

**IMPACT OF THE COVID-19 PANDEMIC ON COMMUNITY BUSINESS  
ACTIVITIES IN THE CENTER INDUSTRY OF BAMBOO WOVEN  
CRAFTS IN DASAN BARE VILLAGE, GUNUNGSARI DISTRICT, WEST  
LOMBOK REGENCY- INDONESIA**

Muaidy Yasin<sup>1</sup> and Suprianto<sup>2</sup>

<sup>1,2</sup>Studi Program of Economics and Development Studies, Faculty of Economics and Business  
Univewrsity of Mataram Indonesia

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**ABSTRACT**

The purpose of this study was to analyze the business activities of small bamboo handicraft industries during the Covid-19 pandemic at the center of woven bamboo crafts in Dasan Bare village, Gunung Sari district, West Lombok regency. The type of research is descriptive qualitative

The income of the community of business actors in the Bamboo Woven Handicraft Industry after the Covid-19 Pandemic decreased by an average of 50%, this affected the level of their welfare which experienced a decline, also seen from the purchasing power of craftsmen households decreased by an average of 40% . In terms of business efficiency, the value of  $(R/C) = 1.6$  means that this business is still feasible to run even though the woven product market is still sluggish due to the Covid-19 pandemic. Meanwhile, the added value obtained from the processing of bamboo into besek, gedek aten, and bamboo tables and chairs is Rp. 12,935.47/stem, Rp. 9,945.07/stem, and Rp. 35,326.29/stem, respectively, with a ratio of added value. respectively by 54.47%, 34.46%, and 65.66%. This means that every 1 bamboo stick that is processed can create added value of Rp. 12,935.47 for besek products, Rp. 9,945.07 for gedek aten products, and Rp. 35,326.29 for bamboo tables and chairs.

The profit margin for the owner of the largest capital is on the product of gedek aten. This shows that the business of making gedek aten is the most profitable because the labor costs are the least and the need for other inputs is also small. Even though bamboo tables and chairs have the

highest added value and margins, in their manufacture these products require the most labor costs and other inputs so that the percentage of profit for the owners of capital is lower than that of the gedek aten craftsmen. To increase product sales, it is necessary to open markets on social media by promoting online and offline at bamboo craft centers.

**Keywords:** Impact of Covid-19, Community business Activities, Bambo Woven Crafts

## **INTRODUCTION**

### **1 Background**

Indonesia and other countries in this hemisphere in 2019 are currently battling the Covid -19 pandemic, whose existence until now (2021) has yet to be overcome, although there has been a decline in the number of people infected with those who died. This condition, especially in Indonesia, greatly affects the joints of the country's economic life, especially the economic condition of the community, most of whom work in the informal and formal sectors as well as home industry workers for Micro, Small and Medium Enterprises (MSMEs). Informal sector workers are currently better known as the "gig economy" such as food, beverage and handicraft traders whose production activities are carried out by mothers at home and families in taking advantage of their free time. who use social media services in selling products that are resellers/drop shippers either through online stores, or freelancers but still take the time to optimize social media platforms as a source of income through various online Go-Jek services.

In 2020, based on data, there was a significant increase in gig workers by 27.07% from the previous year, this shows that the role of the gig economy is able to move the wheels of the Indonesian economy during the Covid-19 pandemic and is able to make Micro, Small and Medium Enterprises (MSMEs) ) ) is new because it has flexibility in terms of time and free time. (Situmorang ; 2020 )

Dasan Bare is one of the hamlets in Taman Sari village, Gunungsari sub-district, West Lombok district, West Nusa Tenggara province, this area is one of the centers of bamboo and rattan handicrafts in West Lombok. There are two types of handicraft products that are mostly produced in Dasan Bare, namely handicrafts big and small craft. Large handicraft products include chairs, tables, bamboo sofas, beds, berugaks and others. As for small craft products such as decorative lamps, bird nests, food trays, shoe holders, baby swings and others. In the 1990s this area became one of the extraordinary attractions, both for local and foreign tourists (Apriyanto, 2016).

