

## ABSTRAK

### ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI DAYA SAING INDUSTRI ROTAN DI KECAMATAN PLUMBON KABUPATEN CIREBON

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Penelitian ini bertujuan untuk menganalisis tingkat daya saing industri rotan di Kecamatan Plumbon, Kabupaten Cirebon, menganalisis pengaruh faktor sumber daya manusia, modal, dan pemasaran terhadap daya saing industri rotan, baik secara simultan maupun parsial, dan mendeskripsikan upaya yang dapat dilakukan untuk mengatasi permasalahan industri rotan. Penelitian dilaksanakan dari Juni 2023 hingga Desember 2024 menggunakan metode survei dengan teknik pengambilan sampel *proportional random sampling* yang melibatkan 48 responden. Data dianalisis menggunakan analisis deskriptif dan regresi linear berganda. Hasil penelitian menunjukkan bahwa tingkat daya saing industri rotan di Kecamatan Plumbon tergolong tinggi. Secara simultan, sumber daya manusia, modal, dan pemasaran berpengaruh signifikan terhadap daya saing industri rotan ( $p=0,000$ ). Secara parsial, masing-masing faktor juga berpengaruh signifikan, sumber daya manusia ( $p=0,040$ ), modal ( $p=0,000$ ), dan pemasaran ( $p=0,000$ ). Upaya untuk mengatasi permasalahan industri rotan meliputi penerapan manajemen pembukuan yang baik, menjalin kemitraan dengan desainer untuk inovasi produk, mengikuti pelatihan guna meningkatkan keterampilan teknis dan non-teknis, memanfaatkan akses ke lembaga keuangan seperti pengajuan Kredit Usaha Rakyat (KUR), memperkuat *branding* produk, mengoptimalkan pemasaran *online* melalui *website* dan media sosial, memperluas jaringan pemasaran, melakukan kampanye pemasaran penggunaan produk rotan, serta meningkatkan peran pemerintah dalam mendukung industri rotan.

Kata Kunci: Daya Saing, Industri Rotan, Sumber Daya Manusia, Modal, Pemasaran

## **ABSTRACT**

### **ANALYSIS OF FACTORS AFFECTING THE COMPETITIVENESS OF THE RATTAN INDUSTRY IN THE PLUMBON SUB-DISTRICT OF CIREBON REGENCY**

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This study aims to analyze the level of competitiveness of the rattan industry in Plumbon District, Cirebon Regency, analyze the influence of human resources, capital, and marketing factors on the competitiveness of the rattan industry, both simultaneously and partially, and describe efforts that can be made to overcome the problems of the rattan industry. The research was conducted from June 2023 to December 2024 using a survey method with proportional random sampling technique involving 48 respondents. The data were analyzed using descriptive analysis and multiple linear regression. The results showed that the level of competitiveness of the rattan industry in Plumbon Subdistrict was high. Simultaneously, human resources, capital, and marketing had a significant effect on the competitiveness of the rattan industry ( $p=0.000$ ). Partially, each factor also had a significant effect, human resources ( $p=0.040$ ), capital ( $p=0.000$ ), and marketing ( $p=0.000$ ). Efforts to overcome the problems of the rattan industry include the implementation of proper financial management, product development through partnerships with designers, training to improve technical and non-technical skills, access to financing such as People's Business Credit (KUR), strengthening product branding, optimizing online marketing through websites and social media, expanding marketing networks, promoting the use of rattan products, and increasing government support for the rattan industry.

**Keywords:** Competitiveness, Rattan Industry, Human Resources, Capital, Marketing