

The Potential of the Guitar Craft Industry in Mancasan Village, Baki District in 2021

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Received April 4, 2022; accepted April 4, 2022; published November 09, 2022

ABSTRACT

Mancasan Village is one of the villages in Baki District, Sukoharjo Regency. Mancasan Village is one of the villages that is famous for the existence of the guitar industry in the area. The guitar industry is a potential for Mancasan Village because the guitar industry can be one of the successful developments of a region, namely the ability to create job opportunities. The guitar industry in this Mancasan Village classified to in industry small, because on generally every House business this employ around 5-15 employee people, type ownership from business guitar the is individual, using technology which simple and traditional, no have permission business, and the place business which used is the place live or their house alone. The production of guitars in Mancasan Village used to be only through word of mouth or by selling their products directly to music shops. However, along with the times and increasingly sophisticated technology, many guitar craftsmen in Mancasan Village are now marketing their guitar productions online. The potential of the guitar industry in Mancasan Village has an impact on the surrounding community, both the impact on social life and the impact on the economy of the people in Mancasan Village.

KEYWORDS

Guitar Industry
Potency
Marketing
Social
Economy

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1. preliminary

The Indonesian government has given a lot of attention to improving the welfare of the Indonesian people through various sectors. Wrong one business what the government does in increase well-being public that is through encouragement industries that exist in rural areas and household crafts whose existence already rooted in Indonesian society. In the 1930s the industry rural areas and household crafts have been seen starting to develop . The start of the development of rural industries and household crafts was marked by the establishment of centers growth industry in various city in the form of industry weaving, industry furniture House ladder, industry batik and industry other. Development industry this keep going continue although these developments are mainly located on the island of Java (M. Dawam Rahardjo, 1986: 170).

With the development in field industry expected capable Becomes bone back Indonesia 's economy in _ skeleton resolve problem employment and poverty. One of the successful development of a region is the ability to create job opportunities. Participation in employment opportunities will improve the welfare of the people in the region. Job opportunities can be created by developing new industries in the area. Thing the causing sector industry Becomes something you long for by every the state in order to realize and improve national goals and objectives through activity _ _ development. With the presence of h al this means that role industry in development will the more dominant. The development program that has been designed by the government is inherently is effort for awaken per economy _ people

Indonesian agar could Becomes economy which strong, big, modern and Empower competitive tall.

The development and emergence of new industries need support from various parties. One of them is the guitar craft industry, this industry is expected to be one of the pillars of formation in building the economy in Indonesia. The existence of the guitar craft industry sector can directly help absorb labor because this industrial sector requires a large number of workers, so as to reduce unemployment. The development of the guitar industry sector is also expected to be an additional income for the community and improve the welfare of the people in the area. With the availability of an adequate number of workers, especially in the Mancasan Village area, it has its own potential for the center of the guitar craft industry in Mancasan Village, Baki District, Sukoharjo Regency.

The guitar craft industry sector in this research area is a business which already long there is in area study. The availability of adequate raw materials and labor is a potential for Mancasan Village to develop the guitar craft industry sector, so that potential analysis is a strategic step in an effort to identify, explore and utilize the resources of an area optimally while considering environmental sustainability (Atikaniati, 2011).). The potential of existing resources in Mancasan Village needs to be developed in stages and integrated so that the sustainability of the guitar craft industry sector in Mancasan Village can be maintained. Potential resources that affect the sustainability of the guitar industry sector include raw materials, capital, labor, and marketing. (Todaro, 2000 in Primary, 2012). Potentials in the form of raw materials, capital, labor and marketing have a relationship in the sustainability of the guitar craft industry sector, namely raw materials, capital and labor have a close relationship with guitar production results, where guitar production results will affect marketing and business income. impact on the sustainability and development of the guitar craft industry sector (Adi, 2009). Therefore, this study will analyze the potential of the guitar craft industry sector in Mancasan Village which can affect the economic, social and cultural conditions of the Mancasan Village community, Baki District in 2021.

