



## Development Strategy of Craftsman in Serang

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**Keywords :** *Economy community, Group business, Craftsman gold, SWOT analysis*

**Abstract:**  
*Research objectives this is for formulate what strategies can be used for developing group craftsman gold in Serang. Group craftsman gold in Serang centered in Taktakan. During here. craftsmen depend on the order of the gold shop in Serang. Study this character descriptive qualitative with SWOT analysis. Research results put forward that for develop craftsman industry gold Taktakan. defensive strategy needed for minimize weaknesses and anticipate threat.*

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## Introduction

Industry is activity an economy that has role important in development a area. especially for Public his supporters. The Indonesian government is trying for develop ability industry small and medium enterprises (IKM). The existence of SMEs in developing countries could give income contribution 30% - 60% of whole Public urban (Permadi. 2015) . by In general. SMEs provide great contribution to Indonesian economy.

Industrial center and area industry is two different things. industrial area built on base determination regulation supported government with facilities and infrastructure support company bigger scale. industrial center alone is something community community and business units the kind that becomes one unity area by experience (Yuliato & Nasution. 2021) . According to Tambunan (2008) in (Swabawa, Meirejeki, & Pemayun, 2020). the characteristics of SMEs that have power competitive including : (1) production volume tend increase. (2) local market share nor international Keep going growing. (3) for the domestic market no only serve the local market. but also the national market. (4) for the export market serve more from one country.

Serang have various type business and industry micro small intermediate already start capable competitive and capable create field profession for society. in particular for Public group medium down . one center craftsman jewellery metal in Serang located in Taktakan. Quantity jewelry craftsman metal in Taktakan 30 attempts with amount 1 - 2 employees. Industry craftsman jewellery metal in Taktakan already stand up long enough. Interview results field known that the craftsmen jewellery metal this already start his business from 2001. Thus. the average craftsmen already start his business about 20 years.

Craftsmen jewellery metal could make various type jewelry. such as rings. bracelets. necklaces. earrings and pendants . The average craftsman could make jewellery about 37 pieces per month. Moment these are the craftsmen make jewellery only based on order from a number of shop jewels in Serang. and some city in Banten Province . That thing make the craftsmen very dependent to the shops jewellery that. Finally. during the covid 19 pandemic in 2019-2021 the craftsmen jewellery the seldom even same very no get order.

Craftsmen jewellery gold in Taktakan is very dependent on the order. Making jewellery specifically gold in the village Taktakan still counted simple equipment used like moses, mills, pliers, miser, and others are still very dependent on humans. 1 piece ring bias done 1 day body by 1 employee. Thing the make amount production each craftsman maximum around 60 - 90 pieces per month with amount employees 1-2 people.

According to Noraga (2007) in (Zonggonau, Rahayu, & Maspaitella, 2021), development activity economy scale small generally congested work and done by the group educated poor low addressed for increase income they as well as reduce amount unemployment. in line with study (Syarif & Alia, 2020) put forward that existence center craft statue Studio Culture capable reduce unemployment around village, as well as increase income its people.

This is what happened in Taktakan. Craftsmen jewellery metal in Taktakan is graduate of School Intermediate First. Your earnings only around IDR 30,000,- until with IDR 60,000,

- per day. For resolve craftsmen 's problems jewellery gold in Taktakan, then strategies are needed to develop craftsmen jewellery gold in Taktakan.

Study this aim for formulate a strategy for develop the craftsmen 's efforts jewellery metal with analyze strength. as well weakness from the craftsmen 's efforts jewellery metal Takkan. And analyze opportunities that can arrested. and threats that must avoided. Hypothesis study this is, "SWOT analysis can be formulate development strategy craftsman jewellery metal".

### Research Method

Study this character descriptive qualitative. According to Polit & Beck (2014) in (Nurmalasari & Erdiantoro. 2020) state that study descriptive qualitative usually used in phenomenology social . Then, framework think for study this, namely:

