



KOPIAH KERANJANG CRAFT DEVELOPMENT STRATEGY BASED ON LOCAL WISDOM IN GORONTALO DISTRICT

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istory:	Abstract:
<p>Received: 26th January 2022 Accepted: 26th February 2022 Published: 4th April 2022</p>	<p>The purpose of this study was to study the development strategy of the basket skullcap craft based on local wisdom in Gorontalo Regency. This study uses a qualitative method. Data collection techniques in the form of observation, interviews, and documentation. Technical analysis of data using data reduction, data presentation, and drawing conclusions. The population is Batulayar Village, Bongomeme Subdistrict and Pulubala Village, Pulubala Subdistrict in Gorontalo Regency. samples taken as many as 3 people / village. The results of this study indicate that the strategy for developing basket skullcap crafts based on local wisdom in Gorontalo Regency can be seen from: (1) The objective conditions of the craftsmen in general are the fathers whose jobs are garden farmers and housewives and teenagers. who dropped out of school. While waiting for the harvest, they also took time to work as basket skullcap craftsmen. The existence of the crab skullcap craft in the Gorontalo Regency community to increase the monthly income from the crab skullcap income, even then if someone orders the basket skullcap, if there is not, the basket skullcap will pile up and don't even make a basket skullcap; (2) Efforts are being made to enforce the regulation of PERDA NO. 17 of 2017 concerning the development of filigree handicrafts and basket skullcaps, collaboration with the government of the Ministry of Industry in each region, Cooperation with small industrial entrepreneurs and large industries, improving the quality of basket skullcap products in terms of designs, motifs and various models of choice, Improving the demand for materials as a very step-by-step basket skullcap material, and improve the knowledge and skills of craftsmen in every assistance; (3) The strategy carried out can be seen from several indicators that the innovation of the skullcap basket is really the result of creativity and the rest such as vision/goals, leadership, a solid team, and assistants who are said by the informant that they do not have a maximum strategy. Because the skullcap basket is only a home business and the marketing is only limited to ordering, if no one orders it then the skullcap will be piled up.</p>

Keywords: Development Strategy, skullcap basket and based on local wisdom

INTRODUCTION

Gorontalo Regency is one of the regencies in Gorontalo which has a lot of cultural diversity and natural resources that can be processed by the Gorontalo people. In Gorontalo Regency, there are many local residents who are craftsmen of various Gorontalo handicrafts as local wisdom and also unique and beautiful from nature and crafts. Crafts in Gorontalo Regency have been known since ancient times until now which has become a hereditary tradition from generation to generation today. The distinctive culture of Gorontalo Regency is very broad and deep, starting from science, belief, art, morals, law, customs, abilities and traditions that help each other as members of the community. Science, belief, art, morals, law, customs are potential crafts that need to be preserved and also developed for now and in the future.

Traditional crafts are in great demand by some Gorontalo people and are still maintained in order to preserve and develop ancestral traditions so that they become traditions that are passed down from generation to generation because the natural resources in Gorontalo have the potential to be used as community economic welfare. These traditional handicrafts, typical of the Gorontalo area, are made into hobbies or hobbies of people who have extraordinary skills. In addition, these handicrafts can also be used as a home industry business that has potential to be developed in these days. Traditional crafts in Gorontalo have limited participant capacity because not all people want to learn to become craftsmen. With the increasing demand and needs of the community and handicraft enthusiasts today, jobs are needed.

Then appreciate someone's work seen from the artwork they have, so that the government conditions what the community needs.

Various kinds of handicrafts typical of Gorontalo Regency in the form of traditional and modern woven, such as skullcap basket craft is one of the popular skills in Gorontalo Province since ancient times, until now it is still familiar in people's lives. Men's head coverings are generally made of velvet cloth decorated with various colors and the work is also processed by the factory so that it becomes a skullcap that is quite attractive to the public. This skullcap has been introduced including Gorontalo to be enjoyed by the public. Indeed, the use of skullcap cannot be separated from prayer activities and related activities from the traditions of each culture, because this skullcap signifies the characteristics of Muslims or Muslims.