2. Method

This research is a qualitative research that directs its activities to activities to answer the questions of how and why. The method used is a descriptive study method by describing or describing research subjects based on current facts and circumstances. Descriptive research methods are more directed at disclosing a problem or situation as it is and revealing existing facts. The results of this study are focused on providing an overview of the actual state of the object under study (Sulistiyowati Nugraheni 2015:43). This descriptive study method systematically describes the potential of the guitar craft industry in Mancasan Village, Baki District, Sukoharjo Regency.

To obtain the required field data, the researchers conducted research at the Guitar Industry Center, Mancasan Village, Baki District. The period of this research is from November 2021 to January 2022.

Data collection in this study used 2 techniques, namely library research and field research. Sugiyono (2012: 398) literature studies are related to theoretical studies and other references related to values, culture, and norms that develop in the studied social situations. Therefore, data research through literature study by reading journals such as expert opinion, aims to collect relevant data and information and relate to the problem being studied. Field research is data collection by conducting research directly to the research location to obtain the necessary information, namely by doing:

1. Field observation

Observations made are direct observations made on objects at the scene or the place where the event takes place so that the observer is with the object under study. The data obtained

from direct observation in the form of the location of the Guitar Crafts Industry in Mancasan Village through GPS (Global Positioning System) plotting so that the distribution of these absolute points is known.

2. Interview

This interview was used to determine the characteristics of the workforce including age, gender, marital status, education level, income, number of dependents, length of business and to determine the production factors of the resulting guitar which include raw materials, business capital, industrial location, marketing. and workforce.

3. Questionnaire

Questionnaire is data collection which is done by giving a set of written questions to respondents to answer. By using the method of questionnaires and questionnaires, researchers can obtain data from respondents efficiently.

4. Documentation

In this study the data used are in the form of notes or reports as well as written information from both relevant agencies and from the internet related to research to obtain data.

3. Results and Discussion

The research conducted in the Guitar Industry of Mancasan Village aims to determine the general condition of the potential of the guitar craft industry in Mancasan Village, to know the marketing techniques of guitar production in the Mancasan Village Guitar Craft Industry and to determine the impact of the guitar craft industry sector on life. social economy public in the village Mancasan.

2.1 Description of Research Area

1. Geographical Location of Mancasan Village

village Mancasan is wrong one village which enter in region districts Tray, districts Sukoharjo, Pro v insi Java Middle. districts Sukoharjo itself is 10 km from the city of Surakarta. Sukoharjo Regency is flanked by 6 district, which is in the north bordering the City of Surakarta and the Regency of Karanganyar, In the east, it is bordered by Karanganyar Regency South border with districts Mountain South and districts Wonogiri, as well as adjacent West border with districts Boyolaliand District Klaten. Thing this make districts Sukoharjo has a strategic position as a route of communication between regions districts. Sukoharjo Regency consists of several sub-districts. One of districts which is at in districts Sukoharjo is District Tray that is a districts which famous with results craft the guitar. Administratively, Baki District can be seen on the map below:

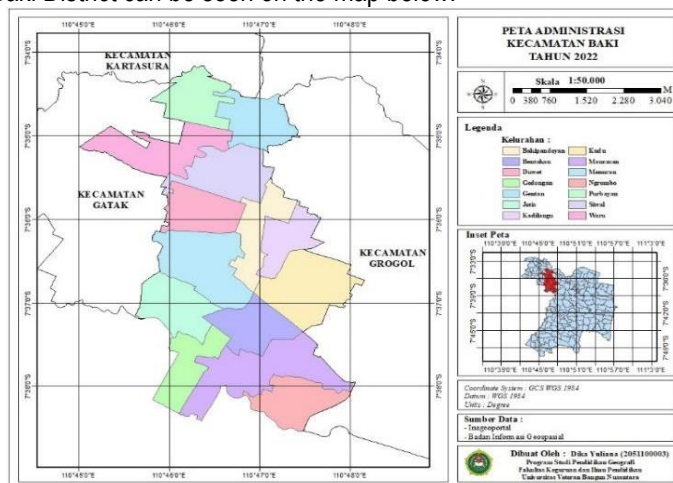


fig. 1 Administrative Map of Baki Sub-district, Sukoharjo Regency in 2021

Of the several villages in Baki District, one village that is quite well known by many people is Mancasan Village. This village is one of the villages in Baki sub-district which is known to people for its guitar industry center. Administratively, Mancasan Village has the following territorial boundaries:

