

ABSTRAK

SALMA MAULIDIYA PUTRI, 2023. **PENGARUH AKTIVITAS *HOME INDUSTRY* TAHU TERHADAP KONDISI SOSIAL EKONOMI MASYARAKAT DI KELURAHAN INDIHIANG KECAMATAN INDIHIANG KOTA TASIKMALAYA.** Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi. Tasikmalaya.

Home industry merupakan suatu peluang usaha yang mulai bermunculan seiring dengan era globalisasi sekarang ini karena semakin sempitnya lapangan pekerjaan yang tersedia. *Home industry* tahu yang terdapat di Kelurahan Indihiang Kecamatan Indihiang Kota Tasikmalaya memberikan pengaruh terhadap jumlah pengangguran karena kurangnya lapangan pekerjaan di Kelurahan Indihiang dan dilihat banyak masyarakat lebih memilih bekerja diluar kota dibandingkan diwilayahnya sendiri. Penelitian ini bertujuan untuk mengetahui aktivitas *home industry* tahu di Kelurahan Indihiang Kecamatan Indihiang Kota Tasikmalaya. Aktivitas *home industry* tahu dapat diketahui melalui pengadaan bahan baku, proses pembuatan, dan pemasaran. Sedangkan, pengaruh aktivitas *home industry* tahu terhadap kondisi sosial ekonomi masyarakat dapat diketahui melalui pendapatan, mata pencaharian, meningkatnya Pendidikan anggota keluarga, dan kepemilikan kekayaan. Metode penelitian yang digunakan adalah metode kuantitatif. Jumlah sampel pada penelitian ini 43 responden dari pemilik dan pekerja. Teknik pengambilan sampel yang digunakan yaitu *Simple random sampling*. Teknik analisis data yang digunakan yaitu teknik analisis kuantitatif sederhana dan analisis 5W+1H. Teknik pengumpulan data yang digunakan yaitu observasi, wawancara, dokumentasi, kuesioner, dan studi literatur. Berdasarkan hasil penelitian di lapangan, aktivitas *home industry* tahu dapat diketahui melalui pengadaan bahan baku, proses pembuatan, dan pemasaran. Sedangkan, pengaruh aktivitas *home industry* tahu terhadap kondisi sosial ekonomi masyarakat dapat diketahui melalui pendapatan, mata pencaharian, Kesimpulan pada penelitian ini yaitu pengadaan bahan baku terdapat bahan baku utama dan tambahan, proses pembuatan tahu terdiri dari 6 tahapan, pemasaran tahu dipasarkan di sekitar Kota Tasikmalaya. Pendapatan pekerja dalam sebulan paling banyak Rp.2.000.000 dan paling sedikit Rp.500.000., mata pencaharian Masyarakat menjadikan *home industry* tahu sebagai pekerjaan pokok., dan meningkatnya Pendidikan anggota keluarga dilihat dari Pendidikan anak responden sebagian besar wajib belajar 12 tahun dan mereka beranggapan Pendidikan itu sangat penting. Kepemilikan kekayaan yang dimiliki Sebagian besar responden memiliki rumah atas kepemilikan sendiri dan mempunyai kendaraan bermotor.

Kata Kunci: *Home industry*, Tahu, Sosial Ekonomi

ABSTRACT

SALMA MAULIDIYA PUTRI, 2023. ***THE INFLUENCE OF HOME INDUSTRY ACTIVITIES ON THE SOCIO-ECONOMIC CONDITIONS OF THE COMMUNITY IN INDIHIANG DISTRICT, INDIHIANG DISTRICT, TASIKMALAYA CITY.*** Geography Education Department. Faculty of Teacher Training and Education. Siliwangi University. Tasikmalaya.

Home industry is a business opportunity that is starting to emerge in line with the current era of globalization due to the increasingly limited job opportunities available. The tofu home industry in Indihiang Village, Indihiang District, Tasikmalaya City has an influence on the number of unemployed due to the lack of job opportunities in Indihiang Village and it is seen that many people prefer to work outside the city rather than in their own area. This research aims to determine the activities of the tofu home industry in Indihiang Village, Indihiang District, Tasikmalaya City. Tofu home industry activities can be identified through the procurement of raw materials, manufacturing processes and marketing. Meanwhile, the influence of tofu home industry activities on the socio-economic conditions of society can be determined through income, livelihood, increased education of family members, and wealth ownership. The research method used is a quantitative method. The number of samples in this study was 43 respondents from owners and workers. The sampling technique used was simple random sampling. The data analysis techniques used are simple quantitative analysis techniques and 5W+1H analysis. The data collection techniques used were observation, interviews, documentation, questionnaires and literature studies. Based on the results of research in the field, tofu home industry activities can be identified through raw material procurement, manufacturing processes and marketing. Meanwhile, the influence of tofu home industry activities on the socio-economic conditions of the community can be determined through income, livelihoods. The conclusion of this research is that the procurement of materials includes main and additional raw materials, the process of making tofu consists of 6 stages, marketing of tofu is marketed around Tasikmalaya City. A worker's income in a month is a maximum of IDR 2,000,000 and a minimum of IDR 500,000, the community's livelihood is making the tofu home industry their main job, and the increase in education of family members seen from the education of the respondents' children, most of whom are required to study for 12 years and they think Education is very important. Ownership of wealth Most of the respondents own their own houses and own motor vehicles.

Keywords: *Home industry, Tofu, Social Economy*