

**UPIA KARANJI HOME INDUSTRY BUSINESS MANAGEMENT
(KOPIAH BASKET) IN POLOHUNGO VILLAGE**

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ABSTRACT

The purpose of this research is to find out the problems faced by the home industry business in Polohungo Village and to find out how they carry out promotional and marketing activities.

In this study, the researcher used a descriptive type of research with a qualitative approach. The research instrument is the key instrument or the main instrument. Data was obtained by using data collection techniques in the form of observation, interviews, and documentation. For further processing using qualitative data analysis techniques that were carried out interactively.

The results of the study concluded that Upia Karanji's Home Industry Business Management (Kopiah Basket) includes planning, organizing, actuating, and controlling.

Keywords : Planning, Organizing, Actuating, and Controlling.

INTRODUCTION

The industry for making Upia Karanji or commonly called kupiah basket in Polohungo Village, Dulupi District, Boalemo Regency has quite a lot of demand because the products produced are quite good. This is an opportunity for the business manager. because now the available job opportunities are getting narrower. So this kind of industry can be managed at home so that it can be monitored at any time. And the capital needed is only a little and the tools used are still

manual. as in the manufacture of upia karanji, they still use a small knife to cut and smooth the rattan rope, so that the rattan rope can be woven into a kupiah. and the hope in this business is that the government pays more attention to the condition of the place or capital and raw materials for the handicraft entrepreneur.^[1]

Viewed from the aspect of working capital, this venture capital comes from own capital, and the problems faced in this home industry

business are; (1) business capital where they use personal funds, so that the production capacity is only limited to the amount of capital they have and the raw materials needed have begun. (2) labor. Where all labor is still done by the family itself. (3) promotion and marketing. Where these business actors tend to be passive in carrying out product promotion and marketing activities, they market it more by word of mouth, and have not used advertising media or participated in various exhibition events held by related parties. even if you have participated in promotional activities, usually at the request of the Department of Industry and Trade through the exhibitions they organize. (4) the support of modern technology, namely they still run their business in the traditional way, so that the development of modern technology is not so closely related to the business they run. ^[2]

Management comes from the word to manage which means to manage (manage). Management is a process of organizing various activities in the context of implementing goals and as the ability or skill of people who occupy managerial positions to obtain results in order to achieve goals through the activities of other people. ^[3]

Basically management is a collaboration with people to determine, interpret and achieve organizational goals by implementing the functions of planning, organizing, directing, and controlling. ^[4]

The management functions are Planning, Organizing, Staffing, Motivating, Controlling.

A. *planning*, namely determining the goals to be achieved in the future

and what must be done in order to achieve those goals.

- B. *Organizing*, namely grouping and determining various important activities and giving power to carry out these activities.
- C. *staffing*, namely determining the needs of human resources, directing, screening, training, and developing the workforce.
- D. *motivating*, namely directing or channeling human behavior towards goals.
- E. *controlling*, namely measuring performance with objectives, determining the causes of deviations and taking corrective actions where necessary. ^[5]

The management elements according to Brantas consist of:

a. *Man* (man).

Man or human is the main and most important element in management. Because humans are human devices that control the implementation of management and determine the success or failure of a job. Humans in management are the managers themselves or the employees.

b. *Money* (money).

Money (money) is the capital needed in the implementation of management, whether it is used to finance employees or provide various tools needed in an organization.

c. *Materials* (ingredient)

Materials (material) is an element that is needed in the production process, namely raw materials which will later be processed so that they can become finished or semi-finished materials as a business product.

d. *Machinery* (machine)

Machinery (machines) are technologies that are needed to facilitate and expedite the management of an organization so that it can be carried out effectively and efficiently.

e. *Methods* (method)

Methods (method) is a systematic and integrated framework within an organization so that work can be carried out optimally, effectively and efficiently.

f. *Market* (market)

Market (market) is a medium used by businesses or organizations to offer and sell their products. [6]

Principle means the starting point that underlies the implementation of something. The principle is equated with the term principle, basis, foundation, footing, fundamentalization, guidelines for thinking and acting. Thus the term principle is often associated with something that should not change with any situation and condition. [7]

