

Improving The Sustainability Of Alen-Alen Household Industry Business In Sumbergedong Village, Trenggalek

Juliani Pudjowati¹, Susi Tri Wahyuni², Khusnul Khotimah Al Akalili*

Faculty of Economics and Business, Bhayangkara University, Surabaya^{1,2}

Email: alakalili23@gmail.com

Entered : January 04, 2025
Accepted: March 10, 2025

Revised : February 12, 2025
Published : March 17, 2025

ABSTRACT

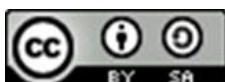
This study aims to examine and analyze the improvement of business sustainability for the home industry of alen-alen in Sumbergedong Village, Trenggalek District, Trenggalek Regency. This study uses a qualitative approach. Data collection methods used are interviews, documentation and observation. The research subjects were the owners of the Alen-alen home industry in Sumbergedong Village, Trenggalek District, Trenggalek Regency as informants. The triangulation used is source and method triangulation. The results showed that the home industry of alen-alen in Sumbergedong Village, Trenggalek District, Trenggalek Regency still faces problems in running its business. These problems such as human resources are still lacking, weak business and marketing networks and technological limitations. Efforts made by the home industry of Alen-alen in Sumbergedong Village in improving business sustainability are by optimizing capital, raw materials, marketing, technology and labor

Keywords: Business Sustainability; Home Industry; Improvement,

INTRODUCTION

Small industries have a very strategic position, potential and role in realizing national development goals as shown in Law of the Republic of Indonesia Number 20 of 2008 which has determined the importance of the role of small businesses in the development of the national economy regarding small businesses (Ridwan et al., 2014). According to the Central Bureau of Statistics (BPS), small businesses are businesses that are identical to small and household industries. Many household industries have been established and developed in various regions, even in almost every city/village, household industries can be found (Hong et al., 2022). Household industries are also an important element in developing the local economy. In terms of labor, household industries are entered by rural workers who generally do not require higher education but require skills, accuracy, precision, perseverance, and other supporting factors. In terms of income, industry is a source of additional family income and as a support for agricultural activities which are basically the livelihoods of rural communities. Due to the important role of household industries in rural areas, it is hoped that they will be able to improve the welfare of rural communities (Fawaid and Fatmala, 2020).

Home industry as a small industry in rural areas established by rural communities generally still uses traditional production methods. Perhaps only a few home industries have relied on modern production methods. Because one of the reasons is that the development of home industries in rural areas is usually slow. In this context, attention to developing home industries is needed. These efforts are very much needed to increase



the selling value of the home industry itself, to provide good changes in the future, especially so that they can compete with more advanced city products to foreign products that are now increasingly in demand by the community. A home industry is certainly inseparable from business continuity, so a strategic way is needed to improve the performance and sustainability of a business. Business sustainability is a form of business condition, where this sustainability is a process in which there are good business methods including growth, development, strategies to maintain business continuity and business development where all of this leads to the existence or resilience of the business (Widayanti et al., 2017). The sustainability of the business itself cannot be separated from the indicators contained in it such as capital, raw materials, marketing, technology, labor (Azmi et al., 2015).

Indonesia itself is a country that has a variety of cultures, and various types of local wisdom of a region that can be used as an attractive investment with good utilization in terms of its management. One that can still survive and be maintained in the modern era like today is regional snacks. Traditional snacks themselves are still developing and growing in several Micro, Small and Medium Enterprises (MSMEs), one of which is in Trenggalek Regency. Where MSMEs themselves come from home industry activities or household industries in a particular community or group. Trenggalek Regency itself is an area surrounded by mountains located in the southern part of East Java Province. Like other areas, Trenggalek Regency also has regional snacks known as one of the alen-alen souvenir centers.