However, it should be noted that over time, skullcaps created by the Gorontalo people that are unique and have natural and varied motifs, namely the typical Gorontalo basket skullcap made from woven mint or rattan trees. The skullcap means a head covering while the basket is a container. So the basket skullcap is a head covering in the form of a container which is usually made from woven plant fibers. Basket skullcap is a typical woven from the Gorontalo region known as upiya karanji, which is made from mint which is very wild and has the potential to be developed.

This condition gives rise to innovation and creativity in design so that they are able to compete in increasing production, models or types, shapes, including messages or identity symbols are inscribed on the basket skullcap craft. Thus the skullcap basket is a product that has value and uniqueness in characteristics so that it is believed to have quite promising market prospects. With the survival of the home industry for the skullcap basket, it indicates prosperity for the economic life of the craftsmen. The basket skullcap craft made of mint is a type of wild plant that grows in certain forests in Gorontalo Regency which has the potential to be developed. The raw materials are included in the Sub-district of Pelubala Dusun Diata, Rekso Village, Tibawa District and Paguyaman District.

Gorontalo Province Regional Regulation No. 4 of 2017 concerning Development of Karawo and Upiya Karanji Crafts. This Regional Regulation was established that karawo and upiya karanji crafts are cultural treasures originating from the creativity, initiative and work of the Gorontalo community that need to be maintained, empowered, fostered, preserved and developed as part of the national culture so that strategic efforts are made through conservation and management by Local Government and Community.

The implementation of this rule is to attract the attention of the community and uphold the value of local wisdom and provide job opportunities for the community to become a home industry business that is characteristic of the Gorontalo area. This means that this stipulated rule is full support for the community or craftsmen so that the skullcap basket is maintained and developed.

In addition to developing the typical basket skullcap craft of the Gorontalo region, the government also emphasizes to all officials, educators/PNS, village government and so on to be obliged to wear openwork cloth and basket skullcap when active in an agency and official activities as well as visits from outside. area so that people from outside think that this basket skullcap is very loved by the community and can maintain its own regional products.

Based on initial observations about the development of the skullcap basket in Bongomeme and Pulubala sub-districts, in general the condition of the most popular skullcap craftsmen are housewives who temporarily fill their spare time and wait for the corn harvest, as well as teenagers who drop out of school and fathers who unemployment. The work of the basket skullcap craft is a side job or home industry as a result of additional daily income and besides that the community wants to develop the typical basket skullcap craft of the Gorontalo area which has long been abandoned by the community.

With all the efforts made by craftsmen in overcoming the problem, namely collaborating with industrial entrepreneurs and collaborating with the government of the Ministry of Industry in Gorontalo Regency as well as designing strategies to develop a basket skullcap craft business, especially with the aim of increasing sales so that the basket skullcap craft develops. There are still many obstacles faced by craftsmen in developing basket skullcap crafts, one of which is mint material which is the main ingredient of basket skullcaps which are very difficult to find if they are sold very expensive.

Mintu tree is a wild plant in the forest. Previously, if there was no mint, rattan was the main ingredient for making basket skullcaps, but rattan is hard and brittle, so it has a very big difference from the mint tree, while mint, the tendrils of the mint tree look more flexible and bulky. contains water so it is suitable for weaving. Currently mint is very difficult to find and if there is it is sold very expensively by the public.

Economically, this mintu will soon disappear so that the basket skullcap craft will not develop and will even become extinct. Therefore, the community will lose the effort to sell basket skullcaps and the income from basket skullcaps will no longer exist and the producers will decrease.

Then socially, seen from the business they have, they will lose social status later on in terms of unemployment and job loss, because the basket skullcap craft has become a permanent job for out-of-school teenagers and unemployed fathers. So they will lose a job that is in their environment. Then viewed from the cultural side, so far the culture of the community has a lifestyle that is owned and the skills possessed by the community to love their own products are still lacking, many people only like products from outside the region and there is no desire to keep the basket skullcap craft growing. With the meaning of today's culture, there is no initiative and logical thinking that the basket skullcap craft will be maintained so that the basket skullcap continues to develop.