Some management experts who write about small businesses do not provide a clear line. they only provide indicators as a medium of exchange. Commonly used benchmarks include the amount of wealth, such as cash, supplies, land, machinery, for production and other resources owned. then the amount of understanding that is considered as working capital. other indicators are the total number of sales in a year and the number of employees employed. This indicator still has to be related to the type and nature of the business field as an example of the indicator size for a business engaged in the publication sector, of course it is

not the same as the indicator used for the wholesale business sector. [8]

Human resources as one element in the organization can be interpreted as humans who work in an organization. HR can also be referred to as personnel, labor, workers, employees, human potential as the driving force of the organization in realizing its existence. or potential which is an asset and functions as non-material capital in a business organization, which can be realized into a real potential physically and non-physically in realizing the existence of the organization. [9]

Business management includes planning, organizing, actuating, and controlling.

A. *Planning* is an activity related to the effort to formulate a program which includes everything that will be carried out, setting goals, policies, directions to be taken, procedures and methods to be followed in an effort to achieve goals.

1. Weak management skills

Small business actors often go into entrepreneurship with limited resources. Failure as a result of weak management skills, there is often an imbalance between planning, implementation and control. planning and implementation often neglect the availability of the required resources. In some businesses engaged in handicrafts, there is often an abundance of finished goods inventory while marketing activities receive less attention. as well as in businesses that produce special regional foods, for example, often these products do not last long.

Management incompetence also resulted in the absence of records of purchases of goods known as capital

expenditures. also the purchase of raw materials and auxiliary materials to support production activities is not carried out. as a result, when one day requires capital assistance from financial institutions these items cannot be used as loan collateral.

2. Failure rate and causes

Small business failure rate of 44% is caused by a lack of competence in the business world. What is meant by lack of competence here includes a lack of mastery of the business field being carried out and the ability to manage business activities both physically. the second cause of failure is due to the weak management ability which occupies a percentage of 17%. The notion of weak management ability here is the mastery of knowledge and experience in terms of managing human resources and other resources. The third source of failure is caused by an imbalance of experience. The imbalance here includes the inability to develop between production, finance, marketing and spending activities.

The government in fostering small businesses, both in the new order regime and in the organizational reform regime, continues to be carried out. This can be seen from the existence of State ministerial organizations that take care of small businesses. but during that time the development that has taken place has not given the expected results. small businesses have not seen the mascots in the organization, human resources, marketing and proud image. Another factor is the business environment factor which is a special environmental condition for small

businesses. its elements include the availability of raw materials, auxiliary materials, support for physical infrastructure such as machines and spare parts.

Knowledge and understanding of consumer behavior is an activity that must be carried out at any time. this is what is meant by part of the analysis of the market environment. By getting to know consumers, we then create goods and services according to their needs and the right marketing mix. and by knowing our consumers, we segment, we target the target market and we position our goods and services in the market arena.

1) Consumers and consumer behavior

In fulfilling their desires, consumers have a number of behaviors, in the liberator it is often referred to as consumer behavior. business actors need to understand and study consumer behavior. By studying and understanding consumer behavior, business actors can estimate what consumers need and want.

2) Products and services

A product is anything that can be offered to a market to satisfy a need or want. Products that can be marketed include physical objects, services, experiences, events, people, places, properties, organizations, information, and ideas. Another simpler definition gives the definition that a product is a product or service that is created and added to its use or value in the production process. and become the end result of the production process. Thus, the product can be differentiated into goods and service products. tangible products can be touched, touched,

smelled, and can be used as samples or samples before someone buys. service products are very different. with goods products.

3) Segmentation, targeting, positioning

Targeting the market (target-marketing) or buyer group involves three activities, namely; market segmentation, targeting the market, and positioning the market. business actors must once again realize that such a wide market is impossible to fully reach. So to sharpen the direction in which the products produced will be marketed and sold, it is necessary to take activities that are popularly called segmentation, targeting, positioning.

