

ABSTRAK

MUHAMMAD NABILA SILMI. 2025. **PENGARUH PRODUKTIVITAS *HOME INDUSTRY* BORDIR TERHADAP PENDATAPAN MASYARAKAT DI KELURAHAN TANJUNG KECAMATAN KAWALU KOTA TASIKMALAYA.** Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Penelitian ini menganalisis pengaruh produktivitas *home industry* bordir terhadap pendapatan masyarakat di Kelurahan Tanjung, Kecamatan Kawalu, Kota Tasikmalaya. Industri kreatif, khususnya *home industry*, memiliki potensi besar dalam perekonomian lokal dan peningkatan pendapatan. Di Kota Tasikmalaya, sektor ini berkontribusi signifikan terhadap PDRB lokal. Namun, produktivitas *home industry* bordir menghadapi tantangan, termasuk dampak pandemi COVID-19 yang menurunkan permintaan dan pendapatan, serta kurangnya akses terhadap teknologi dan pemasaran yang efektif. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel 87 responden tenaga kerja *home industry* bordir. Data dikumpulkan melalui kuesioner, wawancara, studi literatur, observasi, dan dokumentasi. Analisis data dilakukan dengan perhitungan kuantitatif sederhana menggunakan rumus persentase dan analisis deskriptif. Produktivitas diukur sebagai rasio *output* pendapatan terhadap *input* modal, dengan rumus total produktivitas David J. Summanth. Instrumen penelitian menunjukkan reliabilitas tinggi (*Cronbach's Alpha* 0,961). Hasil penelitian menunjukkan bahwa mayoritas *home industry* bordir memiliki modal besar (> Rp. 150.000.000), mempekerjakan lebih dari 19 orang, menggunakan teknologi modern, dan memiliki permintaan produk lebih dari 1.500 Pcs. Sebagian besar produksi juga menghasilkan lebih dari 1.000 Pcs per periode produksi, dengan pendapatan bulanan > Rp. 150.000.000. Nilai hitung indeks produktivitas sedikit meningkat pada bulan Juni dan Juli. Peningkatan produktivitas secara langsung berpengaruh terhadap peningkatan upah/pendapatan dan keuntungan bagi pekerja bordir.

Kata Kunci: Produktivitas, *Home Industry*, Bordir, Pendapatan Masyarakat

ABSTRACT

MUHAMMAD NABILA SILMI. 2025. ***THE EFFECT OF HOME EMBROIDERY PRODUCTIVITY ON COMMUNITY INCOME IN TANJUNG VILLAGE, KAWALU DISTRICT, TASIKMALAYA CITY.*** Department of Geography Education. Faculty of Teacher Training and Education. Siliwangi University.

This study analyzes the influence of home embroidery industry productivity on community income in Tanjung Village, Kawalu District, Tasikmalaya City. The creative industry, especially home industry, has great potential in the local economy and increasing income. In Tasikmalaya City, this sector contributes significantly to the local GRDP. However, the productivity of the home embroidery industry faces challenges, including the impact of the COVID-19 pandemic which reduces demand and income, as well as the lack of access to technology and effective marketing. This study uses a quantitative approach with a sample of 87 respondents of home embroidery industry workers. Data were collected through questionnaires, interviews, literature studies, observations, and documentation. Data analysis was carried out with simple quantitative calculations using percentage formulas and descriptive analysis. Productivity is measured as the ratio of income output to capital input, using David J. Summanth's total productivity formula. The research instrument showed high reliability (Cronbach's Alpha 0.961). The results show that the majority of embroidery home industries have large capital (> Rp. 150,000,000), employ more than 19 people, use modern technology, and have product demand of more than 1,500 pieces. Most of the production also produces more than 1,000 pieces per production period, with monthly income > IDR 150,000,000. The calculated productivity index value increased slightly in June and July. Increased productivity directly impacts wages/income and profits for embroidery workers.

Keywords: *Productivity, Home Industry, Embroidery, Community Income*