

Alfian Adi Nugroho. NIM.08.03.211.00014. Keragaan Industri Mebel di Desa Bukir Kecamatan Gadingrejo Kota Pasuruan. Di bawah bimbingan. Slamet Widodo, SP, M.Si dan Taufik R.D.A Nugroho, SP., MM

ABSTRAK

Kecamatan Gadingrejo merupakan salah satu sentra industri mebel terbesar di Jawa Timur.. Tujuan penelitian ini adalah untuk mengetahui keragaan Industri mebel. Penelitian dilakukan di Kecamatan Gadingrejo Pasuruan. Metode penentuan sampel dilakukan dengan menggunakan *Teknik Purposive Sampling*. Sedangkan metode analisis yang digunakan adalah analisis Deskriptif Kualitatif yaitu prosedur penelitian yang menggunakan data deskriptif berupa kata-kata tertulis atau jawaban dari orang-orang dan perilaku yang diamati dengan teknik pengumpulan data melalui observasi, penyebaran kuisioner, dan wawancara. Berdasarkan hasil penelitian diketahui bahwa profil keragaan Industri mebel merupakan Industri berbentuk UD dengan modal dari pinjaman dan modal sendiri. Diketahui juga industry ini sudah memiliki surat izin usaha perdagangan (SIUP), sehingga pemasarannya sudah keluar kota Pasuruan, dengan menggunakan dua jalur pemasaran yang pertama produsen ke distributor lalu ke konsumen dan kedua produsen langsung memasarkan ke konsumen.

Kata kunci : Industri Kreatif, Keragaan, Deskriptif Kualitatif

Alfian Adi Nugroho. NIM.08.03.211.00014. Performance of Furniture Industry in the Bukir village Gadingrejo district of Pasuruan. Under the guidance of. Slamet Widodo, SP, M.Si and Taufik R.D.A Nugroho, SP., MM

ABSTRACT

Gadingrejo sub-district is one of the biggest furniture industrial place in East Java. This study aimed to determine of the performance of the furniture industry where was conducted in the Gadingrejo sub-district of Pasuruan district. The method of sampling was analyzed by using purposive sampling technique. Another method of analysis used was qualitative descriptive analysis which was a research procedure that used descriptive data. The data was collected by observation, questionnaires form which was accepted from the owner, and interviews. Based on the results was revealed that the performance profile furniture industry was an industry with a TB (Trading Business) form which were loan capital and equity capital. This TB already had a trading license, so its marketing had been marketed out of Pasuruan through using two marketing ways such as; 1) producer of manufacturers to consumer through distributor and 2) manufacturers direct marketing to consumers.

Keywords: Creative industries, Performance of, Qualitative descriptive