1. Organization and management of human resources

A. Organization and management

The perspective of small-scale business management is relatively little different from that of large-scale business management. in small businesses is very much different from the management of large companies that have been running and established. Some of the differences mean, among others, in large and well-established companies, the functions and duties of managers are still sorted in such a way according to the strategy and organizational structure. whereas in small companies, where all resources are still very limited, the functions and duties of a manager blend into one. This is due to the fact that in small businesses the position of manager, apart from not needing a large number of managers, is also limited. managers

in small businesses are often founders or owners as well.

B. Human Resources Management

Among the most crucial resources owned by the company are human resources. Because human resources are the only resources that are able to plan, implement, and control other resources at the same time. human resources are able to plan, implement and manage financial resources, physical resources, and information resources.

C. Human resource management goals

The contribution of human resources is very broad, especially in achieving the various goals planned by the company's management including:

- a. Assist the organization in achieving its goals.
- b. Employing a workforce that has the ability and efficient skills.
- c. Plan and organize education, training, and motivation for employees.

D. Limited resources

Limited resources for small business actors have become very common. These limitations are not only in terms of funds, physical equipment but also in terms of information. Included in the limited information here is the lack of insight to provide an overview of the business activities carried out.

1. Small business strengths and weaknesses

Small businesses, with their limited scale characteristics, have a number of strengths. The strength in question lies in the ability to perform flexibility in facing various environmental challenges.

1. The strengths of small businesses are;

- a. Develop new business creativity
- b. Innovate
- c. The dependence of large businesses on small businesses
- d. The resilience of small businesses after the 1989 crisis

2. Weaknesses of small business

On the other hand, from a number of strengths, it turns out that small businesses are also not free from weakness factors. Weakness factors are also caused by the characteristics of their small size. Among the weaknesses inherent in small businesses include limited

RESEARCH METHODS

This study uses a descriptive type of research with a qualitative approach. type of descriptive research is a method in

This study uses qualitative data analysis techniques with the following stages.

a. Data reduction

Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns. Thus the data that has been reduced will provide a clearer picture and make it easier for researchers to carry out further data collection, and look for it when needed. Data reduction can be assisted with electronic equipment such as mini computers, by providing codes on certain aspects.

b. Data presentation

After the data is reduced, then the next step is to display the data in qualitative research, the

mastery of business competencies, weak management skills, high failure rates, and limited resources.

E. *Organizing* is a process of connecting people involved in a particular organization and integrating the tasks and functions within the organization.

F. *Actuating* is an activity that moves and seeks for workers to carry out their duties and obligations.

G. *controlling* namely researching and supervising so that all tasks are carried out properly and in accordance with existing regulations or in accordance with each personal job description.^[10]

presentation of the data can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like.

c. Verification

Is the process of compiling conclusions and making decisions from the results of the analysis previously adapted to the researcher's questions.

RESEARCH RESULT

This home industry business group was established from 2018 until now, which was named the "Botubulawahu Kube Group". The basket skullcap craftsman group consists of approximately 20 people, the majority of whom are women. The business group was created so that family, relatives or neighbors have job opportunities, because many in the village have skills in making woven mint materials, one of which is making a skullcap basket (upia karanji). The skill itself has been passed down from generation to

generation, starting from his grandfather and then being passed on to his children and grandchildren and until now the skill in making skullcap baskets (upia karanji) itself is still being developed. But in marketing the product itself they market only in the market,

1. Description of Research Results

This study focuses on the problem to be investigated on the management of the home industry of upia karanji (skullcap basket) in Polohungo Village. Business management includes planning, organizing, actuating, and controlling.

a. Planning

Planning is an activity related to efforts to formulate a program which includes everything that will be carried out, determination of goals, policies, directions to be taken, procedures and methods to be followed in an effort to achieve goals.

Based on the results of interviews with the initials HN as a member of the group related to the Home industry business planning, upiah karanji (copy basket) in Polohungo village, Dulupi sub-district that:

"In managing my home industry business, I think about how to make basket skullcaps with other models and have a value in the market price so that the production of these basket skullcaps can be more liked by people inside and outside the region."