Craft orders did not only come from within the country, but even penetrated the international market. However, since the tectonic earthquake that hit the island of Lombok in July 2018 and entering 2019 the world was hit by a deadly virus, namely the Covid-19 corona virus. In addition, with the increasing number of bamboo handicraft entrepreneurs who are competitors, this business is increasingly sluggish. As complained by one of the bamboo handicraft entrepreneurs, Mr. Dust, who said that within a week (before Covid-19) 3-4 sets of large handicrafts could be sold. Meanwhile, now it takes a week for one set even though per day craftsmen can produce a large set of crafts (LOBAR, 2014). This is also felt by the bamboo craft entrepreneur Wahana Bambu Willis.

According to the owner, Hj. Sahrah (2020) before the natural disaster struck West Nusa Tenggara Province, especially the island of Lombok, many of the buyers of handicrafts in her business unit came from abroad. As for now, more handicraft orders come from local customers who have often shopped at the place either through delivery services or coming directly to the location. Crafts purchased using delivery services are also classified as small handicraft products, while for large handicraft products it is still difficult to find a solution to the problem of very high shipping costs. In fact, the average price of handicraft products in Dasan Bare is relatively cheap. Therefore, Wahana Bambu Willis made a sales breakthrough, one of which was by conducting online promotions. Online promotion is done by utilizing social media such as Facebook (Sahrah, 2017)

Entering the beginning of 2020 after the Covid-19 pandemic resulted in the order of people's lives in Indonesia having changed. This is due to the Covid-19 pandemic. Various policies have been carried out by the government to prevent the massive transmission of the Covid-19 virus. One of them is by limiting activities to go out of the house, so that changes in the social order have a broad impact on various sectors around the world. All activities are carried out as much as possible online (online) in order to avoid large-scale gatherings of people. On the other hand, the number of people with the Covid-19 virus continues to increase every day in Indonesia. Until mid-June 2020, the government broadcast more than 60,000 people who were confirmed positive for Covid-19 and the death toll also continued to increase. Meanwhile, in terms of economic strength, there has been a weakening of the ability to resolve this pandemic due to a lack of state revenue.

The condition of the Covid-19 pandemic has had a negative impact on business and the economy. One of them has an impact on the Bamboo Woven Handicraft Business Actors in Dasan Bare Village, Gunungsari District, West Lombok Regency, even business and economic uncertainty has become a very frightening specter for SMEs and almost all of them. the business

sector received a negative impact from business uncertainty, including some businesses that began to stop operating which ultimately suppressed economic growth. Therefore, it is necessary to conduct a research study on "The Impact of the Covid-19 Pandemic on Community Business Activities at the center of the Bamboo Weaving Craft Industry in Dasanbare Village, Gunungsari District, West Lombok Regency"

## **2. Formulation of the problem**

Based on the background that has been stated above, the formulation of the problem to be studied are:

1. What is the profile of the business activity of the bamboo woven craft industry in Dasan Bare Village, Gunungsari District before and after Covid-19?
2. How much is the production, production costs and income and welfare of the bamboo craftsman community during the Covid-19 pandemic in Dasan Bare Village, Gunungsari District.
3. What is the level of business efficiency and added value from the woven craft industry in Dasan Bare village, Gunungsari district?

## **3. Research purposes :**

Based on the formulation of the problem above, the purpose of this study is to analyze business activities and the role of social media in improving and improving the welfare of the community during the Covid-19 pandemic at the center of the Bamboo Woven Craft industry in Dasan Bare Village, Gunungsari District, West Lombok Regency.

## **II . LITERATURE REVIEW**

### **1. Understanding Small and Medium Industries**

#### **A. Definition of SMEs and SMEs**

In a sense, SMEs are a type of business that aims to resell goods produced by SMEs, such as grocery stores, to stalls around our homes. However, the SME business sector does not stop there. There are also SMEs whose businesses are focused on services, such as electronic services, laundry services, and many others.

Meanwhile, IKM is a business that produces various types of products needed by various types of living things such as humans, animals, and plants. If the activities carried out by a company include both production and marketing, the company can be categorized as an IKM and an SME at the same time.

#### B. Differences between SMEs and SMEs

Apart from having differences in the aspects of the business being run, the differences between SMEs and SMEs are also found in a number of other aspects. The following are some of the differences between SMEs and IKM in terms of assets and income or turnover according to Law Number 3 of 2014 and Minister of Industry 64/M-IND/PER/7/2016:

#### C. Small Business

Judging from the value of assets, small businesses have assets with a value of IDR 50 million to IDR 500 million. In terms of turnover, a company is categorized as a small business if it has an income of IDR 300 million to IDR 2 billion.

