

ABSTRAK

***TREND* PERKEMBANGAN SENTRA BATIK DI DESA JARUM, BAYAT, KLATEN DITINJAU DARI UPAH, OMSET PENJUALAN, LUAS PASAR, JUMLAH TENAGA KERJA, DAN LABA USAHA TAHUN 2009-2013**

Andreas Frengki Wijayanto
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui *trend* perkembangan sentra batik di Desa Jarum, Bayat, Klaten ditinjau dari upah, omset penjualan, luas pasar, jumlah tenaga kerja, dan laba usaha tahun 2009-2013.

Penelitian ini merupakan penelitian deskriptif kuantitatif. Data yang digunakan adalah data primer hasil wawancara, dengan teknik sampel jenuh. Jumlah populasi ada 28 usaha batik, sampel yang digunakan ada 23 usaha batik. Analisis data menggunakan analisis *trend* kuadrat terkecil.

Hasil penelitian ini adalah: (1) Upah yang diterima tenaga kerja di Sentra Batik Desa Jarum, Bayat, Klaten tahun 2009-2013 mengalami peningkatan sebesar 4,56%, (2) Omset penjualan yang diterima Sentra Batik Desa Jarum, Bayat, Klaten mengalami peningkatan sebesar 2,92%, (3) Jumlah Tenaga Kerja yang bekerja di Sentra Batik Desa Jarum, Bayat, Klaten tahun 2009-2013 mengalami peningkatan sebesar 7%, (4) Area pemasaran oleh Sentra Batik Desa Jarum, Bayat, Klaten mencapai DIY, Solo, Semarang, Klaten sendiri, Pekalongan, Kalimantan, Sumatra, Bali, dan juga ke pasar internasional seperti Malaysia, Thailand, India, Jepang, Australia, Prancis, dan Amerika, (5) Laba yang diperoleh Sentra Batik Desa Jarum, Bayat, Klaten tahun 2009-2013 mengalami peningkatan sebesar 3,54%.

Kata Kunci: upah, omset penjualan, tenaga kerja, pemasaran, laba

ABSTRACT

TREND DEVELOPMENT OF BATIK CENTRE VILLAGE IN JARUM, BAYAT, KLATEN PERCEIVED FROM WAGES, TURNOVER, MARKET AREA, THE FORCE WORKER, AND OPERATING PROFIT FROM 2009 TO 2013

Andreas Frengki Wijayanto
Sanata Dharma University
Yogyakarta
2014

This research aims to determine trend development of Batik Centre Village in Jarum, Bayat, Klaten in terms of wages, turnover, market area, the force worker, and operating profit from 2009 to 2013.

This research is a descriptive quantitative research. The data were primary data interviews with saturated sample technique. There were 28 batik businesses as the population, and there were 23 batik business used as samples. Analysis of the data was squares trend analysis.

The results of this study are: (1) Wages received by Labor of Batik Centre in Jarum, Bayat, Klaten from 2009 to 2013 has increased to 4,56%, (2) The turnover has increased to 2,92%, (3) Numbers of Labor who work at Batik Centre in Jarum, Bayat, Klaten from 2009 to 2013 has increased to 7%, (4) Marketing area reached to DIY, Solo, Semarang, Klaten, Pekalongan, Kalimantan, Sumatra, Bali, and also to the international markets such as Malaysia, Thailand, India, Japan, Australia, France, and America, (5) Operating profit from 2009 to 2013 has increased to 3,54%.

Keywords: wages, turnover, labor, marketing, profit