Adjacent North	: village Scream
Adjacent South	: village hangout
Adjacent West	: village Gedongan
Adjacent East	: village Cottage

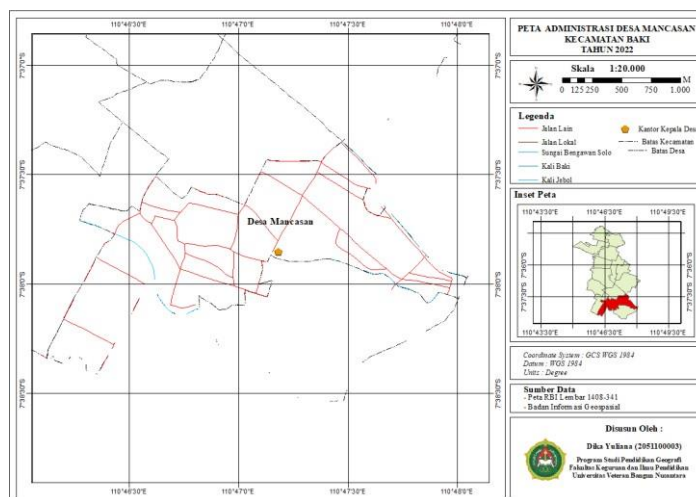


fig. 2 Mancasan Village Administration MapBaki District, Sukoharjo Regency in 2021

2. Area of Mancasan Village

Mancasan Village is one of the largest villages in Baki District which has an area of the area as a whole is 276 Ha or 12.56 percent of the total area of Baki District (2,197 Ha). The use of land in Mancasan Village consists of technically irrigated rice fields, semi-technical irrigated rice fields, rainfed rice fields, dry fields or fields, settlements, village treasuries, fields, and government offices.

2.2 General Condition of Guitar Craft Industry in Mancasan Village

Starting the emergence of a business in society there must be a pioneer or pioneer. It is the same with the guitar craft industry in Mancasan Village, Baki District, Sukoharjo Regency. The existence of this guitar industry cannot be separated from the role of Mr. Sidal Hadi Wiyono who is the pioneer of the guitar craft industry in Mancasan Village. Mr. Sidal is a successful guitar industry entrepreneur in Mancasan Village. Before the existence of the guitar craft industry was brought and developed in Mancasan Village, at first in 1961 Mr. Sidal Hadi Wiyono was still studying at the Junior High School (SMP) level, he worked in a guitar factory located in the Solo area. Day by day the capital owned by the skipper dwindled, so Mr. Hadi decided to return to his village and start his

own business. The youths around Mr. Hadi's house were gathered to be invited to start a guitar business. The guitars made by Mr. Hadi are sold and marketed to shops in the Solo area. The guitar market is never empty, thus making workers who have mastered the skills of making guitars to start independent businesses. More and more people are following in the footsteps of Mr. Hadi to make guitars. Mr. Hadi also helped guitar craftsmen get capital assistance from the bank. In 1966, there were 30 guitar craftsmen who received a capital loan of Rp. 300,000-Rp. 500,000 per person. Mr. Hadi is also a bridge between guitar craftsmen, the Department of Industry and the Bank. For his ability and pioneering work, Mr. Hadi was trusted to participate in various trainings, such as product quality improvement, product management, to product marketing. And finally Pak Hadi together with several other people formed a Village Unit Cooperative from the Village Unit Business Entity which went bankrupt and left only assets in the form of tables, chairs, dryers, sitting scales, and member records.