1. Research Focus and Subfocus

Based on the context of the research above which is the focus of benchmarks or the basis for conducting research, the researchers raised the title, namely "Strategy for the Development of Basket Skullcap Crafts based on Local Wisdom in Gorontalo Regency" has not developed in accordance with the government's expectations because the raw materials for basket skullcaps are very difficult to obtain when available in selling very expensive and the government's lack of attention in utilizing raw materials.

The sub-focus in this research are as follows:

- 1) How is the condition of the skullcap basket craftsmen in Gorontalo Regency?
- 2) What efforts are made by craftsmen in developing basket skullcaps?
- 3) What are the strategies used by basket skullcap craftsmen in developing basket skullcaps?

2. Research purposes

The research objectives to be achieved are as follows:

1. To find out the objective conditions in the field regarding basket skullcap craftsmen in Gorontalo Regency.
2. To find out the efforts made by craftsmen in developing basket skullcaps in Gorontalo Regency.
3. To find out the strategies used by craftsmen in developing basket skullcaps in Gorontalo Regency.

THEORITICAL REVIEW

1. Definition of Development Strategy

Development strategy is a comprehensive effort, which requires the support of top management planned in improving the effectiveness and health of the organization through the use of several techniques not forced to apply knowledge derived from the behavioral sciences of a person. Development strategy basically is a process that increases organizational activity by integrating individual desires in the growth and development of an organizational goal. The process is an effort to change in a planned, directed, by covering the system throughout the period of time. Then it will be related to the mission of the organization itself.

The development strategy is a goal that wants to increase the status, capacity, and resources which in the end will give birth to a different organizational posture in the future. So this development strategy will process to increase effectiveness in the organization.

According to Tony Hsieh 2019, as quoted from *entrepreneur* providing solutions to the community and the surrounding environment, to run a business is not enough with a single goal. However, it must have various development strategies in running the business. There are five development strategies in developing a business, namely: 1) Vision / Goals are important things for a business to have. For example, there is the ability to think that you can achieve something in the future, which means that someone really needs it. To stay realistic, adapt the vision you have with the team. Execute according to goals and jointly solve problems through efforts, such as implementing, participating and cooperating; 2) Innovation provides answers to problems that are in front of their eyes. For example, a technique for thinking can solve the problem to its roots. That way it will produce long-term solutions that can lead us to major changes to the problem. New innovations that are unique and liked by the community, so that they will print an unforgettable history for life, namely with the uniqueness of the product; 3) Leadership is a research field as well as a practical skill that includes a person's ability to manage an organization. The role of a good leader is also needed to be able to solve internal and external problems quickly; 4) A solid team can be the foundation in strengthening the team in building a business. In addition, it is also very important for us to read each person's personality from the beginning of the meeting, starting from the interview process. Find the motivation for the same vision in the prospective members to build a solid team; 5) Companion is a dream to realize one by one, it is important to unite and accompany the community. If the goal is to empower the community so that they can take advantage of today's superior innovations.

In addition to the explanation of the development strategy above, there is also a strategy for developing human resources in an organization in the current era of globalization. This development strategy is carried out by forming a team for quality with skills, work abilities, and one's work loyalty in an organization. The development strategy is not only through education but the development of skills, but there are many ways to develop it, namely as follows:

2. Basket skullcap crafts

The skullcap means a head covering while the basket is a container. So the skullcap basket is a head cover in the form of a container which is usually made from woven plant fibers. Basket skullcap craft made of mint is a type of wild plant that grows a lot in certain forests with potential to be developed.

The basket skullcap craft is a culture that originates from the creativity of the people of Gorontalo whose existence needs to be maintained, cultivated, fostered, preserved, and developed because the skullcap is part of the typical culture of the Gorontalo region. This basket skullcap is always growing from year to year. The development of traditional Gorontalo basket skullcap crafts without using sophisticated tools, and still using simple traditional tools such as small knives and cans lids with holes.

