

ABSTRAK

Dwi Rahma Dina Sukarno Putri. Strategi Penghidupan Berkelanjutan *Home Industry* Konveksi (Studi Kasus Ajik Jaya Konveksi di Desa Mojodowo Kabupaten Mojokerto). Di bawah bimbingan Dr. Jakfar Sadik, S.E., M.SE.

Penelitian ini bertujuan mengetahui strategi penghidupan berkelanjutan *home industry* Ajik Jaya Konveksi yang telah bertahan lebih dari 10 tahun di tengah tantangan keterbatasan modal, persaingan industri besar, keterbatasan tenaga kerja terampil, serta lemahnya akses pasar dan teknologi.

Penelitian menggunakan pendekatan kuantitatif berbasis *Sustainable Livelihood Framework* (SLF) dengan lima modal penghidupan yaitu manusia, alam, keuangan, sosial, dan fisik, yang dianalisis menggunakan *Partial Least Square Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan modal manusia, keuangan, sosial, dan fisik berpengaruh positif dan signifikan terhadap penghidupan berkelanjutan, dengan modal manusia sebagai faktor paling dominan (T-Statistic 4,018; P-Value 0,000). Modal alam tidak berpengaruh signifikan karena usaha konveksi tidak bergantung langsung pada sumber daya alam hayati. Model menjelaskan 74,6% variasi penghidupan berkelanjutan ($R^2=0,746$) dan dinyatakan *good fit* (SRMR 0,079; NFI 0,693).

Peningkatan keterampilan SDM, pengelolaan keuangan yang baik, penguatan jaringan sosial, dan ketersediaan sarana fisik produksi merupakan pilar utama keberlanjutan usaha Ajik Jaya Konveksi di Desa Mojodowo Kabupaten Mojokerto.

Kata kunci: *Home industry*, konveksi, penghidupan berkelanjutan, asset penghidupan, PLS-SEM.

ABSTRACT

Dwi Rahma Dina Sukarno Putri. *Sustainable Livelihood Strategies of a Convection Home Industry (Case Study of Ajik Jaya Convection in Mojodowo Village, Mojokerto Regency)*. Supervised by Dr. Jakfar Sadik, S.E., M.SE.

This study aims to analyze the sustainable livelihood strategies of Ajik Jaya Convection, a home industry that has survived for more than ten years despite facing various challenges, including limited capital, competition from large-scale industries, a shortage of skilled labor, and limited access to markets and technology.

The study employed a quantitative approach based on the Sustainable Livelihood Framework (SLF), which consists of five livelihood capitals: human, natural, financial, social, and physical capital. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

The results indicate that human, financial, social, and physical capital have a positive and significant effect on sustainable livelihoods, with human capital being the most dominant factor (T-Statistic = 4.018, P-Value = 0.000). Natural capital has no significant effect because the convection business does not directly depend on biological natural resources. The model explains 74.6% of the variance in sustainable livelihoods (R Square = 0.746) and demonstrates a good model fit (SRMR = 0.079, NFI = 0.693).

Improving human resource skills, maintaining sound financial management, strengthening social networks, and ensuring the availability of physical production facilities are the main pillars supporting the sustainability of Ajik Jaya Convection in Mojodowo Village, Mojokerto Regency.

Keywords: *Home industry, convection industry, sustainable livelihoods, livelihood assets, PLS-SEM.*