By 1983, the cooperative had about 900 members. The years 1978-1984 were the period of the guitar's heyday in Baki District, at that time guitar craftsmen were very concerned. One of them is that meetings are often held to increase the capacity of guitar craftsmen. Due to its increasing development, the guitar, which is better known as the Tray Guitar, is increasingly recognized by the wider community. Its marketing is no longer only in the city of Solo, but has expanded to other cities. The Baki guitar itself has also penetrated to foreign countries. However, guitar craftsmen prefer domestic marketing because the production of guitars, which are mostly manual, is sometimes difficult to catch up on when they are finished. The guitar craft industry in Mancasan Village has finally been able to survive until now. This is due to the support and development of increasingly sophisticated science and technology, so that development that initially experienced many obstacles will be easily carried out effectively and efficiently.

At first the majority of the people of Mancasan Village worked as farmers. The industrial activity of making guitar crafts is only a side business for the Mancasan Village community. The agricultural sector has been considered as the main source of livelihood for many people in Mancasan Village. However, along with the times, people's activities in the agricultural sector began to decrease because many paddy fields had begun to switch functions from agricultural land to residential land and as land for large industries. People who own a lot of land choose to sell their land. In addition, working in the agricultural sector does not take up much time, thus making people who work in the agricultural sector relatively have free time at certain times, for example between the planting and harvesting seasons or usually called the famine period. From this, they start looking for other alternative jobs to fill their spare time and increase their income so that they can meet the needs of their family life. One of the alternative jobs developed by the Mancasan Village community is working in the small industrial sector of guitar crafts. With the existence of this small guitar craft industry, residents in Mancasan Village can work as craftsmen for the guitar craft industry to meet their needs. In addition, many people in Mancasan Village make guitar making work as their main job and they are called guitar craftsmen.

The guitar craft industry is one form of small industry in Mancasan Village. This industrial activity is producing guitars made of wood. Guitar crafts in Mancasan Village are increasingly developing, making guitar craftsmen more and more producing their guitars to be marketed. The raw materials that originally came from sengon wood, teak and mahogany are now difficult to obtain, so now they are mostly replaced with plywood (plywood) and only a few use ordinary wood. This is due to the increasing orders of guitars from various regions. Plywood (plywood) can be obtained easily because many raw material stores sell it. In comparison, guitars whose raw materials are made of ordinary wood are of better quality than guitars whose raw materials are plywood (plywood). However, the increasing number of orders from outside the region and to develop a guitar craft business made many guitar craftsmen start choosing plywood to produce these guitars. Guitars

guitar orders has increased the number of figures, both from the number of craftsmen and the number of guitar production *outputs* .

2.3 Guitar Industry Marketing Techniques in Mancasan Village

Marketing activities have a very large influence on the sustainability of a business. The smoother the marketing, the more the production of goods from the business will increase. Guitar craftsmen in Mancasan Village use direct and indirect marketing techniques in their marketing process activities. Direct marketing is where buyers or consumers come personally to the location of the guitar craft industry and buyers can choose their own guitars according to their wishes. Guitar purchases can be made in large or small parties. Buyers can also order guitars according to their wishes to craftsmen with the terms of the agreed price. Direct marketing can also be done by depositing their guitar crafts to music shops, large and small shops who are willing to receive and sell their guitar production. The guitar craft in Mancasan Village is more or less known by the general public even though it was only through word of mouth. The development of the times also affects the recognition of the guitar craft industry in Mancasan Village through internet technology.