The basket skullcap craft is one of the popular skills in Gorontalo Province since ancient times, until now it is still familiar in people's lives and has even become a trend among the community and high officials. This condition gives rise to innovation and creativity in design so that they are able to compete in increasing production, models or types, shapes, including messages or identity symbols are inscribed on the basket skullcap craft. Thus the skullcap basket is a product that has value and uniqueness in characteristics so that it is believed to have quite promising market prospects.

With the survival of the home industry for the skullcap basket, it indicates prosperity for the economic life of the craftsmen.

There are several models of basket skullcap crafts typical of the Gorontalo area, which are as follows:

1. men's hat basket skullcap
2. skullcap basket model beach hat ,
3. Round model basket
4. Conventional model basket skullcap , and
5. Copy the souvenir basket.

3. Definition of Local Wisdom

Local wisdom is part of the culture that exists in society that cannot be separated from the community itself, this local wisdom can be said to be a value that exists in local wisdom in Indonesia and has been proven to play a role in determining or playing a role in the progress of the community.

According to Wibowo (2015:17). Local wisdom is the identity or cultural personality of the nation that causes the nation to be able to absorb, even cultivate culture that comes from outside other nations into its own character and abilities .

Based on the explanation above, the researcher can conclude that local wisdom is the effort of humans and people living on earth to behave and act to maintain their traditional culture by each individual. Local wisdom is an idea that arises and develops continuously in a society in the form of customs, rules/norms, culture, language, beliefs, characteristics and daily habits . So basically local wisdom teaches us to respect the local culture itself and learn to behave politely and speak the local custom.

RESEARCH METHODS

This research was carried out in Gorontalo Regency, especially in sub -districts , namely Bongomeme District and Pulubala District . The selection of this location was based on the consideration of the researcher because currently in the COVID-19 pandemic condition, the research object is limited, it is easy to interact with the sub-district government, craftsmen/entrepreneurs , and the community , and is relevant to the research objectives.

In the initial observations that researchers met in the field in Gorontalo Regency, especially in Bongomeme Subdistrict and Pulubala Subdistrict, the current skullcap skullcap has not developed because there are several factors that hinder the development of the skullcap skullcap, among craftsmen or entrepreneurs of skullcap skullcaps do not have a strategy in increasing sales influencing other people. to be interested in the skullcap basket. Then the material for the skullcap basket is very difficult to find by the craftsmen and so that the skullcap basket will be hampered from the ordering side.

The place of research is where research is carried out in collecting data, data collection in this study consists of (a) Observation and (b) Interview. This research took place in Gorontalo Regency, especially in Bongomeme Subdistrict and Pulubala Subdistrict, Gorontalo Province. The time carried out by the researchers was carried out from July to December 20 2 1 starting from 5 months, starting with initial observations.

This approach is a qualitative research so that the approach used is a phenomenological approach, from social phenomenological data can be collected in various ways, including observation, interviews, and documentation. In phenomenological research, it means looking for something in-depth to get a detailed understanding and will produce data in the form of words or words from people and observed behavior. *Indepth* also means going to something deep in order to get from what seems *straight-forward* is actually potentially more complete.

This method is to get a clear general picture of the problem under study, while the problem studied in this study is how craftsmen or home industry entrepreneurs apply strategies in developing a basket skullcap business from the sales side, and so on.

Referring to the qualitative research approach above, the reason for choosing a qualitative approach in this research is to gain more information and understanding of the development of basket - based coffee crafts . k earifan l okal .

The type of research used in this thesis is a qualitative research, the researcher seeks to find out the Strategy of Developing Basket Skullcap Crafts Based on Local Wisdom in Gorontalo Regency whether there is a strategy in developing the basket skullcap craft or there is no strategy.

According to Sugiyono (2012: 9), qualitative research methods are research methods based on the philosophy of positivism , used to examine the condition of natural objects. In this researcher as a locked instrument. The data collection technique is done by triangulation (combined), analytical and inductive, and the results of this qualitative research emphasize meaning rather than generalization.

The research procedure is the steps used as a tool to collect data and answer research questions, in the research procedure discusses data collection techniques, population and research samples.

