

ABSTRACT

THE INDUSTRY EXISTENCE STUDY OF ROOF TILES IN KALIREJO VILLAGE LAMPUNG TENGAH YEAR 2017

By

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This research aimed to know about study existence of roof tiles industry in Kalirejo Village, Lampung Tengah, year 2017. The main discussions were the ease in obtaining materials, labor, capital, transportation and the distribution of the goods.

Descriptive method was used in this study: the population was 252 roof tile industries while the sample was 10% or 26 roof tile manufacturers. The data collecting techniques were observation, structured interview and documentation. The data analysis was tabulation and percentage as the interpretation and description in drawing up the research result report.

The result showed that: (1) 80,76% manufacturers were easy to obtain the materials, the necessity average all in were 1.283 m³/ month materials. (2) In the total of 80,76 % roof tile industry manufacturers were easy to obtain the labor, 18,24 % difficult. As much of 11,44% labors came from family, 34,34% the neighbors and 54,22% came from outside the village. (3) Most of the roof tile industry manufacturers were easy to gain the source of energy because of the agent who sold firewood. (4) Every manufacturer claimed that they were easy in gaining the capital (89,18%), about 10,82% capital was private saving and the average venture capital was Rp 19.695.962. (5) All of the manufacturers were easy to fulfill the need of transportation, because 30% of them have private, 70 % rent. (6) The total production of the roof tile industries were 1.239.583 roof tile per month / 49.214 roof/manufacturers 541.200 *manthili*(s), 725.845 *plentong*(s), and 12.538 *wuwung*(s). (7) About 84,62% manufacturers stated that the production process was smooth while the other 15,38% stated that it was not. (8) Total revenue roof manufacturers average income Rp. 46.251.476/month, and net income Rp 23.710.860/month/ manufacturers.

Keywords: Existence Study, Industry, Roof tile.

ABSTRAK

STUDI KEBERADAAN INDUSTRI GENTENG DI DESA KALIREJO KECAMATAN KALIREJO KABUPATEN LAMPUNG TENGAH TAHUN 2017

Oleh

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Penelitian ini bertujuan mengkaji studi keberadaan industri genteng di Desa Kalirejo Kecamatan Kalirejo Kabupaten Lampung Tengah Tahun 2017, dengan titik tekan kajiannya pada kemudahan mendapatkan bahan baku, tenaga kerja, modal, sarana transportasi, dan pemasaran hasil produksi.

Penelitian ini menggunakan metode deskriptif, populasi penelitian sebanyak 252 industri genteng dan sampel sebanyak 10% atau 26 pengusaha genteng. Pengumpulan data menggunakan teknik observasi, wawancara terstruktur, dan dokumentasi. Analisis data menggunakan tabulasi dan persentase sebagai dasar interpretasi dan deskripsi dalam membuat laporan hasil penelitian

Hasil penelitian ini menunjukkan: (1) 80,76% pengusaha mudah mendapatkan bahan mentah, rata-rata seluruhnya membutuhkan bahan mentah sebanyak 1.283m³/bulan. (2) Sebanyak 80,76% pengusaha industri genteng mudah mendapatkan tenaga kerja, 18,24% sulit, 11,44% berasal dari keluarga, 34,34% tetangga sekitar, 54,22% luar desa. (3) Seluruh pengusaha industri genteng menyatakan mudah memperoleh sumber energi, karena ada agen penjual kayu bakar. (4) Seluruh pengusaha menyatakan mudah mendapatkan modal 89,18% berasal dari bank, 10,82% tabungan pribadi rata-rata modal usahanya Rp.19.695.962. (5) 100% pengusaha mudah memenuhi kebutuhan transportasi, 30% milik pribadi, 70% sewa. (6) Total produksi genteng seluruh pengusaha 1.239.583 genteng/bulan atau 49.214 genteng/pengusaha. (7) Sebanyak 84,62% pengusaha menyatakan lancar pemasarannya dan 15,38% menyatakan kurang lancar. (8) Pendapatan total pengusaha genteng rata-rata Rp.46.251.476/bulan, dan pendapatan bersih Rp23.710.860/bulan/pengusaha.

Kata Kunci : Studi Keberadaan, Industri, Genteng