

ABSTRAK

SRI MULYANI. 2024. **Eksistensi *Home Industry* Alas Kaki di Kelurahan Tugujaya Kecamatan Cihideung Kota Tasikmalaya.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya.

Desa Tugujaya merupakan salah satu kelurahan di Kecamatan Cihideung Kota Tasikmalaya yang merupakan kawasan *home industry* alas kaki, dimana sebagian masyarakatnya bergelut dibidang *home industry* alas kaki. Pada tahun 2015 tercatat terdapat sekitar 20 *home industry* alas kaki yang ada di Kelurahan Tugujaya Kecamatan Cihideung Kota Tasikmalaya. Namun perkembangan suatu industri tidak terlepas dari kendala dan hambatan. Keberadaan para pedagang besar, persaingan dimana-mana, kurangnya modal usaha menjadikan kendala dan hambatan yang harus dihadapi para pelaku *home industry* alas kaki di Kelurahan Tugujaya Kecamatan Cihideung Kota Tasikmalaya. Keadaan seperti ini menyebabkan *home industry* alas kaki di Kelurahan Tugujaya Kecamatan Cihideung dari tahun ke tahun mengalami penurunan, penurunan baik itu dari segi jumlah maupun ketenaran atau eksistensinya. Metode penelitian yang digunakan dalam penelitian ini yaitu metode deskriptif kualitatif dengan teknik pengumpulan data yang digunakan adalah observasi, wawancara, studi dokumentasi, dan studi pustaka. Subjek pada penelitian ini yaitu pengusaha atau pemilik usaha dan pekerja *home industry* alas kaki. Hasil penelitian menunjukkan bahwa 1) Eksistensi *home industry* alas kaki di Kelurahan Tugujaya Kecamatan Cihideung Kota Tasikmalaya keberadaannya dipengaruhi oleh jumlah *home industry* alas kaki yang masih berproduksi, perubahan trend model alas kaki, dan sistem kemitraan yang dijalankan dengan perusahaan lain, 2) Faktor-faktor geografis yang mempengaruhi eksistensi *home industry* alas kaki di Kelurahan Tugujaya Kecamatan Cihideung Kota Tasikmalaya yaitu bahan baku, modal, tenaga kerja, peralatan dan teknologi, dan pemasaran.

Kata Kunci: Eksistensi, *Home Industry* Alas Kaki, Kelurahan Tugujaya

ABSTRACT

*SRI MULYANI. 2024. **The Existence of a Footwear Home Industry in Tugujaya Village, Cihideung District, Tasikmalaya City.** Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.*

Tugujaya Village is one of the villages in Cihideung District, Tasikmalaya City, which is a footwear home industry area, where some of the people are struggling in the footwear home industry. In 2015 there were around 20 footwear home industries in Tugujaya Village, Cihideung District, Tasikmalaya City. However, the development of an industry cannot be separated from obstacles and obstacles. The existence of large traders, competition everywhere, lack of business capital make obstacles and obstacles that must be faced by footwear home industry players in Tugujaya Village, Cihideung District, Tasikmalaya City. This situation causes the footwear home industry in Tugujaya Village, Cihideung District, from year to year to decrease, decreasing both in terms of number and fame or existence. The research method used in this study is a qualitative descriptive method with data collection techniques used are observation, interviews, documentation studies, and literature studies. The subjects in this study are entrepreneurs or business owners and home industry footwear workers. The results of the research showed that 1) The existence of the footwear home industry in Tugujaya Village, Cihideung District, Tasikmalaya City is influenced by the number of footwear home industries that are still in production, changes in footwear model trends, and partnership systems run with other companies, 2) Geographical factors that affect the existence of footwear home industry in Tugujaya Village, Cihideung District, Tasikmalaya City namely raw materials, capital, labor, equipment and technology and marketing.

Keywords: *Existence, Home Industry Footwear, Tugujaya Village*