

RINGKASAN

Tujuan pokok penelitian untuk mengkaji dan menemukan rumusan pola pemberdayaan pengrajin *cococraft* berbasis manajemen adaptif melalui inisiasi usaha mikro media semai *cocodust*. Penelitian dilakukan empat aspek. Aspek pertama tentang kajian kondisi faktual sosial ekonomi. Penelitian aspek pertama menggunakan Metode Studi Kasus Mendalam (*Embedded Case Study*). Aspek kedua mengkaji tentang produksi media semai *cocodust*. Penelitian aspek kedua memanfaatkan Metode Terapan (*Participatory Action Research*). Aspek ketiga mengkaji dan menemukan dekripsi konsep manajemen adaptif. Metode penelitian aspek yang ketiga ialah *Participatory Rural Appraisal* (PRA) dengan pendekatan *Grounded Research*. Desain pola pemberdayaan berbasis manajemen adaptif dirumuskan pada penelitian aspek yang keempat. Metode yang digunakan pada penelitian aspek keempat adalah *Research and Development*.

Hasil penelitian menunjukkan bahwa kondisi faktual sosial ekonomi pengrajin *cococraft* memiliki berbagai unsur, yang berfungsi sebagai penentu kualitas sumberdaya manusia dan kategori keinovatifan. Berbagai unsur memiliki daya dukung terhadap pemberdayaan pengrajin *cococraft*: tingkat adopsi, pendapatan, komunikasi, pendidikan nonformal, pengalaman kerja, jejaring kerjasama dan pendidikan formal. Adapun unsur yang mempunyai daya hambat: aktivitas sosial, pengeluaran, sifat mata pencaharian, umur dan mobilitas sosial. Berdasarkan eksistensi unsur kondisi faktual sosial ekonomi, pengrajin dibedakan dalam tiga kategori: perintis, penerap awal dan penerap lamban. Mayoritas (84 persen) responden penerap lamban hanya sampai tahap adopsi awal: kesadaran, minat dan penilaian. Jumlah responden yang berani mengujicoba dan mengadopsi teknologi *cocodust* sedikit (16 persen). Kelambanan adopsi karena keterbatasan modal dan waktu, kerumitan teknologi, kelangkaan tenaga kerja dan keraguan terhadap kemanfaatan media semai *cocodust* sebagai sumber pendapatan tambahan. Potensi dan keadaan kondisi faktual sosial ekonomi menjadi bahan pertimbangan berharga bagi penelitian aspek kedua, ketiga dan keempat.

Teknologi produksi media semai *cocodust* diujicoba dan diadopsi oleh pengrajin perintis dan penerap awal. Pengrajin penerap lamban mulai mengadopsi sampai tahap kesadaran dan minat. Hasil uji harkat (kategori) sifat produksi 1 dan 2 membuktikan keempat rancangan media semai *cocodust* memiliki kandungan unsur hara makro primer dan sekunder, hara mikro, C-organik, nisbah C/N dan pH. Keempat perlakuan media semai *cocodust* layak dimanfaatkan sebagai media semai bagi Caisin (*Brassica juncea* L.). Berdasarkan uji harkat (kategori) sifat media semai *cocodust* produksi 1 dan 2, hasil uji keragaan pertumbuhan 1 dan 2 serta beberapa alasan sosial ekonomi menunjukkan bahwa media semai *cocodust* yang layak bagi pemberdayaan pengrajin *cococraft* ialah P₂. Hasil uji harkat (kategori) sifat dan uji keragaan pertumbuhan 1 dan 2 menguatkan keyakinan perintis dan penerap awal untuk mengadopsi inovasi media semai *cocodust*.

Aspek diri menentukan perilaku berencana pengrajin *cococraft* pada deskripsi konsep manajemen adaptif. Aspek diri ditentukan empat unsur penting yakni sikap perilaku, norma subjektif, persepsi kontrol diri dan sensitivitas. Keempat unsur aspek diri mengkonstruksi konsep manajemen adaptif pengrajin *cococraft* dalam mengelola usaha mikro media semai *cocodust* selama masa inisiasi. Konsep manajemen adaptif ditekankan pada pengembangan kemampuan mengelola usaha mikro dengan kepekaan terhadap berbagai risiko perubahan bahan baku, kendali mutu, harga, pasar, jejaring kerjasama dan kontinuitas produksi.