#### D. Medium Enterprise

According to the law, a business is categorized as a medium-sized business if it has assets of IDR 500 million to IDR 10 billion. In terms of turnover, medium-sized businesses have incomes ranging from Rp. 2 billion to Rp. 50 billion.

Small and Medium Industry in Ministerial regulation 64/M-IND/PER/7/2016

In this Ministerial Regulation what is meant by:

Small and Medium Industry in Ministerial regulation 64/M-IND/PER/7/2016

In this Ministerial Regulation what is meant by:

1. Industry is all forms of economic activity that processes raw materials and/or utilizes industrial resources so as to produce goods that have added value or higher benefits, including industrial services.
2. Workers are permanent workers who receive or earn a certain amount of income on a regular basis.
3. Investment value is the value of land, buildings, machinery, equipment, facilities and infrastructure, excluding working capital used to carry out Industrial activities.

Meanwhile, Industrial business activities include small industries, medium industries, and large industries, which are determined based on the number of Manpower and/or Investment Value.

#### Small industry

- Small Industry is an Industry that employs a maximum of 19 (nineteen) Manpower and has an Investment Value of less than Rp. 1,000,000,000.00 (one billion rupiah) excluding land and buildings for business premises.
- Land and buildings for business premises as referred to in paragraph (1) are land and buildings whose location is one with the location of the residence of the business owner.

#### Medium Industry :

1. Employs a maximum of 19 (nineteen) workers and has an investment value of at least Rp. 1.000.000.000,00 (one billion rupiah).
2. Employs at least 20 (twenty) Manpower and has an Investment Value of at most Rp. 15,000,000,000.00 (fifteen billion rupiahs).

Large Industry is an Industry that employs at least 20 (twenty) workers and has an Investment Value of more than Rp. 15,000,000,000.00 (fifteen billion rupiah).

Business permits related to small industries, medium industries, and large industries are granted by the Minister, Governor, and Regent/Mayor in accordance with their respective authorities.

#### 2. Income

Revenue is one of the most important elements of the formation of an income statement in a company. Many are confused about the term income. This is because income can be interpreted as revenue and can also be interpreted as income, then income can be interpreted as income and the word revenue is income or profit.

Income is very influential for the whole life of the company, the greater the income earned, the greater the company's ability to finance all expenses and activities that will be carried out by the company. In addition, income also affects the company's profit and loss which is presented in the income statement, so income is the lifeblood of a company.

In the Big Indonesian Dictionary, income is the result of work (business or so on). Meanwhile, income in the management dictionary is money received by individuals, companies and other organizations in the form of wages, salaries, rent, interest, commissions, fees and profits.

Revenue is the amount charged to customers for goods and services sold. Revenue is an inflow of assets or debt reductions obtained from the delivery of goods or services to customers.

### **3, Income And Welfare**

Income is one indicator to see the welfare of the community. Everyone desires to achieve a prosperous life or a prosperous life, with various criteria used to measure welfare. On a micro level, household welfare can be approximated by Engel's law, which states that the share of food expenditure on household expenditure will decrease with increasing income. Furthermore, in a state of fixed prices of goods and people's tastes, an increase in income indicates an increase in welfare (Nicholson, 2002).

Everyone has a desire to make themselves prosperous, namely a condition that makes themselves all good or a condition where people are in a state of prosperity or well-being, health and a sense of peace. Law No. 11 of 2009, concerning social welfare states that a prosperous state is a system of life and social life, both material and spiritual, filled with a sense of safety, decency and tranquility.

### **4. Value Added Output**

According to Hayami (1987) in Sudiyono (2002: 149), there are two ways to calculate added value, namely added value for processing and added value for marketing. Factors that affect the added value for processing can be categorized into two, namely technical factors and market factors. The influencing technical factors are production capacity, amount of raw materials used, and labor. While the influencing market factors are output prices, labor wages, raw material prices and the value of other inputs besides fuel and labor. The amount of added value due to the processing is obtained from reducing the cost of raw materials and other inputs to the value of the resulting product, excluding labor. In other words, value added describes the rewards for labor, capital and management. Mathematically it can be described as follows (Sudiyono, 2002: 149-150):

