industrial locations scattered in rural residential areas caused a lot of absorption of labor from the environment around the industry. This industry is an opportunity to work and earn income. In addition, this industry has become a stepping stone, he is still confused about finding a job or there is no call to work at the place he has applied for, joining the beading industry as an alternative to reduce unemployment. Moreover, in this pandemic era with many layoffs of factory workers, this craft industry is an opportunity to create jobs in Plumbon Gambang Village.

Most of the housewives in Plumbon Gambang Village also work in this industry to pass the time after their household work is done. The housewives bring the beads obtained

from the business owners which are then assembled at home and delivered to the business owners every day. The number of deposits determines the income earned by each worker, because with the piecework system each item that is successfully completed has its own wage value, equal distribution of income.

## **2. Small and home industries (IKRT) play an important role in non-oil and gas exports, although when compared to large industries their contribution is much smaller**

The small beading industry can export their products to foreign countries even though on a small scale. In the current conditions, they are starting to look for the market again due to the COVID-19 pandemic which limits all sectors. So do online marketing. Sustainability and contribution of the small bead industry in improving the welfare of the community

In seeking business sustainability in small industries, management management is needed for the sustainability of industrial processes and the existence of the industry. In the research conducted by Ma'arifatul Faizah that affects the production continuity of an industry, namely: Capital, Raw Materials, Marketing, Technology and Manpower have been fulfilled in the Beads Industry, Plumbon Gambang Village, Gudo District, Jombang Regency. this study found that:

- 1) The average craftsman's capital is obtained from their own funds without government assistance.

This resident of Plumbon Gambang village was familiar with beads around 1978's. The pioneers of this craft are Wachid and Sugiyo. Initially the glass material was shaped by fruits, flowers, and prayer beads. It was only in 1980 that the switch to beads. The change began when two Kalimantan residents came and asked for a beaded necklace to be made like the example that was brought. After trying it, it worked fine. This new creation was quickly accepted by the market. Since then, the development of beads has accelerated and spread to almost all Plumbon Gambang village, Gudo sub-district, Jombang district.

The income earned from making these beads is very profitable. Initial capital that is not too much can generate quite a lot of turnover. This also triggered the community in Plumbon Gambang village, Gudo sub-district, Jombang district to switch professions. At first farming was their only source of livelihood, now small beading industry is also their source of livelihood.

Starting a small beading industry is also not easy. It takes patience and creativity to follow the demands of the market. Because in pioneering this small bead industry, there are many obstacles and obstacles. For example, during the monetary crisis in 1998, many large industries went bankrupt. But this small bead industry business can still survive, although not all of them.

As it is today, Chinese products have entered the domestic market. The small bead industry business in Plumbon Gambang village, Gudo sub-district, Jombang district is also feeling the impact. According to Mr. Nur Wachid, one of the bead craftsmen from Plumbon Gambang Village, Gudo District, Jombang Regency has felt the pain of price competition. The clear type of beads that he made began to be difficult in the market. This also results in the turnover that can be obtained every month.

- 2) Raw materials for the increasingly rare bead industry

Manufacturers in the manufacture of Plumbon Gamabng village beads use Duralex glass as raw material. There have been experiments using ordinary glass, but the results

have lower quality that is easily broken, even though using the raw material of Duralex glass, the quality is low but not as low as using ordinary glass, so we chose to use Duralex glass as raw material.

If this is not immediately resolved, other challenges will arise, such as the flood of beads from China with a quality that is no less good than products from Jombang. Therefore, it is necessary to innovate a raw material design strategy to improve quality by using substituted main raw materials.

The innovation offered is to re-optimize the quality of the raw materials for making glass beads. This optimization is done by designing a material that includes 92% cullet (broken glass) and 8% alumina. The application of this technology will facilitate producers with abundant raw materials and does not require the selection of the type of glass used. By producing a relatively high quality than using Duralex glass as raw material, of course this method is suitable based on the existing conditions. The implementation of OBAMA will answer the existing problems, at least this is an offer put forward by Khofifah, et al (2013) in their research on OBAMA (Optimization of Glass Beads Raw Materials) as a solution for the center of SMEs Jombang beads.

