

ABSTRAK

SOFI SITI SOFYAH. 2025. **Pengaruh Industri Hanger Kayu Terhadap Kondisi Sosial Ekonomi Masyarakat Di Kelurahan Kersanagara Kecamatan Cibeureum Kota Tasikmalaya.** Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi. Tasikmalaya.

Penelitian ini dilatarbelakangi oleh berkembangnya industri hanger kayu di Kelurahan Kersanagara Kecamatan Cibeureum Kota Tasikmalaya yang memberikan manfaat bagi masyarakat setempat. Penelitian ini bertujuan untuk mengetahui pengaruh keberadaan industri hanger kayu terhadap kondisi sosial ekonomi masyarakat di Kelurahan Kersanagara, Kecamatan Cibeureum, Kota Tasikmalaya. Industri hanger kayu yang berkembang di wilayah ini memberikan dampak terhadap kehidupan masyarakat sekitar, baik dari sisi sosial maupun ekonomi. Penelitian ini mengkaji beberapa variabel dalam aspek sosial ekonomi, yaitu tingkat pendidikan, jenis pekerjaan, tingkat pendapatan, jenis tempat tinggal, dan kepemilikan aset. Penelitian ini menggunakan pendekatan deskriptif kuantitatif, dengan metode pengumpulan data melalui observasi, wawancara, kuesioner, studi literatur dan studi dokumentasi. Teknik pengambilan sampel menggunakan purposive sampling, yaitu penentuan sampel secara sengaja berdasarkan kriteria tertentu yang sesuai dengan tujuan penelitian. Jumlah responden terdiri dari kepala kelurahan, pemilik industri hanger kayu, pekerja industri hanger kayu dan masyarakat yang terdampak secara tidak langsung. Berdasarkan hasil penelitian, aktivitas industri hanger kayu Di Kelurahan Kersanagara Kecamatan Cibeureum Kota Tasikmalaya meliputi pengadaan bahan baku yang dilakukan secara teratur seminggu sekali lewat pemasok langganan dengan jumlah kayu 4-8 m³. Kemudian proses produksi dari industri ini terdiri dari 16 tahap dan distribusi produk rata-rata dilakukan melalui agen dan sebagian kecil melalui toko *online*. Sedangkan pengaruh industri hanger kayu terhadap kondisi sosial ekonomi masyarakat di Kelurahan Kersanagara Kecamatan Cibeureum Kota Tasikmalaya meliputi tingkat pendidikan anak yang rata-rata sedang menempuh jenjang SD-SMP. Jenis pekerjaannya beragam mulai dari pemotong kayu sampai tahap distribusi. Tingkat pendapatan pekerja rata-rata Rp 1.950.000 per bulan dan pendapatan masyarakat yang terdampak secara tidak langsung sebesar Rp 1.500.000 per bulan. Jenis tempat berupa rumah permanen dan kepemilikan aset berupa rumah dan sepeda motor.

Kata kunci : Aktivitas Industri, Hanger Kayu, Sosial Ekonomi

ABSTRACT

SOFI SITI SOFYAH. 2025. *The Influence of the Wooden Hanger Industry on the Socioeconomic Conditions of the Community in Kersanagara Subdistrict, Cibeureum District, Tasikmalaya City*. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

This research is motivated by the growth of the wood hanger industry in Kersanagara Urban Village, Cibeureum District, Tasikmalaya City, which provides benefits to the local community. This study aims to determine the influence of the wooden hanger industry on the socio-economic conditions of the community in Kersanagara Subdistrict, Cibeureum District, Tasikmalaya City. The wooden hanger industry developing in this area affects the lives of the surrounding community, both socially and economically. This study examines several variables within the socio-economic aspect, namely education level, type of occupation, income level, type of housing, and asset ownership. The research uses a quantitative descriptive approach, with data collected through observation, interviews, questionnaires, literature studies, and documentation. The sampling technique employed is purposive sampling, where samples are deliberately selected based on specific criteria relevant to the research objectives. The respondents consist of the head of the subdistrict, wooden hanger industry owners, industry workers, and community members indirectly affected by the industry. Based on the findings, the activities of the wooden hanger industry in Kersanagara Subdistrict, Cibeureum District, Tasikmalaya City include the procurement of raw materials, which is regularly carried out once a week through subscribed suppliers. The production process itself comprises 16 stages, and product distribution is generally conducted through agents, with a smaller portion sold via online stores. Meanwhile, the influence of the wooden hanger industry on the socio-economic conditions of the community in Kersanagara can be seen from several aspects: the average education level of children is at the elementary to junior high school level; types of jobs range from wood cutting to distribution stages; the average income of workers is around IDR 1,950,000 per month, while the income of indirectly affected community members is approximately IDR 1,500,000 per month; types of housing are predominantly permanent houses, and asset ownership generally includes houses and motorcycles.

Keywords: *Industrial Activity, Wooden Hanger, Socioeconomic*