

## The influence of industry on the knowledge social economy of entrepreneur in Karanganyar village, Weru District, Sukoharjo Regency, 2020

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### ABSTRACT

Weru District, Sukoharjo Regency, to know the marketing coverage of the tofu industry in Karanganyar Village, Weru District, Sukoharjo Regency, to determine the socio-economic characteristics of tofu entrepreneurs in Karanganyar Village, Weru District, Sukoharjo Regency. This research used a qualitative descriptive. Data collection techniques used field observations, questionnaires and documentation. The data analysis technique used data reduction, data presentation, drawing conclusions / verification. The results of this study are the distribution of tofu industry in Karanganyar Village, Weru District, Sukoharjo Regency, there are 44 industries spread in several hamlets. The marketing coverage of the tofu industry in Karanganyar Village covered the area throughout Soloraya and Yogyakarta such as Sukoharjo, Klaten, Wonogiri, Karanganyar, and Gunungkidul. The socio-economic characteristics of entrepreneurs are the majority of men, aged 15-64 years, are married, average education level is elementary school, length of business is 10-30 years, working hours are 7-10 hours per day, income level is more than IDR 2,000,000 and family dependents of less than 3 people. The socio-economic characteristics of the workers are the majority of men, aged 15-64 years, married status, average education level of elementary school, working more than 10 years, working hours 7-10 hours per day, income level of IDR 1,000,000 - IDR 2,000,000 and family dependents of less than 3 people.

### KEYWORDS

Distribution,  
Marketing reach,  
Socio-economy.

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### 1. Introduction

The food industry is an activity that cannot be separated from the existing agricultural sector. The processing of the food industry is supported by abundant natural agricultural resources, so that it is capable of producing processed food products in the form of traditional and modern foods. This processed food production is intended to meet local or regional needs. Agricultural products are generally produced as raw materials which are perishable and not durable, so that need a processing process to increase the value. Therefore, we need a processing industry to process these agricultural products. Agricultural processing aims to preserve, present products to be more ready for consumption and improve product quality so that they can be presented in a better form and can give more satisfaction to consumers.

One of the processed food industries that is widely used is the soy bean based industry. Soybeans are legumes which are commonly processed by the community into various of processed food. One of the soybean processed food products that is well known in Indonesia is tofu. Besides the price is cheap, tofu has high nutritional value (Hardiyanti, 2011). The tofu product comes from soybean juice which is coagulated and then filtered and compacted. Tofu is produced by utilizing the nature of protein, which will clot when reacting with acids. The process of making tofu is relatively easy and simple.

Karanganyar Village, Weru District is a village located in Sukoharjo Regency, where most of the people open tofu making businesses. The resulting tofu is in the form of raw tofu which is then cooked into tofu that is ready for consumption, but some are directly sold raw. The tofu that is ready for sale



will be put into plastic. In one production, it can consume 3 sacks of soybeans or more depending on the financial capacity of each owner of the tofu industry. There are 52 tofu industries in Karanganyar Village scattered in various hamlets such as Kujon, Kalongan, Kersan, Tegalrejo, Kauman, Pindan and Tlemek. The industrial scale of tofu in Karanganyar Village is still in the form of a home industry so that the processing is still traditional. In the management system, the management starts from capital, production, to marketing. The tofu industry is marketed throughout the village, all sub-districts, all districts, and some even sell outside the Sukoharjo regency such as Wonogiri and Klaten. The tofu industry in Karanganyar Village has an influence on the social life of the community where the community is increasingly closely related because of the Joint Business Group (KUBE) tofu in the village, but not all industrial entrepreneurs know that they are participating in KUBE.

This research has contribution to promote the tofu industry in Sukoharjo district by utilizing the advance of spatial approach. Further, it also can improve the economic condition of society by giving a clear view on the condition of the targeted market of this industry and the possibility to expand it.