3) Marketing Model and Beading Technology that is in accordance with the standard of the marketing system.

Marketing is a very important element in an industry, large or small. Marketing aims to promote the products produced by the industry and market or sell the products produced by the industry. There are many things that must be considered by marketers in marketing their products. Marketers must first develop a marketing strategy. Industries in Plumpon Gambang Village produce and also market their own products, without going through intermediaries such as collectors and so on. Even though it is in the form of a home industry, the sales of these bead industry handicraft products have reached overseas markets. This proves that even though it is in the form of a home industry, Plumpon Gambang village beadwork is very concerned about the elements in the marketing strategy so that the business carried out will be easy to develop. With a simple way of marketing management beads, the home industry of beads, Plumpon Gambang village, has carried out a marketing strategy based on the theory of marketing strategy. According to Mudrajad Kuncoro, there are three important reasons for the contribution of small and home industries, namely: being able to absorb labor, being able to play a role in non-oil and gas exports, being able to participate in the development of the manufacturing industry so as to be able to achieve welfare conditions for its workers.

4) Welfare conditions

This welfare condition is expressed by the bead workers whose average income is Rp. 75 thousand – Rp. 150 rupiah per day or in bulk Rp. 5 thousand per item. With the condition of living necessities of Rp. 50,000 per day, so that it can be said that the workers are prosperous. As stated by Mr. Iwan, 38 years old:

Naturally, to maintain human life, humans must try to do something that is considered necessary and must be done. In maintaining the existence of the beading business in Plumpon Gambang Village, it is to maintain the quality of production, and consumer confidence, regenerate business and improve the quality of the craftsmen as well as surrender and trust, as expressed by the bead craftsmen as follows:

Glass bead crafts will play a very important role in the life of the Plumbon Gambang community if the craft is able to continue to develop and advance because automatically if the craft is advanced it will absorb a lot of labor or reduce unemployment in Plumbon Gambang village so that community welfare can be realized. This is in accordance with the findings of the research above, that on average, the artisans and bead workers benefit from the beading industry in Plumbon Gambang Gudo village. This is in accordance with what Icai, 2010 stated, that in order to achieve a welfare one must pay attention to several indicators of welfare which include: Equitable income, education, and improved health quality.

#### 5) How to maintain the sustainability and contribution of the small bead industry

In terms of maintaining the sustainability and contribution of the small bead industry in Plumbon Gambang Village, what the Manik Manik Craftsmen do is to maintain quality, maintain consumer trust, business continuity with the regeneration of expert bead craftsmen, surrender and trust in those who make God Almighty. This research supports the research that has been carried out by Fatimah Rizka Amalia, (2020): Tuti Indah Sari, (2018): Batara Surya, et al, (2021). Oluwayemisi Adebola Oyekunle & Mziwoxolo Sirayi, 2018, Ela Listiani, (2020) that by optimizing management such as capital, raw materials, marketing, technology and labor. Industry can contribute to craftsmen and workers in the form of sufficient income, so that craftsmen are able to meet their daily needs and send their children to higher education, and facilitated health.

## CONCLUSION

Based on the results of the research that the author has done with the title "Sustainability and Contribution of the Small Industry of Beads Crafts in Improving the Welfare of Craftsmen and the Community (Case Study of the Beads Industry in Plumbon Gambang Village, Gudo District, Jombang Regency), the conclusions of this study are as follows Efforts made by craftsmen in maintaining the sustainability of the beading industry, namely by maintaining aspects: marketing, maintaining quality and quality, consumer trust, regeneration of bead craftsmen, surrender and trust in those who make God Almighty Contributions for the craftsmen (Entrepreneurs and Workers) of Plumbon Gambang Gudo Village beads in the form of increasing welfare, namely sufficient income, so that craftsmen are able to meet their daily needs (clothing, food and boards) and send their children to higher education, facilitated health.

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