The presence of researchers in Gorontalo Regency, especially in the two sub-districts, is known by the entire object of research. Researchers took the following steps: (1) finding out what various strategies were carried out by craftsmen in running the home business of the skullcap craft industry so that it developed or vice versa this basket skullcap did not develop, (2) asked for instructions or directions from the supervisor, (3) conduct initial observations in Gorontalo Regency, especially in two sub-districts regarding the current existence of skullcaps, (4) will then request research permission from the State University of Gorontalo, (5) then the permit letter is given to the Kesbangpol of Gorontalo Regency and given a copy at the sub-district office Bongomeme and the Pulubala sub-district office, (6) then made a

schedule of research activities, namely observation and interview schedules, the interview schedule was adjusted by mutual agreement, (7) then the last step, carried out data collection based on a mutually agreed schedule.

Seeing the steps above, the presence of researchers is very important in completing this research, because with the presence of researchers in the field, they can relate directly to informants and can collect data and can understand directly the conditions that exist at the research location. Researchers can understand and see the extent of the Development Strategy of Basket Skullcap Crafts Based on Local Wisdom in Gorontalo Regency.

The data collected is to support research, this data is in the form of an understanding of Development Strategy of Basket Skullcap Crafts Based on Local Wisdom . The data is actually data obtained from interviews and direct observations and obtained from sources, namely through observations and interviews of the Strategy for Developing Basket Skullcap Crafts Based on Local Wisdom in Gorontalo Regency.

Data sources consist of a) Primary Data which directly provide data are the sub- district government , craftsmen/entrepreneurs , and the community who are used as data sources. Primary data in this study can be obtained from interviews, observations and documentation on the Strategy of Developing Basket Skullcap Crafts Based on Local Wisdom in Gorontalo Regency. b) Secondary data is a source that does not directly provide data to the village government. For example, data compiled in the form of documents or drafts regarding appreciation to the community in the development of basket skullcaps in documentation research is a secondary data source.

In order to collect data, the researcher used the following data collection procedures: a) *Library Research* . A literature study is needed to obtain descriptions of other studies related to thesis research with a wider continuous dialogue about the research topic. A literature study in the context of thesis research is carried out by studying a number of literatures, journals, as well as academic papers and theses which are considered capable of providing a theoretical framework for this research. The research also studies the news that is in the mass media, both print media and online media. b) The observations that the researchers carried out in the field were by conducting initial observations in July 2021 in two sub-districts, namely Bongomeme District and Pulubala District, with the aim of obtaining the data that the researchers treated in this study. when the researchers arrived at the research location, they were warmly welcomed by the sub-district government, and then the researchers met with craftsmen and the community to explain the purpose and arrival of the researchers and the researchers immediately gave some questions about how the strategies used in developing the skullcap basket business were to develop. Then the researcher asked about the data of craftsmen in the sub-district as well as other questions related to the problem under study. And as a result, the researcher got some of the information that the researcher needed. c) Interview Researchers conducted direct interviews with the sub-district government, craftsmen and communities in the two sub-districts, namely Bongomeme and Pulubala. In connection with this, the researcher prepared a format or instrument to be interviewed in the form of questions that had a direct relationship with the problems studied, and the targets to be interviewed were the Bongomeme sub-district government and the Pulubala sub-district government. d) Documentation Study A large number of facts and data are stored in the material that forms documentation. Most of the available data is in the form of letters and photos and so on. The main nature of this data is not limited to space and time so that it provides an opportunity for researchers to find out things that have happened in the past. In detail, the documentation material is divided into several types, namely: autobiographies, personal letters, books or diaries, memorials, clippings, government or private documents.

In conducting this research, the researcher determines research questions that are relevant to the problem under study, while the questions that the researcher uses are twelve questions for 3 people in each sub-district. Furthermore, the researchers conducted an excavation of library data to prepare interview guidelines that would be used as a data mining tool to several informants from various backgrounds, which were deemed to be able to assist in completing research on the strategy of developing basket skullcap crafts based on local wisdom in Gorontalo Regency.

The interview process is in the form of interview questions, if the answers interviewed after being analyzed are not satisfactory, then the researcher will continue the questions again, to a certain stage, data that is considered accurate is obtained.