## 2. Method

This study used a qualitative descriptive approach. According to Bogdan and Taylor's opinion in Moleong (2017: 4) qualitative descriptive methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. This study uses a qualitative descriptive research method, which describes the socio-economy of entrepreneurs and tofu industrial workers. In addition to describing this, this research also describes the distribution of tofu industry which is carried out through plotting the location of the tofu industry and the range of marketing obtained from the data of tofu entrepreneurs in Karanganyar Village, Weru District, Sukoharjo Regency.

Sampling in this study is using saturated sampling. To determine the number of tofu industry and tofu entrepreneurs, which amounted to 52 based on 2013 data, however in this study there were only 44. Meanwhile, in determining the sample of tofu industry workers, the sampling technique used was purposive sampling. In this study, the number of samples was taken using the Slovin formula (Mahakertha, 2019) with an error percentage of 10%.

The Slovin formula:

$$n = N / (1 + N \times e^2)$$

where  $n$  = Sample Size

$N$  = Population Size

$e$  = The error rate in selecting a tolerated sample

The number of population to be studied has been determined by a total of 208 workers, then the data is obtained sample size as follows:

$$n = N / (1 + N \times e^2)$$

$$n = 208 / (1 + 208 \times (10\%)^2)$$

$$n = 208 / (1 + 208 \times 0.12)$$

$$n = 208 / (1 + 208 \times 0.01)$$

$$n = 208 / (1 + 2.08)$$

$$n = 208 / 3.08$$

$$n = 67.532$$

$$n = 68$$

Based on the results of the sampling calculation above, the sample that the researcher will use in this study is 68 workers. In this study, the data collection techniques used were observation, questionnaires and documentation. The data analysis technique used in this study is the Miles and Huberman analysis technique in Sugiyono (2017: 246), namely data reduction, data presentation and drawing conclusions and verification.

### 3. Results and Discussion

#### 3.1. Distribution of Tofu Industry in Karanganyar

Karanganyar is a well-known village for tofu industrial center. This is because many people have tofu industrial businesses. The distribution of tofu industry in Karanganyar Village is scattered in several hamlets with 44 tofu industries (Fig.1). This is because this industry is a hereditary legacy which was only a little later then developed into more in the surrounding areas. Not only that, its strategic location with the main road makes accessibility easier to reach. Fig. 1 shows the largest number of tofu industries is in Kersan Hamlet with 18 industries tofu, in Kujon Hamlet 6 industries, in Tegalrejo Hamlet 5 industries, in Tlemek Hamlet, Kalongan Hamlet and Pindan Hamlet 4 industries respectively and in Kauman Hamlet 3 industries

