ABSTRAK

CINTYA WAFARIDA, 2023. **"Karakteristik *Home Industry* Tahu di Desa Cisadap Kecamatan Ciamis Kabupaten Ciamis"**. Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi, Tasikmalaya.

Desa Cisadap merupakan salah satu desa di Kecamatan Ciamis yang mempunyai usaha *home industry* tahu. Adapun *home industry* tahu yang terdapat di Desa Cisadap yaitu sebanyak 74 *home industry*. Masalah pokok yang ada dalam penelitian ini adalah (1) Bagaimana karakteristik *home industry* tahu di Desa Cisadap Kecamatan Ciamis Kabupaten Ciamis. (2) Faktor-faktor yang mempengaruhi *home industry* tahu di Desa Cisadap Kecamatan Ciamis Kabupaten Ciamis. Metode yang digunakan dalam penelitian ini adalah deskriptif dengan pendekatan kuantitatif dan beberapa teknik pengumpulan data yang meliputi observasi, wawancara, kuesioner, studi dokumentasi, dan studi literatur. Jumlah sampel yang diambil yaitu 15 responden pengusaha *home industry* tahu, 19 responden pekerja *home industry* tahu, dan 11 responden pedagang tahu di Desa Cisadap Kecamatan Ciamis Kabupaten Ciamis. Pengambilan sampel menggunakan teknik random sampling. Teknik analisis data yang digunakan yaitu metode analisis kuantitatif sederhana, yaitu persentase (%). Hasil penelitian ini menunjukan bahwa (1) Karakteristik *home industry* tahu meliputi (a) proses produksi, (b) jenis produk, (c) pemasaran. (2) Faktor-faktor yang mempengaruhi *home industry* tahu terdiri dari (a) ketersediaan modal, (b) ketersediaan bahan baku, (c) teknologi, (d) sumber daya manusia.

Kata Kunci : Karakteristik, *Home industry*, Tahu, Desa Cisadap

ABSTRACT

CINTYA WAFARIDA, 2023. *"Characteristics of the Tofu Home Industry in Cisadap Village, Ciamis District, Ciamis Regency"*. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

Cisadap Village is one of the villages in Ciamis District which has a tofu home industry. As for the tofu home industry in Cisadap Village, there are 74 home industries. The main problems in this study are (1) What are the characteristics of the tofu home industry in Cisadap Village, Ciamis District, Ciamis Regency. (2) Factors affecting the tofu home industry in Cisadap Village, Ciamis District, Ciamis Regency. The method used in this study is descriptive with a quantitative approach and several data collection techniques which include observation, interviews, questionnaires, documentation studies, and literature studies. The number of samples taken were 15 respondents to tofu home industry entrepreneurs, 19 respondents to tofu home industry workers, and 11 respondents to tofu traders in Cisadap Village, Ciamis District, Ciamis Regency. Sampling using random sampling technique. The data analysis technique used is a simple quantitative analysis method, namely percentage (%). The results of this study indicate that (1) the characteristics of the tofu home industry include (a) production processes, (b) product types, (c) marketing. (2) The factors affecting the tofu home industry consist of (a) availability of capital, (b) availability of raw materials, (c) technology, (d) human resources.

Keywords: Characteristics, Home industry, Tofu, Cisadap Village