Value added =  $f ( K,B,T,U,H,h,L)$

Where :

K : Production capacity

B : Raw materials used

Q: Labor used

U: Labor wages

H : Output price

h : Price of raw materials

## 2.5. Bamboo Weaving Craft

Woven is a fiber that is strung together to form a rigid object, usually to make baskets or household furniture. Woven is often made from materials derived from plants, but nowadays plastic fibers can also be used.<sup>5</sup> Meanwhile, bamboo is a type of grass plant with cavities and segments in the trunk. Bamboo has many types. In the world bamboo is one of the fastest growing plants because it has a unique rhizoma-dependent system.<sup>6</sup> Bamboo belongs to the grass family which can be the reason why bamboo has a high growth rate. This means that when bamboo is harvested, it will grow again quickly without waiting for the ecosystem.

In its development, webbing is very identical to bamboo plants, because in Indonesia bamboo plants are very easy to find. Many forms of woven are produced from bamboo. Among the results of woven bamboo can be in the form of decorations that highlight aesthetics, and can also be household utensils. Woven bamboo has an attractive shape because it emphasizes a natural look, many people are attracted only because of its naturalness. Generally connoisseurs of woven bamboo.

## III. RESEARCH METHODS

### 1. Research Flowchart

Observation Proposal Draft Final Proposal Pre Survey Determination of Respondents Data Collection Data Processing Editing, Coding, Tabulating Data Analysis Final Report Draft Seminar Final Report

### 2. Types of research

This study uses a descriptive method, namely to examine the status of a human group, an object, a set of conditions, a system of thought or a class of events in the present (Nazir; 2011). The



descriptive method describes the events in a systematic, factual and accurate manner regarding the facts, nature and relationships between the phenomena studied. This study aims to make a systematic, factual and accurate picture or painting of the bamboo craftsman community in Dasan Bare Village, Gunungsari District, West Lombok Regency.

### **3. Place and time of research**

This research was conducted in the village of Dasan Bare, Gunungsari District, West Lombok Regency which was determined purposively, on the grounds that the Dasan Bare village is the largest center for bamboo crafts in the district of West Lombok. The objects in this research are bamboo craftsmen in Dasan Bare village, Gunungsari district. The research was carried out from August to November 2021

### **4. Data Type**

This study uses primary data and secondary data to support the analysis. Primary data were obtained directly from respondents, namely bamboo craftsmen by conducting interviews directly to the intended respondents. While secondary data is data obtained from relevant agencies such as the Central Statistics Agency office, the West Lombok Regency Manpower Office and various literatures related to this research.

### **5. Data analysis**

The data collected in this study will be analyzed qualitatively and quantitatively. The use of qualitative analysis to get a picture of the real condition of the processed agro-industry business in the research location. While quantitative data is used to analyze the level of business efficiency and calculation of production costs and added value in this study, among others:

#### Equipment Shrinkage Analysis

Depreciation cost of production equipment is calculated using the Straight Line Method with the following formula:

$$D = P - S / N \dots\dots\dots 1)$$

Where :

D = Equipment depreciation cost per year

P = Initial price of equipment (IDR)

S = Final price of equipment (IDR)

N = Estimated Economic Life (years)

#### Production Cost Analysis

Production costs are the sum of fixed costs and variable costs. The amount of production costs is calculated by the following equation:

$$BP = BT + BV \dots\dots\dots 2)$$

Where :

BP = Production Cost (IDR/year)

BT = Fixed costs (IDR/year)

BV = Variable Cost (IDR/year)

#### Revenue Analysis (Revenue)

Revenue Total or total revenue from processed agro-industry can be obtained from the multiplication result between the amount of tofu production produced multiplied by the price of tofu, or mathematically it can be written:

$$TR = P \times Q$$

Where :

TR = Total Revenue (total revenue Rp/year)

Q = Quantity (kg)

P = Price of tofu per kilogram (IDR)

Profit is calculated by the formula:

$$= TR - TC \dots\dots\dots 4)$$

Where :

= Processing industry business profit

TR = Total Gross Revenue

TC = Total production cost

Business efficiency analysis

The calculation of the efficiency of the agro-industry business used is the Revenue Cost Ratio (R/C Ratio). According to Soekartawi (2005) R/C Ratio is a comparison between total revenue and total cost which shows the value of revenue obtained from each rupiah spent. Mathematically it can be formulated as follows:

$$R/C = \text{Total Revenue (TR)} / \text{Total Cost (TC)} \dots\dots\dots 5)$$

Where :