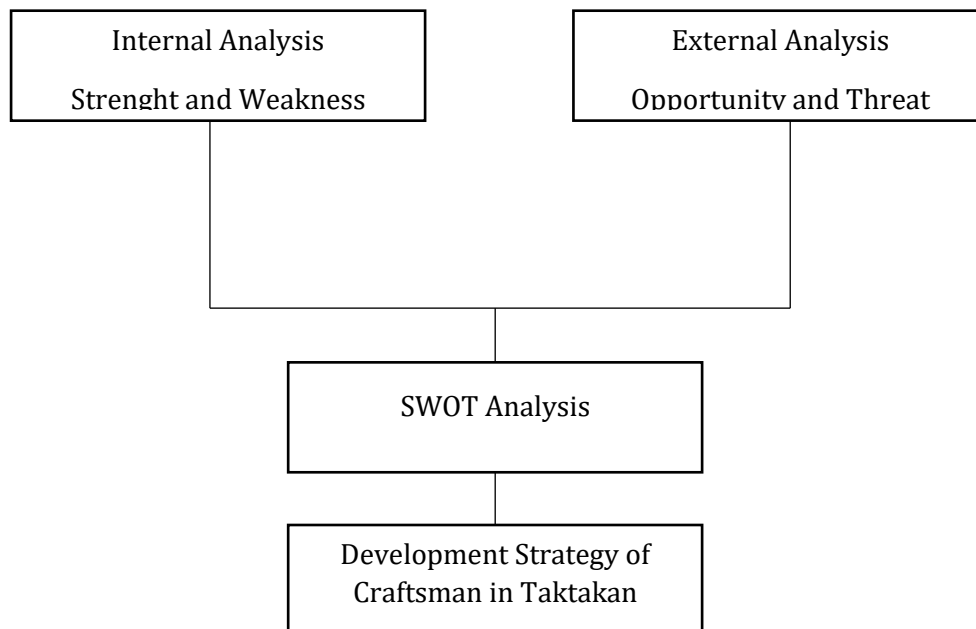


Figure 1. Conceptual Framework

Object study this are craftsmen \_ jewellery metal in Taktakan. Serang . Amount sample used \_ is 30 craftsmen jewellery metal. Amount sample used \_ has Fulfill minimum number of samples research. Whereas method taking sample using convenience sampling. with make it easy for craftmens found becomes respondents. That thing because during this covid 19 pandemic no could gather Public in amount big. so interview and observation conducted limited with call each businessman convection by take turns . Data used in study This is the primary data obtained through interview and observation During May – July 2020 period.

Data analyzed based on analysis statistics descriptive for describe condition the craftsmen 's efforts jewellery metal Takkan . Internal and external data analyzed with

method SWOT analysis. SWOT analysis often used in To do analysis situational for formulate a strategy. (Putra. Mindarti. & Hidayati. 2018 ; Yuriyanto. 2020 ; Pertiwi & Uzliawati. 2022) . SWOT analysis works for analyze internal and external conditions a effort. as well for knowing Weaknesses and Strengths a effort (Luthfiyah, Djamhur, Melinda, Rasyid, & Putri, 2021).

## Results and Discussion

Industry craftsman jewellery metal in Taktakan. Attack already since 2001. that means already almost 20 years craftsmen jewellery metal wrestle field that. There are about 57 residents who work as craftsman jewellery metal. The average craftsman jewellery metal the only graduate of school medium first. Sources of capital for craftsmen on average from personal capital. ranging from between IDR 2.500.000. - IDR 8.000.000. the capital used for buy valuable equipment \_ economical reach 5 years. For cost production no so large. around Rp. 60.000. - to Rp. 200.000. -. Products made by craftsmen jewellery metal in the village TakTakan including necklaces. rings. pendants. and rings. With an average production of 37 pieces per month. With active period production 8 months. craftsman jewellery metal in Taktakan only character as maker course. They accept order from shop gold. which amount order and time no fixed.



Figure 2. Craftsmen Jewellery Metal in Taktakan

For determine development strategy industry craftsman jewellery metal in Taktakan. Attack. then do it SWOT analysis. In formulate a strategy for development effort craftsman metal. use analysis situational. that is SWOT analysis (Sushanti. widyanti. & irawan. 2017 . Narendra & Ardani. 2020. Swabawa et al.. 2020. Yulianto & Nasution. 2021) . Industry SWOT analysis craftsman jewellery metal. namely:

### *Strength:*

1. Very skilled workers
2. Personal capital. no need pay debt

### *Weaknesses:*

1. Very dependent to giver job (jewellery shop)
2. Limited capital
3. Don't have yet permission effort
4. Creativity in design product not enough
5. Not there is promotion
6. Very simple equipment
7. Management no managed professionally

*Opportunity:*

1. Market potential still large
2. Condition enough social conducive
3. There are government programs for support effort this .
4. Social media for easy free promotion accessed

*Threat:*

1. The market is getting selective
2. Competition the more strict
3. Increase issue environment
4. The economy that doesn't stable

**Strategy Formulation**

a. Stage Input

Stages input is Step beginning for formulate strategy. Stage input summarizing information basics needed for formulating strategies (Purnomo & Murniawati, 2021). Stage input is stages arrange Strengths. Weaknesses. Opportunities and Threats to in tables of Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS).