Checking the validity of the data can be done in several ways, including the following: a) Persistence of observation / increased dexterity is intended to find characteristics and elements in situations that are relevant to the problem being studied. Sugiyono (2013: 272) states that increasing persistence means making observations more carefully and continuously. The way to do this is to record the data and write it down in detail. b) Triangulation Sugiyono (2014: 273) explains that in testing the validity of the data in qualitative research methods using triangulation. Triangulation is a technique of data validity that utilizes something else in the data, for the purposes of checking or comparing the data. This triangulation is a triangulation of sources and methods. Triangulation of data sources means looking for the same data from various sources or comparing and checking back the degree of confidence in information using the same several sources, while method triangulation means finding data from different data sources using the same data collection method. c) Using Reference Materials in this research is also very necessary reference material as a supporter of the research. According to Sugiyono (2014: 275) what is meant by reference material here is the existence of supporters to prove the data that has been found by researchers. For example, data from interviews need to be supported by recording interviews. Data about humans or a description of a situation needs to be supported by photographs.

Research Stages: a) Stage Before Going to the Field includes determining the focus, adjusting the paradigm with theory, preparing research tools, including field observations and requests for permission to the subjects studied, consulting the focus of researchers, preparing research proposals. b) Field Work Stage includes collecting materials

related to the analysis of various Product Development Strategies Basket skullcap crafts As the Local Wisdom of the Gorontalo Community, Gorontalo Regency obtained by observation, interviews and documentation by direct observation. c) Data Analysis Stage includes data analysis both obtained through observation, documents and in-depth interviews with the community, village government, community leaders and the community. Product Development Strategy Basket skullcap crafts As Local Wisdom of the Gorontalo Community. and related parties, then interpreting the data according to the context of the problem under study, then checking the validity of the data by checking the source of the data obtained and the method of obtaining data that actually occurred so as to produce valid and accurate data. The process of determining to understand the context of this research is ongoing research. d) Report Writing Stage includes the activities of compiling research results from all series of data collection activities to giving meaning to the data.

RESULTS AND DISCUSSION

Based on the research findings, data and information have been obtained about the strategy of developing basket skullcap crafts based on local wisdom in Gorontalo Regency by interviewing the district government, craftsmen and the community. Research results are a very important part of the end of a research, there are several indicators to support the research, namely as follows:

1. Craftsman Objective Condition

In general, the condition of these basket skullcap craftsmen are fathers whose jobs are garden farmers and housewives and teenagers who have dropped out of school. While waiting for the harvest, they also took time to work as basket skullcap craftsmen. This basket skullcap craftsman has become a tradition of old people passed down from generation to generation who have skills in handicrafts typical of the Gorontalo region. This basket skullcap craftsman is a work passed down from their ancestors since 1975. The typical Gorontalo skullcap craft is located in Batulayar Village, Bongomeme District and Diata Hamlet, Pulubala Village, Pulubala District, Gorontalo Regency which has long been known by the people of Gorontalo Province. Making basket skullcap crafts in 1990 was only marketed around the market and received orders from consumers and shops.

Gorontalo Governor Rusli Habibie has seen the situation and condition of the basket skullcap craft which has the potential to be developed by the Gorontalo community so that he implemented new rules regarding basket skullcap crafts and filigree cloth. Regional Regulation (PERDA) of Gorontalo Province No. 4 of 2017 concerning Development of Karawo and Upiya Karanji crafts .

This Regional Regulation was established that karawo and upiya karanji crafts are cultural treasures originating from the creativity, initiative and work of the Gorontalo community that need to be maintained, empowered, fostered, preserved and developed as part of the national culture so that strategic efforts are made through conservation and management by Local Government and Community.

2. Efforts Made

- 1) Enforce the regulation of PERDA NO. 17 of 2017 concerning the development of filigree handicrafts and basket skullcaps,
- 2) Cooperation with government departments of industry in each region,
- 3) Cooperation with small and large industrial entrepreneurs,
- 4) Improving the quality of basket skullcap products in terms of designs, motifs and various models of choice,
- 5) Increase the mint ingredient as a very simple basket skullcap ingredient, and
- 6) Improve the knowledge and skills of craftsmen in each mentoring.