Meanwhile, the direct marketing strategy is marketing through partnership programs or co-workers from each craftsman. The co-workers referred to here are distributors and agents who are able to market their guitar crafts to various regions in Indonesia. The form of the partnership program with co-workers is by giving trust to distributors to bring artisan guitars in Mancasan Village to be marketed to various regions such as Sumatra, Kalimantan, Bali, Jakarta, Nusa Tenggara and so on. As a guarantee for this trust, the craftsmen are given half the initial capital from the guitar manufacture to be used as capital for further production. The price set for their guitars depends on the distributor. This provision can be carried out with an agreement that no party feels aggrieved by the price set by the distributor. With this way, it is hoped that their guitar crafts will be widely known and even penetrate foreign markets such as several countries on the European continent.

The guitar craftsmen in Mancsan Village do not experience any difficulties in marketing the products of the guitar industry. However, guitar craftsmen still experience problems in terms of price adjustment, this is because there is still no standardization of prices among guitar craftsmen in Mancasan Village itself. So each craftsman determines his own price when transacting with a *broker* or shop. The weakness is that it is the *broker* who has the authority to determine the price. The reason is, when buying and selling transactions occur, the *broker* will apply a buying system at the lowest price. Although in fact each craftsman has set the selling price of their products. In fact, the people who act as *brokers* and shop owners are actually natives of Mancasan Village who have moved their domicile outside the area. The problem regarding the selling price of guitar production, which is still not standardized, is actually very unfortunate. Efforts to overcome this problem are by establishing an organizational forum to gather craftsmen to discuss and resolve the problems faced by the craftsmen and strive for the development of the Mancasan Village guitar craft industry. Until now, a community called Ngudi Rejeki has been established, which is based in Hamlet Kembangan as the center of the guitar craft industry in Mancasan Village. In addition, now there are many guitar craftsmen in Mancasan Village who have started marketing their guitar productions online through *e-commerce* platforms .

2.4 The Impact of the Guitar Craft Industry on the Social and Economic Life of the Mancasan Village Community

1. The Influence of the Guitar Craft Industry on Social Life

At first the jobs known to the people of Mancasan Village were only farmers or farm laborers, employees and the unemployed. However, at this time there are other social groups, namely craftsmen with various types and layers of craftsmen consisting of

craftsmen, craftsmen, and entrepreneur craftsmen. That's the social differentiation that occurs in the village of this guitar craft industry. Such social differentiation arises because of differences in wealth or ownership of goods, self-esteem, and work which then sharpens social stratification. The Mancasan village community, most of which work in the small guitar craft industry, in their daily lives are all busy with the guitar craft production process. Moreover, the growing development of the guitar craft industry in Mancasan Village makes their time consumed in the guitar production process. This of course causes them to have less free time for other activities. This time limitation will also affect the social relations in the village so that the existing social ties begin to weaken. For example, in one of the traditions that have been passed down from generation to generation by the people of Mancasan Village, namely the kenduri tradition, many people in Mancasan Village still carry out this tradition, but this tradition is not followed by all Mancasan villagers. Many of the people of Mancasan Village have left the kenduri tradition. However, the weakening of social ties that occurred in the Mancasan Village community did not make the Mancasan Village community abandon social values that had long existed in Mancasan Village, namely the nature of mutual cooperation or the nature of helping. This mutual help and mutual cooperation is manifested in activities such as village cleaning, community service to repair waterways, building village infrastructure suggestions such as building mosques, village halls, tombs, and other infrastructure facilities which are carried out together for the common good. .

These social values are also seen when one member of the community has a celebration event. Without being asked they volunteered to help from the preparation to the completion of the celebration. Other routine activities are also carried out by the people of Mancasan Village, which include meetings for gentlemen, namely social gathering, PKK activities for mothers, and youth organizations for young men and women. Then there are also recitation activities because most of the people in the Mancasan village are followers of the Islamic religion. Through voluntary meetings or by becoming a member of an organization in the village, interaction or social relations between community members occurs. It was at that time that togetherness or harmony between members of the community appeared without any difference in social status. All community members have the same rights and obligations without distinguishing between community members belonging to the upper and lower layers of society. By looking at the description above, it can be concluded that the development of the guitar craft industry in Mancasan Village has more or less influenced the social life of the Mancasan Village community.