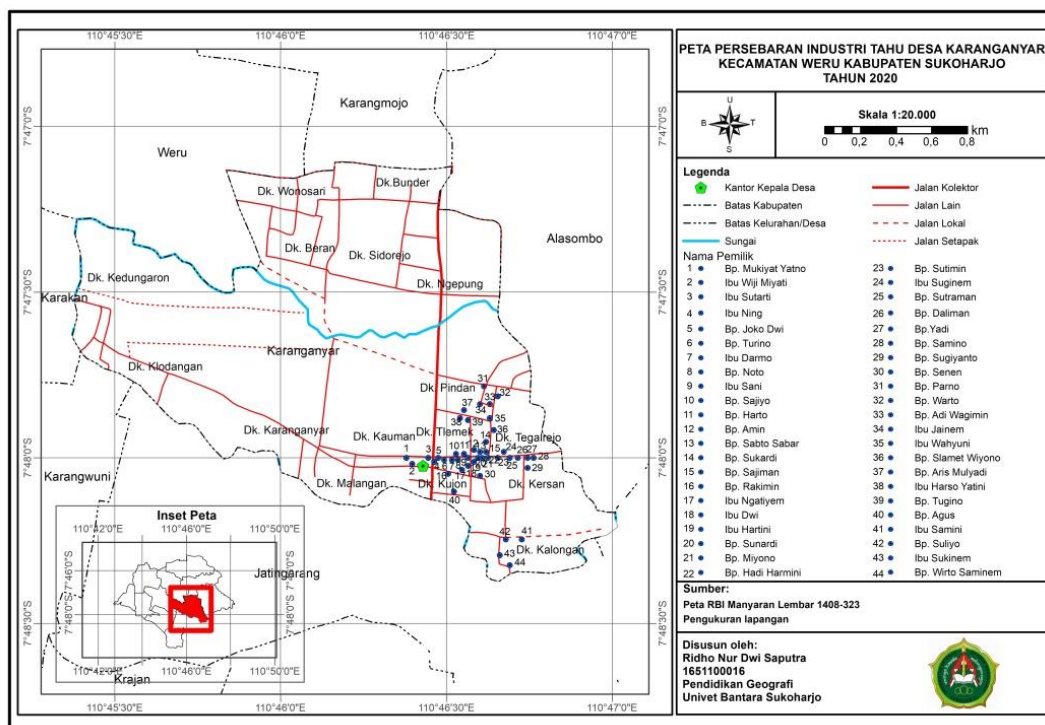


Fig. 1 Distribution Map of Tofu Industry in Karanganyar Village

#### 3.2. Marketing Coverage of Tofu Industry

The marketing coverage of tofu industry in Karanganyar Village covers all of Soloraya and Yogyakarta such as Sukoharjo, Klaten, Wonogiri, Karanganyar, and Gunungkidul. The production results in this marketing are various kinds of tofu ranging from white tofu, yellow tofu, kempong tofu, pressed tofu and fried tofu. The price varies from IDR 200 - IDR 17,000 depending on size and type of year. In one time marketing, the number of tofu that is marketed is hundreds to thousands of seeds. The map of tofu industry marketing reach can be accessed <https://arcg.is/550GC> as seen in Fig. 2.

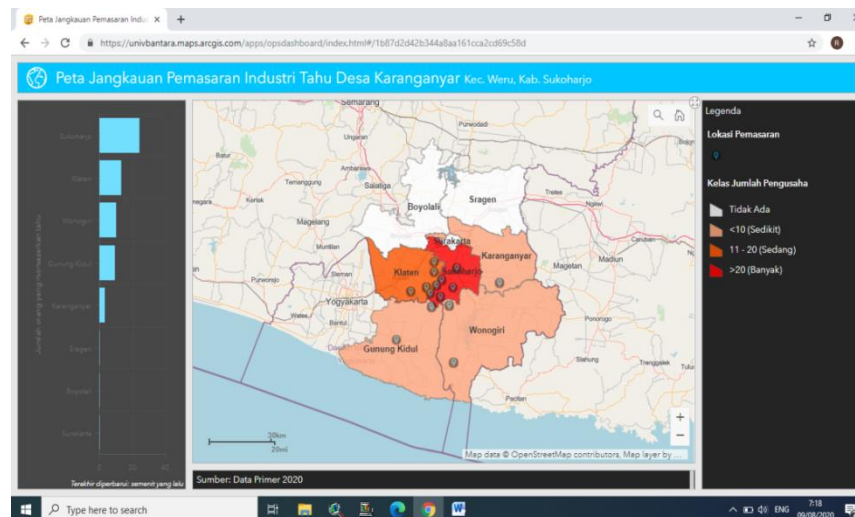


Fig.2 Marketing Coverage Map of Tofu Industry in Karanganyar Village

### 3.3. Socio-Economic Characteristics of Entrepreneurs and Workers of the Tofu Industry

#### a. Socio-Economic Characteristics of Tofu Entrepreneurs

##### 1) Gender

Based on the data obtained, it shows that the most tofu entrepreneurs are male with a total of 28 people with a percentage of 64%, while those who are female are 16 people with a percentage of 36%. For entrepreneurs to know who are female, this happens because her husband has died or has other work outside the tofu industry.