With some of the efforts that have been made at this time, the home business of the skullcap craft industry is showing maximum results, although it is not yet fully developed but has increased in terms of increasing sales. In terms of the price of the skullcap basket, there has been an increase in orders from outside the region and there has also been an increase in demand from ordinary people to high-ranking officials.

3. Strategy Done

a. Vision/Goal

The vision or goal in developing the home business of the basket skullcap craft industry that must be considered is to increase the sales of the skullcap basket. In general, to increase sales of skullcap baskets to find buyers, influence and provide instructions so that buyers can adjust their needs to the products of skullcap baskets offered and enter into agreements regarding prices, cooperation in developing the skullcap basket business. With this strategy, if done, the seller will increase so that this business will successfully develop.

The vision/goal in developing the home business of the skullcap craft industry is seen from the increase in sales of the craftsmen or entrepreneurs of the skullcap basket, because the marketing has reached out of the area and the price has gone up, so that the craftsmen get satisfactory results from the results of the skullcap basket business. Therefore, the basket skullcap from the marketing side has developed from the previous year where there was no selling price.

b. Innovation

Innovation is the renewal or introduction of something new about the product and providing new and better solutions, including the skullcap basket product, which is a creative idea to renew the skullcap and as a characteristic of the Gorontalo region. Developing a skullcap business that must be considered is a product that has a creative touch and a skullcap basket has a creative touch and this is one of the buyer's concerns about the quality and motives so that the business grows and attracts many buyers.

Basket skullcap craft made from mint is one of the handicrafts that has a pretty good appearance if the craftsmen have creative ideas to make basket skullcaps. Now, there are many kinds of skullcap designs, the designs of which have attracted the attention of the public, compared to the previous year, the skullcaps were not yet attractive. So this skullcap has a creative idea that is owned by the people of Gorontalo, so that the skullcap basket has become the attention of ordinary people and the government.

Then the product creation in terms of design, model and color of the skullcap basket which distinguishes it from other products is that the quality of the skullcap basket has two different types but remains the same in shape and manufacturing process, but the smooth skullcap has a long time and the rough skullcap is Code creation takes a very fast time. This quality depends on the community's order and also the motive for displaying differences that are not found in skullcaps other than Gorontalo basket skullcaps. This basket skullcap craft is only a skill possessed by someone whose hobby is weaving. For this reason, the quality of the skullcap basket depends on the interests of the people who want to wear it. Many of the skullcaps from outside are made with sophisticated machines and the motifs are also very good, but these basket skullcaps are woven using simple tools and display a quality that is very different from other products.

c. Leadership

Leadership is directing, fostering or managing, guiding and also showing or influencing. Leadership is one of the most important factors in an organization because the success of the business depends on how the leader goes through it, especially having a strategy that will succeed in developing the home business of the skullcap craft industry. In this case the skullcap basket business has a strategic plan so that the skullcap basket business develops, such as the findings that can be presented, namely especially craftsmen who currently do not have a strategic plan in running their business because they are only recipients of orders from several people who become suppliers of skullcap baskets. However, there are also craftsmen as basket skullcap entrepreneurs and of course have plans on how to capture wider marketing targets to all regions so that they are recognized by the Indonesian people and many enthusiasts such as skullcap products from other regions. However, there are still many entrepreneurs who do not have a very strategic plan so that the skullcap develops. Because in fact there are still people in Gorontalo who don't like skullcap baskets because they are very expensive and craftsmen also sometimes don't accept orders from industrial entrepreneurs who work with craftsmen. Then the material for skullcap baskets instead of mint is rarely sold and is difficult to find by the public. Therefore, craftsmen and entrepreneurs do not yet have a strategy in solving these problems, so it is said that the skullcap basket has not developed yet.

