

ABSTRAK

EARLY VANNYA RIANITY. 2025 **Analisis Serapan Tenaga Kerja Industri Wajan Pada Masyarakat Desa Sindangsari Kecamatan Cikoneng Kabupaten Ciamis**. Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Industri salah satu sektor ekonomi yang saat ini mengalami perkembangan cukup pesat termasuk Usaha Mikro, Kecil dan Menengah (UMKM). Salah satu jenis UMKM yang berada di Desa Sindangsari adalah industri wajan. Adanya industri wajan diharapkan mampu membuka peluang mata pencaharian bagi masyarakat lokal yaitu dengan terlibat langsung pada proses produksi wajan. Perkembangan industri wajan di Desa Sindangsari tidak terlepas dari pengaruh faktor geografis yang menunjang operasionalnya maupun dari kemampuannya dalam menyerap tenaga kerja lokal. Penelitian ini bertujuan untuk menganalisis faktor-faktor geografis yang mempengaruhi keberadaan industri wajan di Desa Sindangsari serta sejauh mana peran industri ini dalam menyerap tenaga kerja lokal. Metode penelitian yang digunakan adalah metode deskriptif kuantitatif dengan teknik pengumpulan data melalui teknik *purposive sampling* dengan 2 responden pemilik industri wajan dan *simple random sampling* dengan 40 responden tenaga kerja industri wajan. Hasil penelitian menunjukkan bahwa industri wajan dipengaruhi oleh ketersediaan bahan baku yang berasal dari aluminium daur ulang, ketersediaan tenaga kerja mayoritas berasal dari masyarakat sekitar, ketersediaan modal diperoleh dari modal pribadi, serta pemasaran yang masih bergantung metode tradisional dengan menjual produk melalui jaringan reseller, distributor, dan pasar tradisional. Penyerapan tenaga kerja lokal pada industri wajan di Desa Sindangsari dapat dilihat dari jumlah tenaga kerja industri wajan sebanyak 400 tenaga kerja, jarak dari tempat tinggal tenaga kerja ke industri wajan mayoritas dalam radius 0-1km dan berdasarkan analisis PTK diketahui bahwa tingkat serapan tenaga kerja industri wajan di Desa Sindangsari tergolong rendah.

Kata Kunci : Serapan Tenaga Kerja, Industri Wajan, Faktor Geografi

ABSTRACT

*EARLY VANNTYA RIANITY. 2025 **Analysis of Wok Industry Labor Absorption in Sindangsari Village Community, Cikoneng District, Ciamis Regency.** Department of Geography Education. Faculty of Teacher Training and Education. Siliwangi University.*

Industry is one of the economic sectors that is currently experiencing quite rapid development, including Micro, Small and Medium Enterprises (MSME). One type of MSME in Sindangsari Village is the wok industry. The existence of the wok industry is expected to be able to open up livelihood opportunities for the local community, namely by being directly involved in the wok production process. The development of the wok industry in Sindangsari Village is inseparable from the influence of geographical factors that support its operations and its ability to absorb local labor. This study aims to analyze the geographical factors that influence the existence of the wok industry in Sindangsari Village and the extent of the industry's role in absorbing local labor. The research method used is quantitative descriptive method with data collection techniques through purposive sampling techniques with 2 respondents of the wok industry owner and simple random sampling with 40 respondents of the wok industry workforce. The results showed that the wok industry is influenced by the availability of raw materials derived from recycled aluminum, the availability of labor mostly from the surrounding community, the availability of capital obtained from personal capital, and marketing that still relies on traditional methods by selling products through a network of resellers, distributors, and traditional markets. The absorption of local labor in the wok industry in Sindangsari Village can be seen from the number of wok industry workers as many as 400 workers, the distance from the workforce's residence to the wok industry is mostly within a 0-1km radius and based on the PTK analysis, it is known that the level of labor absorption in the wok industry in Sindangsari Village is low.

Keywords: Labor Absorption, Frying Pan Industry, Geographic Factors