##### 2) Age

Based on the data obtained, it shows that tofu entrepreneurs have a productive age, namely between the ages of 15-64 years as many as 33 people with a percentage of 75%. While those who are not productive, namely more than 65 years, are 11 people with a percentage of 25%.

##### 3) Marital Status

Based on the data obtained, it shows that the majority of tofu entrepreneurs are married with a percentage of 91%, while 4 entrepreneurs with a divorce status (widows/widowers) are with a percentage of 9%. So, entrepreneurs who are married certainly have a big responsibility to support family members so that they have high motivation in their work.

##### 4) Education Level

Based on the data obtained, the educational level of tofu entrepreneurs is mostly elementary school graduates, namely 25 people with a percentage of 57%. The second level of education of tofu entrepreneur is SMA/SMK graduates, namely 11 people with a percentage of 25%. While the others are junior high school graduates as many as 7 people and not attending school 1 person. This shows that the level of education of tofu entrepreneurs is still low. Although in the tofu industry it does not require a high level of education, this will affect the ways or innovations in developing the tofu industry that is owned.

##### 5) Length of business

Based on the data obtained, it shows that the length of business for tofu entrepreneurs is at most 10 to 30 years with a percentage of 82%, while the length of business for less than 10 years is the lowest with a percentage of 7%. This shows that the tofu industry has been running for a long time.

6) The amount of working hours

Based on the data obtained, it shows that the majority of tofu industry entrepreneurs work 7-10 hours a day, as many as 30 people with a percentage of 68%. There are 9 tofu industry entrepreneurs who work <7 hours with a percentage of 21%. Meanwhile, entrepreneurs who work >10 hours are 5 people with a percentage of 11%.

7) Income Level

Income is a source of income that can support one's life and can meet family needs. The income level of entrepreneurs is divided into three categories based on the highest to lowest income levels. The three categories are as follows:

- a) Low income level, which is <IDR1,000,000
- b) Medium income level, namely IDR 1,000,000 – IDR 2,000,000
- c) High income level >IDR 2,000,000

Based on the results of the questionnaire from the respondent, the income level Tofu entrepreneurs can be seen in table 1 below:

Table 1. Income Levels Tofu Entrepreneurs

No	Income Level	Total	
		People	%
1	<IDR 1,000,000	4	9
2	IDR 1,000,000 - IDR 2,000,000	18	41
3	>IDR 2,000,000	22	50
	Total	44	100%

Source: 2020 Primary Data

Based on the table above, it can be seen that the income level of tofu entrepreneurs is classified as high income level, which is more than IDR 2,000,000 as many as 22 people with a percentage of 50%. This income level has exceeded the UMK standard for Sukoharjo Regency.

8) Number of Family Dependents

Based on the data obtained by tofu entrepreneurs, it is found that the tofu businessmen have <3 family members, which is 24 people, which indicates that tofu entrepreneurs are included in the small family group. For entrepreneurs with 3-5 family dependents, as many as 15 people, which indicates a moderate family. Meanwhile, entrepreneurs who have family members >5 people are 5 people which indicates a large family.

b. Socio-Economic Characteristics of Tofu Industrial Workers

1) Gender

Based on the data obtained, tofu industrial workers are more male than female as tofu industrial workers, as many as 41 people with a percentage reaching 60%. The majority of men in the tofu industry in Karanganyar Village as the head of the family must be able to support their family's daily needs. In addition, there are also 27 female workers with a percentage of 40% where this happens because her husband has died or has other work outside the tofu industry.

2) Age

Based on the data obtained, the age of industrial workers tofu is mostly productive, namely between the ages of 15-64 years as many as 66 people with a percentage of 97%. Meanwhile, those who are not productive, namely those over 65 years old, only 2 people with a percentage of 3%.