Then from the other side, communication skills are a barrier factor for craftsmen. The ability to communicate is a big obstacle for craftsmen or entrepreneurs of skullcap baskets, because this communication is the most important how the skullcap basket will develop. Good communication will produce perfect results, and it depends on someone how to communicate well with the community, colleagues and government. So, as a community, I assess that the craftsmen or home entrepreneurs of the basket skullcap industry have not mastered good or effective communication so that the skullcap basket has not developed like other products. To develop the skullcap basket, effective communication is needed, especially how the strategy is so that the skullcap basket develops throughout Indonesia.

d. Solid Team

A solid team is a group of individuals who can work together to achieve goals by using the skills and ideas of craftsmen or entrepreneurs in the basket skullcap craft industry. A solid team such as effective communication among colleagues or work groups in which to develop a skullcap basket business so that it grows throughout Indonesia. As the data found in the field that effective communication is not carried out by craftsmen and other work teams, in running a business one of the important things that must be considered is effective communication among colleagues so that the planned goals will be achieved according to the common goals. However, as I can see, they just ignore this effective communication so that between craftsmen, collectors, entrepreneurs and the government are not effective in communicating. And this is an obstacle in working together that communication cannot be received well between colleagues who work together in developing a skullcap craft business.

For example, between craftsmen, entrepreneurs and the community or consumers in ordering a skullcap basket. the public or the buyer ordered that it was not in accordance with what had been ordered, such as the quality of the skullcap basket was not liked and the number of the skullcap basket and so on. Likewise, entrepreneurs place orders that are not as expected, even though they have conveyed what they will order but the reality is not appropriate. This is an example of ineffective communication, the recipient of information does not match the information provider, so in fact it will be a misunderstanding.

e. companion

The skullcap basket business also requires mentors, coaching and mentors, for that a community empowerment program is needed to be implemented in every village because the village fund has included an empowerment program to help the community, but researchers saw and found findings about community assistance related to empowerment that had not been fully implemented. by the village government, such as the findings are community empowerment through assistance in improving abilities, attitudes and skills as well as providing independent motivation to craftsmen. This activity is carried out by the government of the Ministry of Industry of Gorontalo Regency in order to increase the insight of the people who have expertise in skills such as the craft of skullcap baskets. However, this activity is not effectively carried out so that many craftsmen do not know how to manage a skullcap basket business, therefore it is

necessary to have entrepreneurial knowledge provided by the government through community empowerment activities so that they can run their business well.

CONCLUSION

The objective condition of the craftsmen in general is the condition of these basket skullcap craftsmen whose work is a garden farmer and housewives as well as teenagers who have dropped out of school. While waiting for the harvest, they also took time to work as basket skullcap craftsmen. This basket skullcap craftsman is a hereditary job from their ancestors since 1975. The existence of the skullcap basket craft in the Gorontalo Regency community is to increase the monthly income from the income of the skullcap basket, and even then, if someone orders the skullcap basket, if not, then the skullcap The basket will pile up and don't even make the skullcap of the basket.

Efforts are being made to 1) enforce the regulation of PERDA NO. 17 of 2017 concerning the development of openwork crafts and skullcaps, 2) cooperation with the government of the ministry of industry in each region, 3) Cooperation with small and large industrial entrepreneurs, 4) improving the quality of the skullcap products in terms of designs, motifs and various the choice of model, 5) Improving the mintu material as a very step-by-step basket skullcap material, and 6) increasing the knowledge and skills of craftsmen in each mentoring.

The strategy carried out by craftsmen in running a home business for skullcap crafts, the researchers referred to the five indicators that became the sub-focus of the research, namely the strategy of developing basket skullcap crafts based on local wisdom in Gorontalo Regency which was obtained from interviews and observations where the development of basket skullcap crafts was based on wisdom. The local government in Gorontalo Regency has not yet fully developed because of the five indicators that are the sub-focus of the research, the researchers found that only the innovation of the skullcap basket was really the result of creativity and the rest such as vision/goals, leadership, a solid team, and assistants which the informants said did not have maximum strategy.

Therefore, technically, the skullcap basket craft developed by the community, especially craftsmen and the government does not yet have an optimal strategy in developing the home business of the basket skullcap craft industry, because the skullcap basket is only a home business and the marketing is only limited to ordering, if no one orders then skullcap will accumulate.

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