

ABSTRACT

Dini Melati Putri, The Role of the Written Batik Industry in the Demand for Labor Before and During the Covid-19 Pandemic in Sumenep and Pamekasaan Regencies. Under the guidance of Bondan Satriawan, S.E., M.Econ.St.

The purpose of this study was to determine the effect of Initial Capital, Wages, Production, and Business Length on Labor Demand before and during the COVID-19 pandemic. The method used is Multiple Linear Regression Analysis. The results show that the Initial Capital, Wages, Production, and Length of the business had a positive and significant effect on the demand for labor. There was a positive and significant influence during the pandemic on Initial Capital, Wages, Production, and Business Length on the demand for labor in the batik industry in Sumenep and Pamekasaan Regencies. During the pandemic, the R^2 value was 0.816, indicating that the variables Initial Capital, Wages, Production, and Business Length influenced 82% of the labor demand variable. The remaining 18% is influenced by other variables not examined.

Keywords: Initial Capital, Wages, Production, Length of Business, Labor Demand, Multiple Linear Regression Analysis.

ABSTRAK

Dini Melati Putri, Peranan Industri Batik Tulis Terhadap Permintaan Tenaga Kerja Sebelum Dan Selama Pandemi Covid-19 Di Kabupaten Sumenep dan Pamekasan. Dibawah bimbingan Bondan Satriawan, S.E, M.Econ.St.

Tujuan penelitian ini adalah untuk mengetahui pengaruh Modal Awal, Upah, Produksi dan Lama Usaha terhadap Permintaan Tenaga Kerja sebelum dan selama pandemi Covid-19. Metode yang digunakan adalah Analisis Regresi Linier Berganda. Hasil penelitian menunjukkan bahwa variabel Modal Awal, Upah, Produksi, dan Lama Usaha berpengaruh positif dan signifikan terhadap Permintaan Tenaga Kerja. Terdapat pengaruh positif dan signifikan selama masa pandemi pada Modal Awal, Upah, Produksi, dan Lama Usaha terhadap Permintaan Tenaga Kerja di industri batik tulis Kabupaten Sumenep dan Pamekasan. Sedangkan nilai R^2 selama pandemi sebesar 0.816 menunjukkan bahwa sebesar 82% variabel Permintaan Tenaga Kerja dipengaruhi oleh variabel Modal Awal, Upah, Produksi, dan Lama Usaha. Sisanya sebesar 18% dipengaruhi variabel lain yang tidak diteliti.

Kata Kunci: Modal Awal, Upah, Produksi, Lama Usaha, Permintaan Tenaga Kerja, Analisis Regresi Linier Berganda.