The production itself is mostly established in Sumbergedong Village, Surodakan Village, and Ngantru Village, Trenggalek District. However, the most numerous and best-known alen-alen producers or industries are in Sumbergedong Village, Trenggalek District. In Sumbergedong itself, there are seven alen-alen home industries. Sumbergedong Village itself is located in the south of the center of Trenggalek Regency. Sumbergedong Village is very strategic, because its location is very close to the Trenggalek town square and government offices. This snack made from tapioca flour is called "alen-alen" because of its round, hollow shape that resembles a ring or in Javanese it is called "ali-ali". Its savory taste and light to eat make alen-alen popular with consumers.

According to the owners of the alen-alen industry in Sumbergedong Village, there are still problems faced such as financial capital, labor, technology and of course marketing. With these problems, researchers are interested in studying this problem which can later become a focus or topic for research. The purpose of this study is to test and analyze how to improve business sustainability for the alen-alen home industry in Sumbergedong Village, Trenggalek District, Trenggalek Regency.

METHODS

The research method used in this study is a non-positivist or qualitative approach where data is expressed in the form of words, sentences, or images and not with numbers. Qualitative research is a research method based on the philosophy of postpositivism, used to research the condition of objects naturally, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combination), data analysis is inductive/qualitative, and the results of qualitative research emphasize "meaning" rather than "generalization" (Sugiyono, 2016:9)

Data collection techniques in this study were by conducting interviews, observations and documentation. With data analysis techniques using data analysis before the field and data analysis in the field which includes data reduction, data

presentation, verification. This study was conducted in alen-alen household industries located in Sumbergedong Village, Trenggalek District, Trenggalek Regency. The informants in this study were the owners of alen-alen household industries in Sumbergedong Village, Trenggalek District, Trenggalek Regency as many as seven informants.

RESULTS AND DISCUSSION

Based on the interviews and observations that have been conducted, researchers can describe the improvement of business sustainability for the alen-alen home industry in Sumbergedong Village, Trenggalek District, Trenggalek Regency. In this study, researchers obtained results regarding the improvement of business sustainability for the alen-alen home industry in Sumbergedong Village, Trenggalek District, Trenggalek Regency which can be done by considering the following indicators.

1. Capitalization

Capital is one form of initial investment that is a driving force in an industry. The availability of adequate capital can provide what an industry has that can affect the quantity and quality of products produced. Based on the results of research from interviews and observations in the alen-alen household industry in Sumbergedong Village, only Mrs. Suyadi (60 years old) and Mrs. Sundari (50 years old) used loans from banks or cooperatives from the Department of Industry and Trade. Mrs. Suyadi (60 years old) said that when she started her business, her initial capital was from a bank loan, because she thought that opening a new business would require a large capital. While at that time she had just experienced bankruptcy in the business she had previously run. So she borrowed money from the bank to be used as initial capital to establish the alen-alen household industry. As time went by and she also knew about the cooperative owned by the Department of Trade and Industry, she decided to move to the Department of Trade and Industry cooperative to be used as her next capital. The following is a statement from Mrs. Suyadi (60 years old).

"To be honest, I started this alen-alen business by borrowing the capital from the bank because I thought that starting a business would require a large amount of capital, so I initially borrowed from the bank, then after a few years it had been paid off and my business started to be known by many people, I moved to the cooperative from the trade and industry department, you know." (interview with Mrs. Suyadi (60 years old), one of the owners of the alen-alen business)

This is different from Mrs. Karim (62 years old), Mrs. Bero (54 years old), Mrs. Pendik (54 years old), Mrs. Sugeng (53 years old), and Mrs. Uni (54 years old) who prefer to use personal capital as capital in managing their businesses. Minimal knowledge and lack of information related to banking make several owners of alen-alen household industries in Sumbergedong Village not ask for assistance through banks in order to develop their businesses. The industry owners said that they find it difficult to deal with banks, one of them is Mrs. Bero (54 years old). She said that the complicated process and also the many complete documents that she had to take care of and submit to borrow capital made her reluctant to borrow business capital from banks. This makes this industry need quite a long time to develop its business to be bigger. The following is what was conveyed by the informant.