Table 3. *Internal Factor Analysis Summary (IFAS) Craft Center Jewellery Metal*

		<b>Internal Factor</b>		
<b>Strength</b>		<b>Weight</b>	<b>Rating</b>	<b>Weight x Rating</b>
1	Very skilled workers	0.1	2	0.2
2	Personal capital. no need pay debt	0.09	1	0.09
<b>Sub-Total</b>		<b>0.19</b>		<b>0.29</b>
<b>Weakness</b>				
1	Very dependent to giver job ( shop gold )	0.14	4	0.56
2	Limited capital	0.1	1	0.1
3	Don't have yet permission effort	0.12	2	0.24
4	Creativity in design product not enough	0.15	4	0.6
5	Not there is promotion	0.1	2	0.2
6	Very simple equipment	0.1	1	0.1
7	Management no managed professionally _	0.1	1	0.1
<b>Sub-Total</b>		<b>0.81</b>		<b>1.9</b>
<b>Total</b>		<b>1</b>		<b>2.19</b>

Source : processed data. September 1. 2020

Table 4. *External Factor Analysis Summary (EFAS) Craft Center Jewellery Metal*

<b>Factor External</b>		<b>Weight</b>	<b>Rating</b>	<b>Weight x Rating</b>
<b>Opportunity</b>				
1	Market potential still large	0.15	4	0.6
2	Condition enough social _ conducive	0.09	2	0.18
3	There are government programs for support effort this .	0.09	2	0.18
4	Social media for easy free promotion accessed	0.13	3	0.39
<b>Sub-Total</b>		<b>0.46</b>		<b>1.35</b>
<b>Threat</b>				
1	The market is getting selective	0.14	4	0.56
2	Competition the more strict	0.16	3	0.48
3	Increase issue environment	0.1	2	0.2
4	The economy that doesn't stable	0.14	4	0.56
<b>Sub-Total</b>		<b>0.54</b>		<b>1.8</b>
<b>TOTAL</b>		<b>1</b>		<b>3.15</b>

*Source : processed data. September 1. 2020*

b. Stage Match

<p>IFAS</p> <p>EFAS</p>	<p><i>Strength</i></p> <ol style="list-style-type: none"> <li>1. Very skilled workers</li> <li>2. Personal capital. no need pay debt</li> </ol>	<p><i>Weakness</i></p> <ol style="list-style-type: none"> <li>1. Very dependent to giver job (shop gold)</li> <li>2. Limited capital</li> <li>3. Don't have yet permission effort</li> <li>4. Creativity in design product not enough</li> <li>5. Not there is promotion</li> <li>6. Very simple equipment</li> <li>7. Management no managed professionally</li> </ol>
<p><i>Opportunity</i></p> <ol style="list-style-type: none"> <li>1. Market potential still large</li> <li>2. Condition enough social conducive</li> <li>3. There are government programs for support effort this.</li> <li>4. Social media for easy free promotion accessed</li> </ol>	<p>SO Strategy</p> <ol style="list-style-type: none"> <li>1. Give training production bulk in scale big</li> <li>2. Give training method using free promotional media</li> </ol>	<p>WO Strategy</p> <ol style="list-style-type: none"> <li>1. Giving capital assistance with flower low</li> <li>2. Give grant in the form of equipment production</li> <li>3. Give training design product and also management company</li> </ol>
<p><i>Threat</i></p> <ol style="list-style-type: none"> <li>1. The market is getting selective</li> <li>2. Competition the more strict</li> <li>3. Increase issue environment</li> <li>4. The economy that doesn't stable</li> </ol>	<p>ST strategy</p> <ol style="list-style-type: none"> <li>1. Give training production bulk in scale big.</li> <li>2. Give training method use free promotional media</li> </ol>	<p>WT Strategy</p> <ol style="list-style-type: none"> <li>1. Make group industry for raise capital and make industry more metal big and make permission effort</li> <li>2. Follow training design product and also management effort</li> <li>3. Use social media as means promotion</li> </ol>

Figure 3. Craft Center SWOT Matrix Jewellery Metal Takkan

c. Stage Decision Making

For determine which strategy is the most effective. then made a diagram for determine position Industry craftsman Jewellery Metal. Taktakan. Attack . Difference in total strength and weakness (-1.61); difference opportunities and threats (-0.45).





craftsman jewellery metal Taktaka. namely: (1) Making group industry for raise capital and make industry bigger. and make permission effort. (2) Following training design product and also management effort. (3) Using social media as means promotion.

## Conclusion

Industry craftsman jewellery metal Taktakan. Attack still have many weaknesses. as well as face various threat. For that. defensive strategy required for could maintain effort industry jewellery metal Taktakan in period short. so could developed in period time medium and also long. As for the WT strategy for industry craftsman jewellery metal Taktaka. namely: (1) Making group industry for raise capital and make industry more metal \_ big. and make permission effort. (2) Following training design product and also management effort. (3) Using social media as means promotion.

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