1. If  $R/C > 1$  , then the processing agro-industry business is profitable to cultivate
2. If the  $R/C < 1$  , then the processing agro-industry business is not feasible (loss).
3. If  $R/C = 1$  , then the processing agro-industry business is in a position of no profit and no loss (reaching the break-even point)
5. Analysis of Added Value with the following formula (Sudiyono; 2004)

$$NTp = Na - Ba \dots\dots\dots Ba = (Bb + Bp + Bbp )$$

Description :

NTp = Product Added Value (IDR)

Na = Final Product Value (IDR)

Ba = Intermediate cost (IDR)

Bb = Cost of raw materials (IDR)

Bp = Equipment depreciation cost (IDR)

Bbp = Cost of auxiliary materials (IDR)

Value Added Ratio (RNT) = NT/NP

Where : RNT = Value added ratio (%)

NT = Value Added (IDR)

NP = Production Value ( IDR ).

Description :

- a. If the Value Added Ratio  $> 50$ , then the added value of processed products is high
- b. If the Value Added Ratio  $< 50$  , then the value added of processed products is low.

#### 4.1 . Business Location Description

West Lombok Regency is one of 9 regencies/cities in the province of West Nusa Tenggara which has a land and sea area that is sufficient to give beauty and charm to anyone who visits the island of Lombok, especially for local and foreign tourists or tourists. Besides its natural beauty with the ocean or white sandy beaches, especially in the Sekotong area and Senggigi blood which is a tourism icon in West Lombok, which is well known abroad. On the other hand, West Lombok Regency also produces various kinds of MSME home industry products, both food and non-food processed agro-industry products, for example such as woven products both from bamboo and rattan materials which are sold as typical Lombok products to tourists visiting the island of Lombok.

Based on the results of observations made by researchers in the community of Dasan Bare Village, Gunungsari District, West Lombok Regency, West Nusa Tenggara Province on December 2-5, 2020, Dasen Bare Village, Gunungsari District, West Lombok Regency is the village with the largest craft level in Gunungsari District which produces various kinds of crafts. kinds of crafts. Located on Jalan Raya Tanjung, Dasan Bare Village, Gunungsari District, West Lombok Regency, whose business locations are on either side of the highway, where there are 21 Outlet Units or Bamboo Weaving Craftsmen Shops and are not included in the village which also exists as a small bamboo craftsman , types of handicrafts are wood, bamboo, and ingke. The creative economy of the craft sub-sector in Dasen Bare village, Gunung Sari district, West Lombok regency has developed very well, this can be seen from the results of the handicrafts produced by the community of Taman Sari village, Gunungsari district, West Lombok regency. have gone abroad. However, because of Covid-19, it has an impact on the woven bamboo craftsmen in the Dasan bare area, Gunungsari District, West Lombok Regency.

## 2. Production And Production Cost

The production process in the manufacture of woven bamboo begins with the cutting process of bamboo, the process of refining bamboo, the process of splitting bamboo, the process of making bamboo parts, the process of forming products (eg chairs), the process of tying the parts of the chair with rattan ropes, installing pepuh, finishing. By going through these production stages with a variety of products, various costs will be incurred, both in purchasing inputs of main raw materials and auxiliary raw materials as well as labor wages and depreciation of equipment used in production. As an illustration in the calculation of production costs here the costs are calculated in one production process with the outputs or outputs produced during the production process, which are as follows:

**Table 1. Average production cost of Weaving Bamboo in one production**

| Type of Material             | Quantity (unit/kg/liter) | Price ( IDR ) | Quantity (IDR) |
|------------------------------|--------------------------|---------------|----------------|
| The main ingredient : Bamboo | 7 tree                   | 16.000        | 112.000        |
| Auxiliary Material:          |                          |               |                |
| 1.Big Rattan Rope            | 50 Kg                    | 35.000        | 1.750.000      |
| 2. Small Rattan Rope         | 50 Kg                    | 20.000        | 1.000.000      |
| 3. Nails                     | 5 Kg                     | 20.000        | 100.000        |
| 4. Vernis                    | 1 L                      | 60.000        | 60.0000        |
| .....                        |                          |               |                |

Source: Primary Data Analysis, 2021

**2. Production Value**

Production value is obtained from between factor conversion and output price. The output values for besek, gedek aten, and bamboo tables and chairs are Rp 23,532.24/kodi, Rp 19,933.01/sheet, and Rp 52,500.00/set. The output value allocated for raw materials in the form of bamboo is IDR 10,409.09, IDR 9,800,000 and IDR 12,400,000 and other inputs (including differentiating tools) are IDR 187.68, IDR 187.95 and IDR 4,773 respectively. .71 per input unit.

