ARTIKEL PENGABDIAN PADA MASYARAKAT
STRATEGI PENGEMBANGAN USAHA KERAJINAN TEMPURUNG KELAPA DI WILAYAH KABUPATEN PURWOREJO

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ABSTRACT

Coconut shell craftsmen (bathok) handicraft business at rural areas, of Purworejo district, Indonesia is estimated to have lasted since the 1960s carried from generation to generation. Some types of bathok handicraft products routinely produced are variety of crafts products like lamp, toys, bowl and etc. This study aims to know the description of the existence of craftsmen, the strengths and weaknesses as well as strategies that can be owned implemented for business development. Based on survey results revealed that the total value of IFE matrix owned by the craftsman is 3.00 and the total value of the EFE matrix is 3.05. Further analysis of these results is phase matching, which produces information that the presence of artisans into the first cells that means grows and develops. There are three alternative strategies that can be applied by the craftsmen in developing their business are: 1). Market penetration; 2). Development or expansion of the market; and 3). Products development. Based on QSPM result, product development has a highest recommended strategy. KDV EHHQ FKRVHQ IURP RI 7RWDO $WWUDFWLYH 6FRUH 7$6 VR WKH VWUDWHJ\

Keywords: Coconut shell craftsmen (bathok) Handicraft, Small Medium Enterprises, Business Development strategy, SWOT Analysis.

PENDAHULUAN

Kondisi perekonomian bangsa Indonesia pernah terguncang dahsyat dan terpuruk pada era 1998an. Krisis ekonomi yang terjadi, berdampak pada terganggunya stabilitas bangsa secara mikro maupun makro. Sampai dengan saat ini Pemerintah dan seluruh elemen bangsa senantiasa berusaha dengan keras agardapat menjadi bangsa dengan sistem perekonomian yang lebih tangguh