

ANALISIS PERKEMBANGAN USAHA JASA PENJAHIT DI KECAMATAN BULELENG

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis perkembangan usaha jasa penjahit di Kecamatan Buleleng serta mengidentifikasi hambatan yang dihadapi pelaku usaha dalam mengembangkan usahanya. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui metode triangulasi, yaitu menggabungkan wawancara mendalam, observasi, dan dokumentasi terhadap 10 (sepuluh) pelaku usaha jasa penjahit yang dipilih secara *purposive* berdasarkan kriteria penelitian. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan secara induktif. Fokus penelitian diarahkan pada 4 (empat) faktor utama yang memengaruhi perkembangan usaha, yaitu karakteristik wirausaha, modal usaha, strategi pemasaran, dan lokasi usaha. Hasil penelitian menunjukkan bahwa perkembangan usaha jasa penjahit di Kecamatan Buleleng umumnya mengalami tren positif yang didukung oleh motivasi, kreativitas, serta ketekunan pelaku usaha. Namun, masih ditemukan berbagai hambatan seperti keterbatasan modal, belum optimalnya pencatatan keuangan, serta rendahnya pemanfaatan media sosial sebagai sarana promosi. Strategi pemasaran yang diterapkan masih bersifat konvensional dan loyalitas pelanggan menjadi faktor penting dalam mempertahankan usaha.

Kata kunci: perkembangan usaha, usaha jasa penjahit, karakteristik wirausaha, modal usaha, strategi pemasaran, lokasi usaha, Kecamatan Buleleng.

ABSTRACT

This study aims to analyze the development of the tailor service business in Buleleng District and identify the obstacles faced by business actors in developing their businesses. This study uses a qualitative method with a descriptive approach. The data collection technique was carried out through the triangulation method, which combined in-depth interviews, observations, and documentation of 10 (ten) tailor service business actors who were selected purposively based on research criteria. Data analysis is carried out through the stages of data reduction, data presentation, and inductive conclusions. The focus of the research is directed at 4 (four) main factors that affect business development, namely entrepreneurial characteristics, business capital, marketing strategies, and business locations. The results of the study show that the development of the tailor service business in Buleleng District generally experiences a positive trend supported by the motivation, creativity, and perseverance of business actors. However, various obstacles are still found such as limited capital, not optimal financial recording, and low use of social media as a means of promotion. The marketing strategy implemented is still conventional and customer loyalty is an important factor in maintaining the business.

Keywords: *business development, tailor service business, entrepreneurial characteristics, business capital, marketing strategy, business location, Buleleng District.*

