

# ANALISIS KEBERLANJUTAN USAHA KERAJINAN ANYAMAN BAMBU DI DESA SIDETAPA, KECAMATAN BANJAR

Oleh

Ni Komang Widya Yanti

Jurusan Ekonomi dan Akuntansi

## ABSTRAK

Tujuan penelitian ini ialah menganalisis status keberlanjutan usaha kerajinan anyaman bambu di Desa Sidetapa, Kecamatan Banjar dan menganalisis faktor-faktor pendorong keberlanjutan usaha kerajinan anyaman bambu di Desa Sidetapa, Kecamatan Banjar. Jenis penelitian ini adalah kuantitatif. Jumlah populasi yang digunakan dalam penelitian ini yaitu seluruh pelaku usaha kerajinan anyaman bambu yang ada di Desa Sidetapa sebanyak 2.120 dengan jumlah sampel sebanyak 96. Metode pengumpulan data menggunakan studi pustaka, observasi, wawancara, kuesioner, dan dokumentasi. Teknik analisis data status keberlanjutan dari usaha kerajinan anyaman bambu di Desa Sidetapa, Kecamatan Banjar memakai MDS (Multi-Dimensional Scaling) melalui pendekatan RAPFISH (Rapid Appraisal for Sustainability). Status keberlanjutan pada usaha kerajinan anyaman bambu ini dianalisis pada dimensi ekonomi, dimensi sosial, dan dimensi lingkungan. Dalam mengidentifikasi faktor-faktor yang sensitif yang berpengaruh pada status keberlanjutan untuk setiap dimensi menggunakan Analisis Leverage dan Analisis Monte-Carlo. Hasil penelitian menunjukkan bahwa: (1) Status keberlanjutan usaha kerajinan anyaman bambu di Desa Sidetapa, Kecamatan Banjar berada pada status cukup berkelanjutan dengan nilai indeks sebesar 67,70%. Keberlanjutan pada dimensi ekonomi sebesar 51,29%, pada dimensi sosial 77,76%, dan pada dimensi lingkungan sebesar 74,70%. (2) Faktor-faktor pendorong keberlanjutan usaha kerajinan anyaman bambu di Desa Sidetapa, Kecamatan Banjar yang perlu diperhatikan yaitu pemasaran, dukungan Pemerintah, dan dampak penggunaan bahan baku. Agar keberlanjutan usaha kerajinan anyaman bambu di Desa Sidetapa, Kecamatan Banjar dapat meningkat maka perlu dilakukan upaya perbaikan pada setiap dimensi guna meningkatkan kesejahteraan pelaku usaha kerajinan anyaman bambu dan mendukung keberlanjutan usaha kerajinan anyaman bambu.

**Kata Kunci : Keberlanjutan Usaha, Anyaman Bambu**

***SUSTAINABILITY ANALYSIS OF BAMBOO WEAVING HANDICRAFT  
BUSINESS IN SIDETAPA VILLAGE, BANJAR SUB-DISTRICT***

***By***

***Ni Komang Widya Yanti, NIM 2017011015***

***Department of Economics and Accounting***

***ABSTRACT***

*The purpose of this study was to analyze the sustainability status of woven bamboo handicraft businesses in Sidetapa Village, Banjar District and analyze the factors driving the sustainability of woven bamboo handicraft businesses in Sidetapa Village, Banjar District. This type of research is quantitative. The population used in this study is the entire bamboo woven craft business actors in Sidetapa Village as many as 2,120 with a total sample size of 96. Data collection methods used literature study, observation, interviews, questionnaires, and documentation. The data analysis technique for the sustainability status of the woven bamboo craft business in Sidetapa Village, Banjar Sub-district used MDS (Multi-Dimensional Scaling) through the RAPFISH (Rapid Appraisal for Sustainability) approach. The sustainability status of the woven bamboo craft business was analyzed in the economic, social, and environmental dimensions. In identifying sensitive factors that affect the sustainability status for each dimension, Leverage Analysis and Monte-Carlo Analysis were used. The results showed that: (1) The sustainability status of the woven bamboo handicraft business in Sidetapa Village, Banjar Sub-district is moderately sustainable with an index value of 67.70%. Sustainability in the economic dimension is 51.29%, in the social dimension 77.76%, and in the environmental dimension 74.70%. (2) Factors driving the sustainability of bamboo weaving craft businesses in Sidetapa Village, Banjar Sub-district that need to be considered are marketing, government support, and the impact of using raw materials. In order for the sustainability of bamboo handicraft businesses in Sidetapa Village, Banjar District to increase, it is necessary to make improvement efforts in each dimension to improve the welfare of bamboo handicraft business actors and support the sustainability of bamboo handicraft businesses.*

***Keywords: Business Sustainability, Bamboo Plaiting***