Rumusan pola pemberdayaan berbasis manajemen adaptif bersifat dinamis luwes dan partisipatif. Desain pola pemberdayaan berbentuk siklus berkelanjutan. Keunggulan pola terletak pada kemampuan *multiplier effect*: peningkatan kreativitas dan produktivitas (individu), peningkatan pendapatan (keluarga), peningkatan skala usaha *on farm* dan *off farm* (usaha mikro), peningkatan kesempatan kerja (masyarakat) dan reduksi volume limbah *cococraft* yang rawan menjadi polutan (ekosistem). Pola pemberdayaan mempunyai *multi utility* baik untuk kepentingan ekonomi, moral, sosial maupun lingkungan.



SUMMARY

The main objective of the study was to assess and find the formulation of patterns of empowerment of adaptive management-based cococraft craftsmen through the initiation of cocodust seed media micro media. The study was conducted in four aspects. The first aspect is the study of socioeconomic factual conditions. The first aspect of research employed the Embedded Case Study Method. The second aspect examines the production of cocodust seed media. The second aspect of research utilized the Method of Applied (Participatory Action Research). The third aspect is to study and find the decryption of adaptive management concepts. The third aspect research method is Participatory Rural Appraisal (PRA) with the Grounded Research approach. The design pattern of empowerment based on adaptive management was formulated in the fourth aspect of research. The method used in the fourth aspect of research is Research and Development.

The results showed that the socio-economic factual conditions of cococraft craftsmen had various elements, which functioned as determinants of the quality of human resources and innovative categories. Various elements have the carrying capacity of empowering cococraft craftsmen: adoption rates, income, communication, non-formal education, work experience, cooperation networks and formal education. As for the elements that have inhibitory forces: social activities, expenses, livelihood characteristic, age and social mobility. Based on the existence of elements of socio-economic factual conditions, craftsmen can be divided into three categories: pioneering, early and late adoption. The majority (84 percent) of respondents are slow to only the initial adoption stage: awareness, interest and judgment. The number of respondents who were willing to test and adopt cocodust technology was small (16 percent). The slowness of adoption is due to capital and time constraints, technological complexity, scarcity of labor and doubts about the usefulness of the cocodust seed media as a source of additional income. The potential and the state of socioeconomic factual conditions are valuable considerations for research in the second, third and fourth aspects.

Cocodust seedling media production technology was tested and adopted by pioneering craftsmen and early adopters. Slow implementation craftsmen begin to adopt to the stage of awareness and interest. The results of the product (category) test characteristics of production 1 and 2 prove that the four cocodust seedling media designs contain primary and secondary macro nutrients, micro nutrients, C-organic, C / N ratio and pH. The four treatments of cocodust seedling media are suitable to be used as seedlings for Caisin (*Brassica juncea* L.). Based on the level test (category) of the characteristics of cocodust seedling production media 1 and 2, the results of growth test performance 1 and 2 as well as several socioeconomic reasons indicate that the cocodust seedling media that is suitable for empowering cococraft artisans is P₂. The results of the level (category) test and the performance test results for growth 1 and 2 reinforced the confidence of pioneers and early adopters to adopt cocodust seed media innovation.

The self aspect determines the cococraft craftsmen's planning behavior in the description of the concept of adaptive management. The self aspect is determined by four important elements, namely behavioral attitude, subjective norms, perception of self-control and sensitivity. The four elements of the self-construct the concept of adaptive management of cococraft craftsmen in managing the micro media business of cocodust

seedlings during the initiation period. The concept of adaptive management is emphasized on developing the ability to manage micro businesses with sensitivity to various risks of changes in raw materials, quality control, prices, markets, cooperation networks and production continuity.

The formulation of adaptive management-based empowerment patterns is flexible and participatory dynamic. The design pattern of empowerment takes the form of a continuous cycle. The superiority of the pattern lies in the ability of the multiplier effect: increased creativity and productivity (individual), increased income (family), increased scale of on-farm and off-farm businesses (micro-business), increased employment opportunities (community) and reduced volume of cococraft waste that is prone to become pollutants (ecosystem). The empowerment pattern has a multi utility both for economic, moral, social and environmental interests.