From the process of processing bamboo into besek products, gedek aten, and bamboo tables and chairs, each is Rp. 12,935.47/stem, Rp. %, 34.46%, and 65.66%. This means that every 1 bamboo stick created is able to create added value of Rp. 12,935.47 for besek products, Rp. 9,945.07 for gedek aten products, and Rp. 35,326.29 for bamboo tables and chairs.

### **3. Efficiency Level**

Business efficiency analysis is carried out using the R/C value, namely the comparison between revenues and costs. The following is an analysis of the efficiency of bamboo handicraft entrepreneurs.

**Table 2. Efficiency of Bamboo Craft Business in Dasan Bare Village, Gunung Sari**

| Description               | Average per entrepreneur |
|---------------------------|--------------------------|
| Total Cost                | 3.000.000                |
| Acceptance fee            | 5.000.000                |
| Business efficiency (R/C) | 1,6                      |

Based on the table above, it can be explained that the efficiency of the bamboo handicraft agro-industry in Dasan Bare Village, Gunungsari District is already efficient, even though this area has been affected by Covid. The value of the ratio of 1.6 means that for every Rp. 1.00, the costs incurred in this bamboo craft business provide an income of 1.6 times the costs incurred.

### **4. Added Value**

The calculation is carried out using the average value method of the respondents in the research area in each center area. There are small, medium, and large besek products, while the gedek products are made of gedek aten and gedek leather.

Gedek aten comes from the fiber part of the bamboo stem (under the skin) while the husk comes from the outer skin of the bamboo stem, so that the skin is actually a by-product of the manufacture of gedek aten, even though the selling value is higher. However, in the value-added analysis in this study, the besek product was limited to large-sized bags, while the gedek product was limited to the aten type. The analysis of added value for furniture products is only limited to the types of bamboo tables and chairs because they are the most produced and most in demand. In addition, the resulting size is also uniform or has a standard size. Tables and chairs are counted in one set so that the raw materials and auxiliary materials used are calculated for each set of manufacture.

From table 1 it can be seen that the biggest conversion factor is in besek products. According to Hayami (1987), the conversion factor shows the number of outputs produced from one unit of input. The conversion factor can be worth less than 1 or more than 1. If the conversion factor is more than 1 then in the production process there is an increase in the volume of agro-industry output or the volume of agro-industry output is greater than the volume of raw materials, and vice versa. Thus, in the manufacture of besek, the volume of agro-industry output is greater than the volume of raw materials because from 1 bamboo stick more than 1 kodi can be produced. This is different from the manufacture of gedek aten and bamboo tables and chairs. To make 1 sheet of gedek aten or 1 set of bamboo tables and chairs it takes more than 1 bamboo stick.

The highest output price is for bamboo tables and chairs, which is Rp. 550,000.00/set because these table and chair products have quite large production costs and require time to process. The following are data on three types of products that are excellent products produced by bamboo craftsmen in the village of Dasan Bare, Gunung Sari District, West Lombok.

**Table 3. Output, Input, and Prices of Various Types of Bamboo Craft Products (Unit)**

| Description                      | Value Besek | Value Gedek Aten | Table and Cair Value |
|----------------------------------|-------------|------------------|----------------------|
| A . Output (Unit)                | 11,73       | 19,60            | 25,60                |
| B. Input (stem)                  | 10,93       | 29,70            | 259.00               |
| C. Labor (HKO)                   | 47, 35      | 17,56            | 79,29                |
| D. Conversion Factor             | 1.21        | 0,65             | 0,12                 |
| E. Labor Coefficient (HKO/stem)  | 5,94        | 1,14             | 0,67                 |
| F. Output Price (IDR/Unit*)      | 20.725,25   | 25.560,00        | 550.000,00           |
| G. Dirwect Labor wages (IDR/HKO) | 825         | 800              | 20.570,00            |