2. The Influence of the Guitar Craft Industry on Economic Life

In a society there is a socio-economic term. The term social is used to describe a person's role and relationship in society. While the economy shows more on activities in meeting needs. A person can survive, his needs must be met, especially primary needs such as food, shelter, and clothing. Economic problems are common problems experienced by rural communities. The agricultural sector itself can not be expected with certainty. Moreover, when viewed from the perspective of land ownership, many rural communities are only agricultural laborers. So from here, rural communities try to find other alternative jobs for their survival, one of which is working in the industrial sector.

The existence of a small guitar craft industry in Mancasan Village has a significant influence on the lives of the local community. The work as guitar craftsmen carried out by the Mancasan Village community aims to meet the needs of life and increase their economic standard of living. The existence of a small guitar craft industry in Mancasan

Village provides additional income for the community, both as basic income and additional income. Where there are many craftsmen who have a lot of work and marketing areas for guitar production which have expanded to foreign markets.

The existence of the guitar craft industry in Mancasan Village can also overcome employment problems, especially those that occur in rural areas. As we know that from time to time the job opportunities are getting narrower. With the existence of small industries in rural areas that are labor intensive, such as the guitar craft industry in Mancasan Village, it is very helpful to overcome the problem of unemployment in rural areas.

Ownership of goods such as cars, motorcycles, TVs, permanent houses, and others that are already owned by many guitar craftsmen. From before, their houses were still made of wooden planks, then now many have permanent houses made of walls, even many who are said to be luxury homes. Most of them have also been able to send their children to college level. So the existence of the guitar craft industry in Mancasan Village has had a lot of impact on the economic life of the people of Mancasan Village, Baki District, Sukoharjo Regency.

4. Conclusion

Based on research conducted at the guitar industrial center of Mancasan Village, it can be concluded as follows:

1. The first person to introduce the skill of making guitars in Mancasan Village was Sidal Hadi Wiyono in 1961. Initially, when he was still in junior high school, Hadi worked in a guitar factory located in the Solo area. Because the capital owned by the skipper dwindled, Hadi decided to return to Mancasan Village. In Mancasan Village, Hadi started his own business making guitars. Even this guitar craft industry can finally survive until now. Until now, there are around 137 craftsmen in Mancasan Village. The development of the guitar craft industry in Mancasan Village, Baki District, Sukoharjo Regency is influenced by several factors including raw materials, capital, labor, and marketing. The raw materials for the guitar industry in general only require wooden boards and plywood sheets which are the main raw materials obtained by guitar industry craftsmen from the surrounding area. One of the factors in the development process of the Mancasan Village guitar craft industry is the workforce. There is no standard qualification for the type of skill that meets the requirements. This means that the workforce in the Mancasan Village guitar craft industry does not have certain requirements. The workforce in the Mancasan village guitar craft industry also involves family members. The business capital used by the craftsmen in the guitar craft industry in Mancasan Village comes from their own capital and partly from loans from financial institutions, namely banks. Marketing activities greatly affect the development of the Mancasan Village guitar craft industry.
2. Guitar craftsmen in Mancasan Village use direct and indirect marketing techniques. Most of the craftsmen still use marketing techniques by selling to individuals or to collectors and music shops. However, most of the guitar craftsmen in Mancasan Village have practiced marketing techniques using *online methods* through social media in the form of *e-commerce*.
3. Mancasan Village has more or less influenced the social life of the Mancasan Village community. The Mancasan Village community, most of which work in the small guitar craft industry, are all busy with the guitar craft production process. This time limitation will also affect social relations in the village. The nature of mutual help, mutual cooperation is manifested in activities such as village cleaning, community service to repair waterways, building village infrastructure such as building mosques, village halls, tombs, and other

infrastructure facilities which are carried out together for the common good. The existence of a small guitar craft industry in Mancasan Village has also provided a significant influence on the economic life of the local community. One of the evidences of the improvement of people's lives in Mancasan Village.

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