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PERFORMANCE ANALYSIS SALES OF KARAWO CRAFTSMANSHIPS TO EMPOWER THE COMMUNITY

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Abstract:
Community welfare continues to be promoted by the government in increasing economic income. In the period before the Covid-19 outbreak, the Government had taken concrete steps to strengthen the resilience of the national economy. One of the strategic steps to overcome the problem of economic inequality and social inequality is to encourage and develop MSMEs so that they can play an active role in the national economy. Even though they have a very important role in the Indonesian economy, MSMEs still face various problems. According to Rosid (2010: 15), in general the main problems faced by MSMEs in Indonesia are internal and external factors. Internal factors relate to aspects of lack of capital, limited human resources, weak business networks, and the ability to penetrate the market . Meanwhile, external factors relate to a business climate that is not yet fully conducive, limited facilities and infrastructure, regulations, short product life time , and limited market access . The main problem faced by MSMEs in Indonesia is that the sales performance of Indonesian MSME products is not optimal, both nationally and internationally.

Keywords: Empowerment , Community , welfare

INTRODUCTION

Industry anywhere basically trying to get profit . Profit can obtained through various strategies. One possible strategy used is with increase amount sales . With thus, become common thing _ when A company always endeavor increase amount the sales. Enhancement amount sale beside become matter important for company Because in a way direct can become indicator good company , also can become size performance his employees . Appropriate sales even exceed the target to be one base in giving salary and benefits others . On the contrary when sale decrease so will have an impact on decreasing trust in the company and of course the employees feel it too impact that . So that become matter absolute for A company increase amount the sales or at least in a stable position .

Maintain position sale very risky, esp faced with competition with other companies . Apart from the increasing number of consumers stressed number , competition between product very tight too . For That expected creation and innovation company for example in give birth to design and variety more view interesting and appropriate with need the consumer . Apart from that need done exploration invention consumer new to the market area increasingly widespread .

Ability promote goods to customers is A performance . This performance influenced by various factor . According to Kuncoro (2007 : 151) , performance is results work that is influenced by structure and behavior industry i Where results can be identified with big market domination or big profit something company in the something industry. More continued Kuncoro (2007: 182) as an example description performance industry with taking photos description performance on improvement power work , value add , and business unit .

Ferdinand (2000) stated that performance good marketing stated in three magnitude main that is mark sales , growth sales , market share , ultimately boils down to profit company . Sales performance regarding with growth sale (Baldauf, Cravens, Piercy, 2001; Ferdinand, 2002; Fahy, et.al., 2000) which is seen in (1) achieving sales targets , and (2) increasing average results sale annually .

Ferdinand (2004) states that measurement performance beneficial for the user For provide bait helpful feedback manager in identify problems and help the solution . Apart from being bait return , measurement performance is also useful for k do monitor, as tool communication , and as base reward system .

Sales, share Businessman Karawo also became matter important as company other fields of view importance sales . Karawo is wrong One craft a community with great potential in Gorontalo Province . Based on report to Bank

Indonesia (Data Report; 2011:8) that : (1) K arawo own uniqueness and distinctiveness product , as one product craft originally from Gorontalo ; (2) development cluster Karawo No only give mark economical , but also rewarding to mark culture (preservation culture local) ; (3) a danya support The government and people of Gorontalo for preserve and develop product typical of Gorontalo; (4) Government Gorontalo Province has register For obtain patent rights as originating product from Gorontalo ; (5) K arawo give field relative work more big in form congested works ; (6) K arawo give addition income House stairs ; (7) u sah This can also be done as business mother 's side House stairs at the time free , (8) potential development production still in progress Enough big remember business This relatively easy lowered or taught to circles students and generations young , and (9) product market potential still embroidered Enough large , especially outside the Gorontalo area.

Pay close attention exists potency Karawo in Gorontalo Province and in effort develop sector MSMEs , then Government Gorontalo Province and Bank Indonesia Gorontalo Province have set development policies /programs business craft K arawo with various leading financing model development craft K arawo , which aims For create opportunity and field work , improve income society , income regional and national , improve income foreign exchange , introduce and utilize beauty and culture region and so on .

Karawo developing in Gorontalo Province, especially in location development craft Karawo in Gorontalo Province . This thing seen in report achievement i main performance indicators 4.4 in 2012 , increase performance The Bank Indonesia Gorontalo Representative Office cluster is focused on the region Gorontalo Regency , Gorontalo City, Bone Bolango Regency , Regency Pohuwato , and North Gorontalo Regency .