Source : Primary data processed (2021)

Table 3 above explains the prices of various types of products, namely the besek value of 11.73 in units produced, Gedek Aten of 19.60 then the output table and chairs/unit is 25.60. Materials or inputs (bamboo sticks) for besek products are 10.93, Gedek Aten 29.70 and tables and chairs the input value is 25.60. Labor costs (HKO) for bulk products are 47.35, Gedek Aten products are 17.56, while for tables and chairs are 79.29. Furthermore, the conversion factor is 1.21, for besek products and 0.65 for bedek aten products, and 0.12 for table and chair products. The labor coefficient (HKO/stem) is 5.94 for besek products, 1.14 for bedek aten products and 0.67 for table and chair products. The highest output price for tables and chairs is IDR. 550.000,- bedek aten is IDR. 25.560.00 and besek product per unit is IDR. 20,725.25.

**5. Value Added Bamboo Woven Products**

Value added is the added value of a commodity (product) because it undergoes processing, transportation, or storage in a production. As with woven bamboo products, there is a bamboo processing process in the production process, product transportation and packaging and storage, all of which require costs. These costs are taken into account in calculating the added value of the product. The following table 2 provides an overview of the added value, income and profits obtained by woven bamboo entrepreneurs in the village of Dasan Bare, Gunung Sari District, West Lombok Regency.

**Table 4. Added Value, Income and Benefits of Various Craft Products**

| Value of Bamboo Handicraft roducts  | Besek (IDR) | GedekAten (IDR) | Tables and Chairs (IDR) |
|-------------------------------------|-------------|-----------------|-------------------------|
| Income and Profits :                | 10.507,07   | 9.700           | 12.400,00               |
| Main row Material Pricez (Rp/stem)  |             |                 |                         |
| Order Infut Contributions (Rp/Unit) | 187,68      | 187,95          | 4.773,41                |
| Value Output (Rp/unit *)            | 23.532,24   | 19.933,01       | 52.500,00               |
| a. Value Added                      | 12.935,47   | 9.945,07        | 35.326,29               |



|  |          |          |           |
|--|----------|----------|-----------|
| b. Value Edded Rasio                     | 54,47    | 34,46    | 65,66     |
| Productions :                            |          |          |           |
| a. The rewards of direct Labor (Rp/stem) | 5.311,26 | 834,98   | 9.344,76  |
| b. Labor share                           | 38,63    | 15,46    | 26,08     |
| Income :                                 |          |          |           |
| a. Profits(Rp/stems)                     | 7.624,26 | 9.110,09 | 25.981,53 |
| b. Profits Rate (%)                      | 32,88    | 30,91    | 48,40     |

Source: Primary Data processed (2021)

(\* Note: unit based on product type (besek = kodi, gedek aten = sheet, bamboo table and chair = set)

The highest output price is for bamboo tables and chairs, which is IDR. 550,000.00/set because apart from requiring more bamboo raw materials and other auxiliary materials, higher skills are also required in the manufacture of these products because these products also have aesthetic value. Some of them are engraved and woven according to the buyer's request. In addition, the products of bamboo tables and chairs sell well in the international market. The highest wage value is in table and chair maubel products because it involves more workers outside the family and the need for labor is more than the manufacture of besek and gedek which only requires a little labor and is sufficient to only involve workers in the family.

Output value is the market price of the product for each raw material used. The output value is obtained by multiplying the conversion factor and the output price. The output values for besek, gedek aten, and bamboo tables and chairs are IDR 23,532.24/kodi, Rp 19,933.01/sheet, and IDR 52,500.00/set. This output value is allocated for raw materials in the form of bamboo in the amount of IDR. 10,409.09, IDR. 9,800.00, and IDR. 12,400.00, and other inputs (including depreciation of tools) of IDR. 187.68, IDR. 187.95, and IDR. 187.95, respectively. IDR 4,773.71 per input unit. Other inputs for bamboo tables and chairs are the largest because they require a lot of auxiliary materials, such as varnish, rattan, nails, wood glue, and so on.