3) Marital Status

Based on the data obtained, the majority of tofu industry workers are currently married as many as 61 people with a percentage of 90%. Meanwhile, 4 tofu industrial workers with the status of widows/divorces with a percentage of 6%. For workers who are not married as many as 3 people with a percentage of 4%. So, entrepreneurs who are married certainly have a big responsibility to support family members so that they have high motivation in their work.

4) Education Level

Based on the data obtained, the educational level of tofu industrial workers is mostly elementary school graduates, namely 28 people with a percentage of 41%. The level of education of the second tofu industrial worker is junior high school graduate, namely as many as 22 people with a percentage of 32%. This shows that the education level of tofu industrial workers is still low, especially primary school graduates, while SMA/SMK graduates also cannot guarantee that they are easily absorbed in formal sector jobs and choose jobs in the informal sector.

5) Length of work

Based on the data obtained, the maximum length of work is more than 10 years, namely 24 people with a percentage of 35% while the length of work is less than 5 years and the length of work is 5 to 10 years together, namely 22 people each with a percentage of 32.5% . This shows that tofu industrial workers have been working for a long time. Currently working in the tofu industry is still being done because it can meet daily needs and increase income.

6) The amount of working hours

Based on the data obtained, the majority of tofu industry workers work 7-10 hours in one day, namely as many as 51 people with a percentage of 75%. The tofu industrial workers who work <7 hours are 15 people with a percentage of 22%. Meanwhile, 2 people working >10 hours with a percentage of 3%.

7) Income Level

Income is a source of income that can support one's life and can meet family needs. The income level of workers is divided into three categories based on the highest to lowest income levels. The three categories are as follows:

- a) Low income level, which is <IDR 1,000,000
- b) Medium income level, namely IDR 1,000,000 - IDR 2,000,000
- c) High income level >IDR 2,000,000

Based on the results of the respondent's questionnaire, the income level tofu industrial workers can be seen in table 2 below:

Table 2. Income Level of Tofu Industrial Workers

No	Income Level	Total	
		People	%
1	<IDR 1,000,000	13	19
2	IDR 1,000,000 - IDR 2,000,000	49	72
3	>IDR 2,000,000	6	9
	Total	68	100%

Source: 2020 Primary Data

Based on the table above, it can be seen that the income level of tofu industry workers is classified as moderate income level, namely between IDR 1,000,000 - IDR 2,000,000 as many as 49 people. There

is also a high income, namely more than IDR 2,000,000 totaling 6 people, so there is still a lot of income that is below the UMK standard in Sukoharjo Regency that has been set.

8) Number of family dependents

Based on data obtained by tofu industrial workers, it is found that the number of family dependents, namely tofu industrial workers have family members of <3 people, namely 29 people, which indicates that tofu industrial workers are included in the small family group. For workers with 3-5 family dependents, as many as 29 people, which indicates a moderate family. While workers who have family members >5 people are 3 people which indicates a large family. However, there are also workers who are not married, as many as 4 people and 3 people are widowers/widows so that they only have their own dependents.

#### 4. Conclusion

The distribution of tofu industry in Karanganyar Village, Weru District, Sukoharjo Regency, there are 44 industries spread in several hamlets. The largest number of tofu industries is in Kersan Hamlet with 18 industries tofu, in Kujon Hamlet 6 industries, in Tegalrejo Hamlet 5 industries, in Tlemek Hamlet, Kalongan Hamlet and Pindan Hamlet 4 industries respectively and in Kauman Hamlet 3 industries. In range of industrial marketing of the tofu industry in Village, it Karanganyar covers areas throughout Soloraya and Yogyakarta such as Sukoharjo, Klaten, Wonogiri, Karanganyar, and Gunungkidul. For the socio-economic characteristics of tofu entrepreneurs in Karanganyar Village, Weru District, Sukoharjo Regency, it can be said to be good in terms of income but it less in educational aspect, while the socio-economic characteristics of tofu industrial workers in Karanganyar Village, Weru District, Sukoharjo Regency are still low both in terms of income and education.

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