Manufacturing process embroidery karawo basically need at least three Skills main ie Skills creating motifs, skills in slice material cloth , as well Skills embroider . Of three Skills main that , energy work involved in the production process in general only have Skills in slice materials and embroidery . Workers who have Skills in making motifs is still very limited even Can said to be very rare . Limitations This make the motif used on the product embroidery in general relatively

Based on the description above, what is meant by performance sale is results mark sales , growth sales , and the portion of the market that is influenced by structure and behavior industry Where results finally the size market domination or big profit something company in in something industry .

RESEARCH METHODS

This research method; using survey methods, with a descriptive quantitative research approach. The research took place in Gorontalo Province, namely at the business premises of Karawo craftsmen, which includes 1 (one) city, namely Gorontalo City, as well as 4 (four) districts , namely Gorontalo Regency, Bone Bolango Regency, North Gorontalo Regency, and Pohuwato Regency. The type of population members is considered homogeneous, namely all Craftsmen Karawo who has attended training carried out by Bank Indonesia, the sample was determined using Proportional Random Sampling. Sampling in proportion was carried out by taking subjects from each stratum or each region determined to be balanced by the number of subjects in each stratum or region (Arikunto, 2006: 92) . Amount sample determined with use Slovin's formula , namely :

$$n = \frac{N}{1 + N(e)^2}$$

Information:
n = Number of S samples
N = Number of P population
e = Error (% that can be tolerated against the inaccuracy of using a sample as a substitute for the population) this writing, an error of 5% is used so that the sample size can be calculated as follows:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{294}{1 + 294.(0{,}05)^2}$$

$n = 169{,}45$ or rounded to $n = 170$

By using the Proportional Random Sampling technique , the sample size was 170 respondents.
Next, to determine the number of samples in each sub-population, use the proportional allocation formula by Harun Al Rasyid (1994):

$$n_i = \frac{N_i}{N} \times n$$

Information:
n_i = sample size in the ith sub-population (Regency/City);
N_i = number of members in the ith sub-population (Regency/City);
N = total population

n = number of samples
Data collection technique; carried out using a questionnaire arranged in statement items that are built based on theoretical foundations or indicators for each variable to be measured in this research, namely: sales performance

RESULTS AND DISCUSSION

The research results explain that the research measurements; includes explanation; description of research data, analysis testing and hypothesis testing.
Data Description; collected in the research includes sales performance data in the early period before the new normal, through the results of testing research instruments and the results of statistical descriptive analysis for sales performance indicators and variables, presented in table 4.1 below:

Table: 1
Variable Research , Theoretical Score , and Research Result Score

Research variable	Σ Item	Theoretical Score		Research Results Score	
		Lowest	Highest	Lowest	Highest
Sales performance	11	11	55	20	53

Sales Performance Variables

Data processing uses descriptive statistics, with an approach Grouped data shows that the data is distributed in 9 groups. The largest data frequency is in the fifth data group (36-39) at 17.65 % .
The data centering value shows that the average value (Mean) is 36.45 with median (Me) = 37.00 and mode (Mo) = 38.11 .
A complete description of sales performance data is as shown in Table 4. 2 and Graph 4.1 below:

Table 2
Frequency Distribution of Sales Performance Scores

No.	Class Intervals	Frequency Absolute (f)	f Cumulative	Frequency Relatively (%)	% Cumulative
1	20–23	12	12	7.06	7.06
2	24–27	15	27	8.82	15.88
3	28–31	26	53	15.29	31.17
4	32–35	25	78	14.71	45.88
5	36–39	30	108	17.65	63.53
6	40–43	27	135	15.88	79.41
7	44–47	20	155	11.76	91.17
8	48–51	10	165	5.88	97.05
9	52–55	5	170	2.94	99.99
Amount		**170**		**100**	

