

## **ABSTRAK**

### **PERAN *LOCAL CHAMPION* DALAM PERKEMBANGAN INDUSTRI KAIN PERCA DI PEKON SUKAMULYA KECAMATAN BANYUMAS KABUPATEN PRINGSEWU**

Oleh

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Penelitian ini bertujuan untuk mendeskripsikan peran *local champion* dalam perkembangan industri kain perca di Pekon Sukamulya, Kecamatan Banyumas, Kabupaten Pringsewu. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data berupa wawancara mendalam, observasi, dan dokumentasi. Teknik pengolahan data dilakukan dengan cara reduksi data, penyajian data, dan kesimpulan. Selanjutnya, dianalisis dengan teknik keabsahan data menggunakan triangulasi. Hasil penelitian menunjukkan bahwa *local champion* berperan penting dalam mengubah masyarakat yang awalnya berbasis pertanian menjadi masyarakat industri. Dengan memberikan motivasi terkait peluang usaha baru melalui industri kain perca, menyediakan pendidikan dan pelatihan produksi dalam memfasilitasi pembuatan produk kerajinan kain perca, mengkoordinasi dukungan dari pemerintah maupun swasta, serta mencarikan solusi alternatif untuk masalah yang dihadapi terutama dalam persoalan penyediaan bahan baku produksi dan izin mendirikan usaha. Berkembangnya industri kain perca di Pekon Sukamulya telah memberikan perubahan positif dalam perekonomian desa.

Kata Kunci: Peran, *Local Champion*, Industri Kain Perca

## **ABSTRACT**

### **THE ROLE OF LOCAL CHAMPIONS IN THE DEVELOPMENT OF THE PATCHWORK INDUSTRY IN SUKAMULYA VILLAGE BANYUMAS DISTRICT PRINGSEWU REGENCY**

**By**

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This research aims to describe the role of local champions in the development of the patchwork industry in Sukamulya Village, Banyumas District, Pringsewu Regency. This research uses qualitative methods with data collection techniques in the form of in-depth interviews, observation, and documentation. Data processing techniques were carried out by reducing data, presenting data, and conclusions. Furthermore, it was analyzed with data validity techniques using triangulation. The results showed that local champions play an important role in transforming the community from an agricultural-based to an industrial society. By providing motivation related to new business opportunities through the patchwork industry, providing production education and training in facilitating the manufacture of patchwork handicraft products, coordinating support from the government and the private sector, and finding alternative solutions to the problems faced, especially in the issue of providing production raw materials and business establishment permits. The development of the patchwork industry in Sukamulya Village has brought positive changes to the village economy.

**Keywords:** Role, Local Champion, Patchwork Industry