(interview on October 11 at 11.00)

b. Organizing

Organizing is a process of connecting people involved in a particular organization and integrating the tasks and functions within the organization.

Based on the results of interviews with the initials HS as the secretary of the business group related to the Home business of the basket skullcap industry in Polohungo Village, namely that:

"In this craft group, our members have been assigned their respective tasks, so that they don't expect each other and there will always be communication.

(interview on October 25 at 10:00)

c. Actuating

Actuating is an activity that moves and seeks for workers to carry out their duties and obligations.

Based on the results of interviews with the initials TL as a member of the craft group said that:

"Making the woven basket skullcap is very complicated and requires precision in every slip of the webbing and requires a lot of time, which takes 3 to 7 days to complete. Because I often get sick and have low-sightedness, so I rarely produce woven basket skullcaps."

(interview on 10 November at 11:30)

d. Controlling

Controlling namely researching and supervising so that all tasks are carried out properly and in accordance with existing regulations or in accordance with each personal job description.

Based on the results of interviews with the initials YI as the head of the business group said that:

"I as the group leader always monitors group members if there are skullcap orders from consumers, whether the webbing they make is neat, and good, and the writing on the

basket skullcap woven is in accordance with consumer demand or not."

(interview on November 10 at 10.30)

The production process for making skullcap baskets are:

1. The process of selecting mint ingredients.

Mintu plants are wild plants that live in forests, these plants are very similar to rattan plants, but mint plants are smaller than rattan. Rattan has a hard and brittle texture, while the mint tree looks more faded and contains a lot of water. To make a basket skullcap, first, let it dry in the sun until the skin color turns brown. Then very carefully the skin is removed from the stem using a knife while the inside of the stem which is similar to a bamboo stick is cut into pieces as big as a stick.

2. The tools and materials used are knives, iron balls with small holes, used cloth, tape measure, and needles if needed.
3. The process of working on basket skullcap weaving is, first, the mint is cut with a knife and the hands are coated with used cloth into 6 to 9 parts depending on the size of the mint. The second is puree with an iron ball that has been punched in small pieces until the mint is really smooth. Then the mint is woven according to the skullcap model, using a needle if needed.

DISCUSSION

1. Problems faced by basket skullcap craftsmen (upia Karanji)

In producing this basket woven skullcap, there are many problems, one of which is the difficulty of

finding mint, because these plants only grow wild in the forests, while the forests are now managed by some of the people in the area which have been turned into a plantation planted with corn. And the next problem is that many rarely produce the plaits because some are often sickly, have myopic disease and some are not very good at making the plaits, that's why many have not produced the plaits. In producing this weave also really requires accuracy, and detail in forming a webbing, because if it's even a little wrong then the webbing will not be formed properly and correctly.

2. Home Business of Basket Skullcap Industry in Promoting and Marketing Its Products

The home business of basket skullcap industry (Upia Karanji) in Polohungo Village, Dulupi District, Boalemo Regency still uses manual marketing, they still sell their products in traditional markets, namely Monday Bongo Zero Market. They have not used social media to promote their products. Because all of the members of the group are approximately 40 years old and over, not only that, the signal factor is also an obstacle in promoting their products through social media.

CONCLUSION

Based on the discussion about the Home Business Management of the Basket Kopiah Industry (Upia Karanji) in Polohungo Village, Dulupi District, Boalemo Regency, the author can conclude as follows:

1. In producing this basket woven skullcap, there are many problems, one of which is the difficulty of finding mint, because these plants

only grow wild in the forests, while the forests are now managed by some of the people in the area which have been turned into a plantation planted with corn. And also many who rarely produce the plaits because some are often sickly, who have myopic disease and some are not so fluent in making plaits, that's why many have not produced the plaits. And in making woven basket skullcaps, it is very difficult, especially in forming a name if someone orders it.

2. The home business of basket skullcap industry (Upia Karanji) in Polohungo Village, Dulupi District, Boalemo Regency still uses manual marketing, they still sell their products in traditional markets, namely Monday Bongo Zero Market. And have not used social media in promoting their products.

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