Graph 1
Distribution of Sales Performance Scores

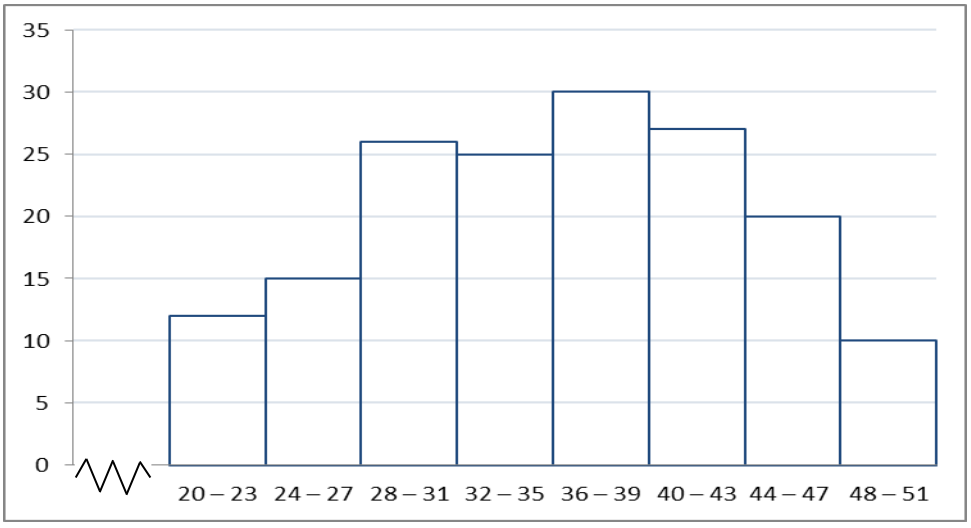

Table 2 and Graph 1 above shows that the frequency distribution of sales performance variables tends to be a symmetric curve. This is indicated by the presence of median and mode prices that are close to the average.

Discussion of sales performance research will be better for new normal conditions, as in previous conditions; can be supported by; The dimensions of attitudes, values and willingness are believed to encourage identifying new market opportunities and improving performance. This is in line with the research results of Notoadmojo (2003: 20) explaining that training is a conscious effort to equip trainees to increase their knowledge, attitudes and skills for work carried out in an organized manner outside the formal education system in improving performance.

Based on interviews with Karawo MSME responses Gorontalo , researchers found that it is important to have an attitude of value and a willingness to do something believed to encourage identification of performance improvements . This was conveyed by one of the Karawo Craftsmen in the Village Padebuolo Gorontalo City :

"We are diligent in developing the Karawo MSME business starting with the courage and determination to try, by trying new things, by prioritizing attitudes, knowledge values and skills in the form of training , participation, willingness, wanting to achieve the most important hopes and values, not only maximum profit target, but we prioritize quality and innovate and diversify products through integrated training and for me training is very important to produce good quality products in shapes, models and packaging that suit customer needs, and we dare "We accept orders beyond existing capacity, usually these orders come from consumers from local Gorontalo Province and outside Gorontalo (Jakarta, regional Sulawesi and Java)."

The meaning that can be explained is , that by seeing the opportunity to do what is based on the attitude of courage taking the risks that Karawo Gorontalo MSME actors have , will ultimately result in increased sales performance in the new normal period will be the same as the pre-pandemic period, it will even increase more, if during the new normal period the workers improve their performance even more. through participation they in follow training .

The results of this research strengthen and are consistent with previous research conducted by several researchers, namely: Ruky (2001); performance management systems and Hasibuan (2001) human resource management greatly determine individual and institutional performance. This research also supports the findings made by Webster et.al. (2005) which places more emphasis on performance is determined by the number of participation numbers, attitudes, values and willingness. is an important factor that Karawo MSME managers must have by paying attention to business growth. This means that implementing participation in good training can increase business growth and provide opportunities for MSMEs to improve business performance in this new normal era.

The findings of this research are different from research by Rahmat (2009: 18) which examined participation in training by looking at the dimensions of attitudes, values and skills given to students with the specific aim of improving performance. The results did not show significant results.

CONCLUSION

Referring to the theoretical support and empirical studies above, the results of the research findings when applied by the managers/owners of Karawo MSMEs in Gorontalo in an effort to improve business performance, in the new normal period; So what needs to be done is to implement a good strategic orientation to improve the performance of small and medium enterprises through training programs by implementing new behavioral norms; namely, business people must have courageous behavior in taking risks, making changes by trying new things, and exploiting innovative behavior in gaining competitive advantage, creating new technology, and being proactive in monitoring the business environment. Thus, participant participation in training can have an impact on: (1) achieving sales targets, (2) increasing average annual sales results, (3) increasing the number of customers, (4) controlling the market, and (5) increasing business profits.

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