

ABSTRAK

Skripsi dengan judul “Strategi Pengembangan *Home Industry* Batu Bata Dalam Mempertahankan Eksistensi di Era Modern (Studi Pada Masyarakat Desa Masaran Kecamatan Munjungan Kabupaten Trenggalek)” ini ditulis oleh Hadib Pudriansyah, NIM. 12402183278, Pembimbing Moh. Rois Abin, M.Pd.I.

Penelitian ini dilatar belakangi dengan perkembangan zaman yang serba modern membuat semakin banyaknya perkembangan kerajinan batu bata. Hal ini merupakan tantangan bagi para pelaku industri batu bata yang masih dengan pola-pola sederhana untuk terus berupaya mempertahankan keberlangsungan industri yang sudah dari tahun ke tahun dijalankan.

Penelitian ini berfokus pada (1) Bagaimana strategi pengembangan meningkatkan produksi *home industry* batu bata masyarakat Desa Masaran dalam mempertahankan eksistensi di era modern. (2) Bagaimana strategi pengembangan meningkatkan kualitas produk *home industry* batu bata masyarakat Desa Masaran dalam mempertahankan eksistensi di era modern. (3) Bagaimana strategi pengembangan meningkatkan pelayanan konsumen *home industry* batu bata masyarakat Desa Masaran dalam mempertahankan eksistensi di era modern. Adapun tujuan dari penilitian adalah untuk mendiskripsikan strategi pengembangan meningkatkan produksi, meningkatkan kualitas produk, meningkatkan pelayanan konsumen masyarakat Desa Masaran dalam mempertahankan eksistensi di era modern. Dengan menggunakan metode kualitatif deskriptif studi kasus yang merupakan pemahaman kasus secara rinci.

Hasil dari penelitian ini menunjukan bahwa (1) Strategi pengembangan meningkatkan produksi *home industry* batu bata masyarakat Desa Masaran dalam mempertahankan eksistensi di era modern dengan modal, tenaga kerja dan peralatan. (2) Strategi pengembangan meningkatkan kualitas produk *home industry* batu bata masyarakat Desa Masaran dalam mempertahankan eksistensi di era modern dengan bahan baku, mempertahankan kualitas, membuat inovasi. (3) Strategi pengembangan meningkatkan pelayanan konsumen *home industry* batu bata masyarakat Desa Masaran dalam mempertahankan eksistensi di era modern dengan melakukan promosi, harga relatif terjangkau, menjalin kerjasama kepada sesama pengrajin maupun konsumen, menjaga kepercayaan dengan konsumen dan antar sesama pengrajin.

Kata Kunci: Strategi Pengembangan, *Home Industry* Batu Bata, Eksistensi

ABSTRACT

The thesis with the title "Brick Home Industry Development Strategy in Maintaining Existence in the Modern Era (Study on the Community of Masaran Village, Munjungan District, Trenggalek Regency)" was written by Hadib Pudriansyah, NIM. 12402183278, Advisor Moh. Rois Abin, M.Pd.I.

This research is motivated by the development of the modern era, making the development of brick crafts more and more. This is a challenge for brick industry players who are still using simple patterns to keep trying to maintain the sustainability of the industry which has been running from year to year.

This study focuses on (1) How the development strategy increases the production of the brick home industry of the Masaran Village community in maintaining their existence in the modern era. (2) How is the development strategy to improve the quality of home industry brick products for the Masaran Village community in maintaining their existence in the modern era (3) How is the development strategy to improve consumer service for the brick home industry of the Masaran Village community in maintaining their existence in the modern era. The purpose of this research is to describe development strategies to increase production, improve product quality, and improve customer service for the Masaran Village community in maintaining their existence in the modern era. By using descriptive qualitative method of case study which is a detailed understanding of the case.

The results of this study indicate that (1) The development strategy increases the production of the brick home industry of the Masaran Village community in maintaining existence in the modern era with capital, labor and equipment. (2) Development strategies to improve the quality of home industry brick products for the Masaran Village community in maintaining existence in the modern era with raw materials, maintaining quality, making innovations. (3) The development strategy to improve consumer service for the home industry of the bricks of the Masaran Village community in maintaining its existence in the modern era by carrying out promotions, relatively affordable prices, establishing cooperation with fellow craftsmen and consumers, maintaining trust with consumers and fellow craftsmen.

Keywords: Development Strategy, Bricks Home Industry, Existence