The added value is obtained from reducing the value of the output with the price of raw materials and the price of other inputs per unit of input. The added value obtained from the processing of

bamboo into besek, gedek aten, and bamboo tables and chairs was IDR 12,935.47/stem, IDR. 9,945.07/stem, and IDR. 35,326.29/stem, respectively. - respectively 54.47%, 34.46%, and 65.66%. This means that every 1 bamboo stick that is processed can create added value of IDR. 12,935.47 for besek products, IDR. 9,945.07 for gedek aten products, and IDR. 35,326.29 for bamboo tables and chairs. The added value is gross added value for processors because it has not been deducted by labor benefits. The added value and the largest added value ratio are in the bamboo table and chair products because they have the greatest output value.

Direct labor benefits are wages received by workers for processing one unit of raw material (bamboo), while the share of labor shows the percentage of labor benefits from the added value obtained. Labor benefits for besek, gedek aten, and bamboo tables and chairs are IDR. 5,311.20/stem, IDR. 834.98/stem, and IDR. 9,344.76/stem, respectively, with a share of 38.63 workers. %, 4.53%, and 26.08%, meaning that the percentage of labor benefits to the added value of besek, gedek aten, and bamboo tables and chairs are 38.63%, 15.48%, and 26, respectively. 08%.

The amount of profit earned was IDR. 7,624.26/stem, IDR. 9,110.09/stem, and IDR. 25,981.53/stem, respectively, with profit rates of 32.88%, 30.91% and 48.40 %, respectively.

**Table 2. Fees for Owners of Factors of Production of Various Types of Handicraft Products**

| Uraian   | Besek (IDR) | Gedek aten (IDR) | Tables and Chairs (IDR) |
|--|-------------|------------------|-------------------------|
| <i>Imbalan Jasa Pemilik Faktor-faktor Produksi</i> | 13.123,14   | 10.133,01        | 40.100,00               |
| Margin (IDR/unit)                                  | 13,123.14   | 10,133.01        | 40,100.00               |

Source: Primary Data Analysis, 2021

This profit represents the net profit received from processing bamboo into scrap products because it has been reduced by labor benefits. The highest profit and level of profit is on bamboo tables and chairs because they have the highest added value.

Margin shows the contribution of owners of production factors other than raw materials used in the production process. From table 3, it can be seen that the largest margin is on bamboo tables and chairs, while the smallest margin is for gedek aten products. The margin for the contribution of other inputs to bamboo tables and chairs is the highest because these products require the most auxiliary materials. The highest direct labor benefits are in besek products, meaning that in their

manufacture, these products require the most labor. Although the craftsmen only involve labor in the family, the time devoted per day is quite a lot so that the allocation for direct labor rewards is also quite a lot.

The profit margin for the owner of the largest capital is on the product of gedek aten. This shows that the business of making gedek aten is the most profitable because the labor costs are the least and the need for other inputs is also small. Even though bamboo tables and chairs have the highest added value and margins, in their manufacture these products require the most labor costs and other inputs so that the percentage of profit for the owners of capital is lower than that of the gedek aten craftsmen. Of the three types of products, all of them generate a fairly high profit for the owner of the capital, meaning that the processing of bamboo into various handicraft products (especially besek, gedek aten, and bamboo tables and chairs) is able to provide a fairly high profit because with a fairly low price of raw materials, it can be achieved. resulting in a new product that has a much higher selling value. In addition, the demand for processed products from bamboo is still high.

## **V. CONCLUSIONS AND SUGGESTIONS**

Based on the discussion that has been described previously, it can be concluded that: The income of the Bamboo Woven Craft business community after the Covid-19 Pandemic has decreased by an average of 50%, this affects their welfare level which has decreased as well as seen from the purchasing power of household craftsmen who have decreased an average of 40%. In terms of business efficiency, where this business is said to be efficient ( $1.6 > 1$ ), this is still feasible even though the woven product market is still sluggish due to the Covid-19 pandemic. To increase product sales, it is necessary to open a market on social media by promoting online and offline. While the weaknesses before and after the COVID-19 pandemic include capital being one of the inhibiting factors for the woven bamboo industry and the lack of bamboo raw materials. For this reason, the role of the district government and microfinance institutions can help in terms of capital so that this business can develop in the future to welcome foreign tourists who come during the Motor GP event at the Mandalike Kute circuit arena, Central Lombok. As well as helping to open tourism promotions through social media to various foreign countries.

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