

Implikasi untuk penelitian ini yaitu, bahwa sebagai upaya untuk terus meningkatkan hasil produksi kerajinan tas anyaman pandan secara optimal, para pengrajin di Kecamatan Rajapolah Kabupaten Tasikmalaya sebaiknya memperhatikan faktor produksi modal, tenaga kerja dan bahan baku. Cara yang dapat dilakukan diantaranya adalah dengan menggunakan faktor produksi tenaga kerja dan bahan baku secara proporsional sesuai dengan modal yang digunakan untuk usaha kerajinan tas anyaman pandan, para pengrajin *home industry* juga harus mampu mengkombinasikan kualitas dan kuantitas faktor produksi yang digunakan agar usaha kerajinan tas pandan yang dijalankan semakin efisien dan mampu dijadikan sebagai penopang ekonomi rumah tangga.

Kata Kunci: Modal, Tenaga Kerja, Bahan Baku, Hasil Produksi, Efisiensi Usaha

SUMMARY

This research entitled “The Business Efficiency of Pandanus Bag Craftsmen in Rajapolah Subdistrict Tasikmalaya Regency”. It purposed to analyze the production factors of capital, labors, and raw materials effect to output of pandan bag and to analyze the business efficiency in Rajapolah Subdistrict, Tasikmalaya Regency.

It also used survey method. The number of samples in this research were 55 respondents, determined by saturated sampling or census. Hereafter, technique of data analysis in this research used production function of Cobb-Douglas and efficiency analysis (R/C ratio).

Based on the data analysis result, the average costs were Rp1.529.847,37 for a month, by the capital coefficient value was (X1) of 0.114, it indicated the increasing of capital variable would increase the production of handicrafts variable. If there was increasing capital variable about one rupiah, so, it would raise the production of pandanus handicraft bag in Rajapolah Subdistrict Tasikmalaya Regency about 64,8 units (0.114 times from 568 production units average). The average of labors used in pandanus handicraft business in Rajapolah Subdistrict Tasikmalaya Regency was 84 HOK for a month, with labor coefficient value (X2) was 0,207. It showed that the increasing of labors variable would increase the handicraft production variable. If there was increasing of labors variable about one HOK, it would raise the production of pandanus handicraft bags in Rajapolah Subdistrict Tasikmalaya Regency about 117.6 units (0.207 times from 568 production units average). Average cost of raw materials were Rp18.001.454,55 for a month, by the coefficient (X3) was 0.816. it showed the rising variable of raw materials would increase the production of handicrafts variable. If there was increasing of raw materials about one rupiah, it would raise the production of pandanus handicraft bags in Rajapolah Subdistrict Tasikmalaya Regency about 463,5 units (0,816 times from 568 production units average). Pandanus handicraft bags business in Rajapolah Subdistrict Tasikmalaya Regency had been efficient with R / C value 1.36, which meant that every Rp1.000,00 from the total cost incurred for the business would receive the return about Rp1.360,00.

It can be concluded that the factors of capital production, labor and raw materials have a significant positive effect on the production of pandanus handicraft bags and pandanus handicraft bag business in Kecamatan Rajapolah Tasikmalaya Regency has been efficient.

The implication for this research is in order to improve the production of pandanus handicraft products optimally, craftsmen in Rajapolah Subdistrict Tasikmalaya Regency should pay attention for production factors of capital, labors and raw materials. The way that can be undertaken is by using labors and material production factors proportionally with the capital used for pandanus handicraft bags business, the home industry craftsmen also must be able to combine the quality and quantity of production factors used for the higher efficiency of pandanus handicraft business and can be used as a household economic support.

Keywords : Capital, labors, raw materials, output, business efficiency