"I use my own capital, I don't borrow from a bank or a government cooperative. I have a little savings and what, I sell my inheritance, then open alen-alen niki. If I borrow, it's complicated, I don't have to fill in this and that, then what, the zinc file has to be submitted to the bank." (interview with Mrs. Bero (54 years old), one of the owners of an alen-alen business,)

"I use my own capital, I don't borrow from a bank or a cooperative. I have a little savings and what about selling my inheritance and opening this alen-alen. If I borrow, it's complicated, ma'am, not to mention filling in this and that, and there are also a lot of documents that have to be submitted to the bank." (interview with Mrs. Bero (54 years old), one of the owners of the alen-alen business)

2. Raw material

Basically, the raw materials used in making alen-alen are not difficult to find, but business owners must be smart in choosing tapioca flour or what the Trenggalek community usually calls "pathi". Mrs. Suyadi (60 years old) explained that the difference in taste between one industrial alen-alen and another is one of the pathi. She said that it is basically easy to find ordinary or good quality pathi, but there are still times when good quality pathi is difficult to obtain, so she is forced to use ordinary quality pathi but by highlighting other ingredients so that the final product still has a delicious taste.

"The ingredients are just the same, sis, it's the same, sis, it's actually easy to make, but I did use pathi ne zinc, the results were also good. The proof is that many people know Alen, thank God, and he is also under the auspices of Komidag too. So indeed this type of pathi also produces powder. But yes, sometimes if you are looking for a good pathi it is difficult and in the end you are forced to use the normal one but with other zinc ingredients e in the top, even if it is good the results are still good, sometimes it's really good, sis." (interview with Mrs. Suyadi (60 years), one of the owners of the alen-alen business,)

"The ingredients are actually the same, sis, as the others, and yes, it's actually easy to find the ingredients, but I do use good quality starch, so the results are also good. The proof is that many people know about my alen-alen, thank God, and it's also under the auspices of Komidag. So, the type of starch also makes a difference in the final result. But sometimes, finding good starch is difficult, and in the end, I'm forced to use the usual one, but the other ingredients are highlighted, made better so that the results are still good, sometimes you know, sis." (interview with Mrs. Suyadi (60 years old), one of the owners of the alen-alen business)

3. Marketing

Marketing is one of the problems currently experienced by several home industry owners in Sumbergedong Village. Although each industry already has its own regular customers, the consumer turnover only covers that and has not spread widely. The industry owners have not dared to market their products widely from Trenggalek or outside Java. As said by Mrs. Karim (62 years old) that she only markets her products at home, because according to her, marketing at home is more than enough because she already has regular consumers.

"I only sell it at home, sis, because thank God, I'm tired of your regular customers, sis. Sometimes I'm tired of taking dozens at once, what about during the holidays or Eid. If

I take it outside, sis, I've been making it for a long time." (interview with Mrs. Karim (62 years old), one of the owners of the alen-alen business,)

"I only sell it at home, ma'am, because thank God I already have regular customers, ma'am. Sometimes there are people who buy dozens at once, especially during holidays or Eid. I still don't dare to sell it outside, ma'am, even though I've been making it for a long time." (interview with Mrs. Karim (62 years old), one of the owners of the alen-alen business)

4. Labor

Technology or equipment is actually one of the important things in the process of making alen-alen and for the smooth running of the alen-alen production process. It can be seen that the results of the study show that in the alen-alen home industry in Sumbergedong Village, the equipment or technology used is generally still very simple and not sophisticated. Due to limited capital and the unpreparedness of owners and workers to operate more modern equipment, the alen-alen home industry in Sumbergedong Village still persists in using traditional equipment. Although some have used modern techniques with machines. As stated during an interview with Mrs. Bero (54 years old), she said the following.

