

ABSTRAK

YUKI YULIANA. 2014. **Karakteristik *Home Industry* Makanan Ringan di Desa Bangunsari Kecamatan Pamarican Kabupaten Ciamis**. Program Studi Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Penelitian ini memiliki latar belakang tentang karakteristik *home industry* makanan ringan yang ada di suatu wilayah seperti aktivitas produksi tidak dilakukan pada satu lokasi milik pengusaha, memanfaatkan tenaga kerja lokal, waktu kegiatan produksi yang tidak terbatas, modal sendiri, memanfaatkan teknologi dan peralatan yang masih sederhana, memanfaatkan dan mengolah hasil pertanian setempat, dan pemasaran masih dalam cakupan lokal. Ada 4 pengusaha *home industry* makanan ringan dan 57 pekerja *home industry* makanan ringan di Desa Bangunsari. Yang menjadi masalah dalam penelitian ini adalah (1) Bagaimanakah Karakteristik *home industry* makanan ringan di Desa Bangunsari Kecamatan Pamarican Kabupaten Ciamis. (2) Bagaimanakah upaya pengembangan *home industry* makanan ringan di Desa Bangunsari Kecamatan Pamarican Kabupaten Ciamis.

Metode yang penulis gunakan adalah metode deskriptif kuantitatif. Instrumen yang digunakan adalah pedoman observasi, pedoman wawancara, pedoman kuesioner dan alat-alat dokumentasi. Dengan jumlah sampel yang diambil yaitu 4 pengusaha *home industry* makanan ringan dan 57 pekerja *home industry* makanan ringan di Desa Bangunsari, pengambilan sampel menggunakan teknik simple random sampling, stratified random sampling, purposive sampling. Teknik analisis data yang digunakan adalah metode analisis kuantitatif sederhana, yaitu persentase (%).

Hasil penelitian menunjukkan bahwa karakteristik *home industry* makanan ringan di Desa Bangunsari adalah aktivitas produksi tidak dilakukan pada satu lokasi milik pengusaha, tenaga kerja lokal, waktu produksi tidak terbatas, modal sendiri banyak modal awal sekitar Rp 1.500.000 – Rp 4.500.000, upah sesuai hasil produksi perminggu Rp 100.000 – Rp 400.000, teknologi peralatan masih sederhana, bahan baku lokal 1-5 ton/minggu pisang dan 25-55 kg/minggu singkong, pemasaran lokal. Upaya pengembangan *home industry* makanan ringan di Desa Bangunsari adalah pemenuhan bahan baku yang dipasok dari luar Desa Bangunsari seperti Banjar, Langen, Cipatujah, Bandung, peningkatan modal di dapat dari pinjaman Bank dan pinjaman pribadi, peningkatan produksi, peningkatan pemasaran sale pisang dipasarkan ke Padaherang, Banjar, Tasikmalaya, Bandung, Bogor, kripik pisang dipasarkan ke Banjar, Tasikmalaya, Bandung, kripik singkong dipasarkan ke Banjar dan Tasikmalaya, peningkatan keterampilan dan inovasi produksi.

Sejauh ini sebagian besar masyarakat bekerja di *home industry* makanan ringan untuk menambah pendapatan ekonomi di Desa Bangunsari Kecamatan Pamarican Kabupaten Ciamis sehingga masyarakat mampu memenuhi kebutuhannya mulai dari kebutuhan primer, kebutuhan sekunder, dan kebutuhan tersier.

Kata kunci: *Home industry*, Makanan ringan, Bangunsari

ABSTRACT

YUKI YULIANA. 2014. *The Characteristics of Snacks Home Industry in the Bangunsari Village, District of Pamarican, Ciamis County*. Geography Department. Faculty of Educational Sciences and Teachers' Training. Siliwangi University.

This research has a background of characteristics snacks home industry that exist in an area such as the of the production activity is not conducted on the employer's premises, local labor, time is not limited to production activities, using their own capital, leverage technology and equipment that is still simple, utilizing and processing of local agricultural products, and the marketing is still in the local coverage. There are 4 entrepreneurs snacks home industry and 57 snack home industry workers in the Bangunsari village. The problem in this research are (1) How are the characteristics of snacks home industry in the Bangunsari village, District of Pamarican Ciamis county. (2) How are the development of snacks home industry in the Bangunsari village, District of Pamarican Ciamis county.

The method used in this reserach is a descriptive quantitative method. The instruments used are observation, interview guides, questionnaires guidelines and documentation tools. With the number of samples taken is 4 entrepreneurs' snacks home industry and 57 workers' snacks home industry in the Bangunsari village, The technique of taking sample used in this research is simple random sampling, stratified random sampling, purposive sampling technique. The data analysis technique used is quantitative analysis simple method, namely the percentage (%).

The results showed that the characteristics of snacks home industry in the Bangunsari village is not production activity performed on the employer 's premisesn, local labor, production time is not limited, initial equity capital of Rp 1.500.000 - Rp 4.500.000 corresponding wage production results per week Rp 100.000 - Rp 400.000 technological equipment is simple , local materials 1-5 tons/week of banana and 25-55 kg/week of cassava, a local marketing. Efforts to develop snacks home industry in the Bangunsari village is the fulfillment of the raw materials supplied from outside the Bangunsari village like Banjar, Langen, Cipatujah, Bandung, the capital increase in the bank can loan and personal loans, increased production, improved marketing of bananas marketed to Padaherang sale, Banjar, Tasikmalaya, Bandung, Bogor, banana chips marketed to Banjar, Tasikmalaya, Bandung, cassava chips marketed to Banjar and Tasikmalaya, skills upgrading and innovation of production.

So far most of the people working in the snack food home industry to increase the economic income in the Bangunsari village, District of Pamarican, Ciamis county so that countryside are able to meet needs ranging from primary needs, secondary needs, and tertiary needs.

Keywords: Home industry, Snacks, Bangunsari