

ABSTRAK

CYNTHIA RAHAYU PIWANSYAH. 2025. Pengaruh Aktivitas Industri Bata Merah Terhadap Kondisi Sosial Ekonomi Masyarakat Di Desa Sukapura Kecamatan Sukaraja Kabupaten Tasikmalaya. Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi. Tasikmalaya.

Penelitian ini dilatarbelakangi oleh adanya aktivitas industri bata merah di Desa Sukapura Kecamatan Sukaraja Kabupaten Tasikmalaya yang sudah berlangsung sejak 1982. Aktivitas industri ini dalam perkembangannya mengalami sejumlah kendala seperti penurunan ketersediaan bahan baku, keterbatasan modal, serta fluktuasi permintaan pasar. Kondisi tersebut berpotensi mempengaruhi aspek sosial ekonomi masyarakat di sekitar industri. Tujuan dari penelitian ini untuk mengetahui aktivitas industri bata merah dan pengaruhnya terhadap kondisi sosial ekonomi masyarakat di Desa Sukapura Kecamatan Sukaraja Kabupaten Tasikmalaya. Metode yang digunakan dalam penelitian ini adalah deskriptif kuantitatif, dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi, kuesioner dan studi literatur. Teknik pengambilan sampel menggunakan *purposive sampling* dan *sample random sampling*, penentuan sampel secara sengaja berdasarkan kriteria tertentu yang sesuai dengan tujuan penelitian. Jumlah responden terdiri dari pemilik industri dan pekerja industri. Berdasarkan hasil penelitian, aktivitas industri bata merah di Desa Sukapura Kecamatan Sukaraja Kabupaten Tasikmalaya meliputi pengadaan bahan baku untuk pembuatan bata merah diperoleh dari pemilik lain dan ketersediaannya berada di wilayah sekitar. Kemudian proses produksi bata merah untuk yang menggunakan cetakan bata terdapat 5 tahap dan yang menggunakan mesin press terdapat 4 tahap. Selanjutnya proses pembakaran dilakukan dalam 2 hari 2 malam. Proses pemasaran dilakukan di wilayah Kabupaten dan Kota Tasikmalaya, serta wilayah sekitar. Sedangkan pengaruh aktivitas industri bata merah terhadap kondisi sosial ekonomi masyarakat di Desa Sukapura Kecamatan Sukaraja Kabupaten Tasikmalaya meliputi pendapatan pekerja rata-rata Rp100.000 – 250.000 per produksi dan ada juga pekerja yang pendapatan pekerja kurang dari Rp100.000 per produksi. Tingkat pendidikan anak-anak sebagian besar sedang menempuh jenjang pendidikan tingkat SD-SMA. Jenis pekerjaan masyarakat di industri bata merah ini merupakan pekerjaan utama. Kepemilikan aset pekerja berupa rumah, kendaraan dan alat elektronik.

Kata Kunci: Aktivitas Industri, Bata Merah, Sosial Ekonomi

ABSTRACT

CYNTHIA RAHAYU PIWANSYAH. 2025. *The Influence of Red Brick Industry Activities on the Socio-Ekonomik Conditions of the Community in Sukapura Village, Sukaraja District, Tasikmalaya Regency*. Department of Geography Education. Faculty of Teacher Training and Education. Siliwangi University. Tasikmalaya.

This research is motivated by the existence of red brick industry activities in Sukapura Village, Sukaraja District, Tasikmalaya Regency, which have been running since 1982. This industrial activity in its development has experienced a number of obstacles such as decreasing availability of raw materials, limited capital, and increasing market demand. These conditions have an impact on the socio-economic aspects of the community around the industry. The purpose of this study is to determine the activities of the red brick industry and its influence on the socio-economic conditions of the community in Sukapura Village, Sukaraja District, Tasikmalaya Regency. The method used in this study is descriptive quantitative, with data collection techniques through observation, interviews, documentation, questionnaires and literature studies. The sampling technique uses purposive sampling and sample random sampling, the determination of samples intentionally based on certain criteria that are in accordance with the research objectives. The number of respondents consisted of industry owners and industry workers. Based on the research results, the red brick industry activities in Sukapura Village, Sukaraja District, Tasikmalaya Regency include the procurement of raw materials for making red bricks obtained from other owners and their availability is in the surrounding area. Then the red brick production process for those using brick molds has 5 stages and those using press machines have 4 stages. The firing process is then carried out in 2 days and 2 nights. The marketing process is carried out in the Tasikmalaya Regency and City areas, as well as the surrounding areas. Meanwhile, the influence of red brick industry activities on the socio-economic conditions of the community in Sukapura Village, Sukaraja District, Tasikmalaya Regency includes an average worker income of IDR 100,000 - 250,000 per production and there are also workers whose income is less than IDR 100,000 per production. The level of education of children is mostly studying at elementary to high school level. The type of work of the community in this red brick industry is the main job. Ownership of workers' assets includes houses, vehicles and electronic equipment.

Keywords: Industrial Activity, Red Brick, Socioeconomic