"This is the problem, miss, the problem of modern machines or zinc tools, honestly I want to use them but I still don't dare to buy them, the government hasn't given me any machines if there are any, miss. Besides the expensive price, I also don't know how to use them and clean them, I have to use them manually, miss." (interview with Mrs. Bero (54 years old), one of the owners of the alen-alen business)

"This is it, ma'am, regarding modern machines or tools, to be honest, I want to use them too, but I still don't dare to buy them. The government hasn't provided any machines if there are any, ma'am. The problem is, besides the expensive price, I also don't know how to use them or clean them, I still just use manual ones, ma'am." (interview with Mrs. Bero (54 years old), one of the owners of the alen-alen business)

According to Mrs. Bero (54 years old) herself, she still maintains to use simple tools in the process of making alen-alen. She said that of course if she wants to improve the technology in the production process it will cost a lot of money, of course, so she still chooses to use simple technology even though the results are not as much as if using a more sophisticated machine. In addition, she and her husband who still have minimal knowledge about production techniques do not dare to operate it if one day they use a more modern machine.

It is also different with Mrs. Pendik (54 years old) who has almost completely used modern technology. Starting from the alen-alen molding machine, the alen-alen ingredient mixing machine, the packaging press machine, to the frying process that already uses gas fuel. Because the industry she owns is already widely known by the public and she already has more savings to buy modern equipment, therefore she is determined to improve the equipment or production techniques for making her alen-alen.

"If I have used the machine, sis, since when, I think it was around 2015 at first. Because there were only a few people working, sis, so I just decided to buy the machine. For frying, I already use gas, because my kitchen is now inside and I don't have a backyard for frying

if I use firewood." (interview with Mrs. Pendik (54 years old), one of the owners of the alen-alen business).

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5. Technology

Based on the results of research on the alen-alen home industry in Sumbergedong Village, most admitted that they had never attended education (training, skills, and workshops) on the alen-alen industry. But there were also those who had attended training, skills, or workshops on the alen-alen industry. Mrs. Sundari (50 years old) said that she had never attended education or training on the alen-alen industry because of the lack of information obtained and also the uneven distribution of information provided by the Cooperatives and Trade Service.

"I've never been involved in anything like that, I've never been invited by the office either. Is it because I'm new compared to other people or what, I don't know." (interview with Mrs. Sundari (50 years old), one of the owners of an alen-alen business)

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One of the industries that has participated in training and mentoring from the agency is Mrs. Pendik (54 years old). She has participated in education on the alen-alen industry held by the Cooperatives and Trade Agency. The education or training that she has received is usually in the form of training on attractive product packaging techniques, counseling on strategies to maintain and compete in entrepreneurship. Mrs. Pendik (54 years old) said that by participating in training or counseling on strategies to maintain and compete in entrepreneurship, it will increase knowledge about the alen-alen industry and also how to compete in the industrial world.

"I have joined several times, if not in the office, then at the village office. The event is like a counseling, and they teach me how to pack zinc well, teach me how to market the product, and how to maintain a business, teach me about machine maintenance so it doesn't break down quickly. That's all, ma'am. Alhamdulillah, if I join the training, I will know more about the business." (interview with Mrs. Pendik (54 years old), one of the owners of the alen-alen business)

"I have joined several times, either at the office or at the sub-district office. The event is like a counseling session, and they teach me how to package the product well, how to market the product, and how to maintain a business, and they teach me about machine maintenance so it doesn't break down quickly. That's all, ma'am. Thank God, if I join the training, I will know more about the business." (interview with Mrs. Pendik (54 years old), one of the owners of the alen-alen business)

Based on the discussion and analysis regarding increasing business sustainability for the alen-alen home industry in Sumbergedong Village, Trenggalek District, Trenggalek Regency, it can be concluded that the sustainability of the business carried out by the alen-alen home industry in Sumbergedong Village, Trenggalek District, Trenggalek Regency is by optimizing capital, raw materials, marketing, technology and labor.

CONCLUSION

Based on the data analysis and discussion results that have been described regarding the problems in this study, it can be concluded that increasing the sustainability of the business carried out by the alen-alen household industry in Sumbergedong Village is by optimizing capital, raw materials, marketing, technology, and labor.

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