



Strategy for Developing UMKM Woven Bag Crafts to Improve The Economy of the Community of Ngadisanan, Sambit, Ponorogo

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Article Info	Abstract
<p>Article history: Received June 7, 2023 Revised July 1, 2023 Accepted August 27, 2023 Available online September 15, 2023</p> <p>*Corresponding author email: sari33053@gmail.com</p> <p>Keywords: Development, Economy, UMKM Woven Bag Crafts.</p>	<p>MSME development strategy for woven bag crafts. MSME players have carried out quite good development strategies. The product strategy used is of high quality in terms of ingredients. Sales strategy with social media <i>online</i> and <i>offline</i>. The market strategy implemented is comprehensive among Indonesian society. The distribution strategy uses JNE, J&T and COD delivery services. Sufficient capital, skilled and educated workforce, sufficient education, sufficient experience, productive age can all be used as supporting factors by woven bag MSMEs and the inhibiting factors that influence woven bag craft MSMEs in Ngadisanan Village are one of them. is price competition between MSME players crafting woven bags from outside the city, causing a decrease in income. The impact of the woven bag craft MSME development strategy has had positive and negative impacts on MSME actors and the community of Ngadisanan Village.</p>
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INTRODUCTION

Indonesia has experienced an economic crisis which caused the collapse of the national economy. Many large-scale businesses in various sectors including industry, trade and services experienced bottlenecks and even stopped their activities in 1998. However, Micro, Small and Medium Enterprises (MSMEs) were able to survive and recover the economy amidst the downturn caused by the crisis. monetary in various economic sectors. The existence of Micro, Small and Medium Enterprises (MSMEs) at this time cannot be eliminated or avoided by the people. MSMEs have a strategic role in the nation's economic development. In economic growth and employment, businesses such as. This also plays a role in distributing the results of development. The MSME network is very broad, circulating to various corners of the country and bringing to life the potential of the community. Micro, Small and Medium Business Activities (MSMEs) are one of the business fields that can develop and be consistent in the national economy. MSMEs are a good forum for creating productive jobs. MSMEs mean businesses that are labor intensive, do not require exclusive requirements such as education level, worker

expertise, and use quite a bit of business capital and the technology used tends to be simple.

The existence of MSMEs has quite broad consequences if their potential can be optimized. Apart from being able to absorb more workers, MSMEs are also able to become a tool for alleviating poverty. As independent businesses, MSMEs can carry out their business activities whether they experience profits or losses. The MSME sector on the economy has a very large effect. This influence can be observed from the characteristics of the MSME sector itself, as follows: capital does not need to be large, it can be done anywhere, the market taken starts from the surrounding area, simple management system, simple production system, use of simple technology and can absorb large amounts of work energy. The government should be able to utilize these advantages in developing citizens through MSMEs.

MSMEs are independent productive business units, which are carried out by individuals or business entities in all economic sectors. In principle, the distinction between micro businesses (UM), small businesses (UK), medium businesses (UM), and large businesses (UB) is generally based on the initial asset value (excluding land and buildings), average turnover per year, or the number of permanent workers. According to Rudjito, MSMEs are businesses that help the Indonesian economy, because through MSMEs they will create new jobs and increase the country's foreign exchange through corporate taxes.

One of the MSMEs in Ngadisana, Sambit, Ponorogo is woven bag crafts which is one of the MSMEs in Ngadisanan, Sambit, Ponorogo. This woven bag craft is very popular among the Ngadisanan people, especially housewives, to fill their free time and increase their income. Even though these woven bags are well known and many people make these woven bags, the income they get is not satisfactory, meaning the profits they get are still small. Even though here the woven bags already have support from the village and have been marketed via social media, they have not been able to increase the income earned.

Some craftsmen do not market their own products because they do not have social media, only some have social media. The mothers who took part in the work of making woven bags were only half finished and there were also mothers who made their own woven bags had to buy their own materials from collectors and later they would sell them to collectors again, therefore to increase

Increasing income is still difficult and there is also competition from outside the city, which causes a decrease in income because orders from customers are decreasing and prices that were initially high have fallen. According to field observations, many people are interested in woven bag crafts, especially mothers, but not all mothers have their own craft businesses, they work with collectors. The marketing system is not optimal and limited, some craftsmen can only sell to collectors so this causes the income they get to be still not satisfactory and there is competition from outside the city which causes income to fall and the village has also helped market the woven bag crafts but has not been able to increase the economy of MSME actors.

Strategy is a common vision that unites an organization, provides a consistent reference in decision making and will keep the company moving in the right direction. Strategy is the process of determining plans by top leaders that focus on the long-term goals of the organization, accompanied by developing a method or effort on how to achieve these goals. Strategy here is very necessary so that every activity can be organized and can facilitate the implementation of the mission to achieve the goal. The benefits of the strategy are:

1. Financially, businesses that use strategic management concepts show significant improvements in sales, profitability, and productivity compared to companies without systematic planning activities. Companies with planning systems show better long-term financial performance than their industry.
2. Non-financial benefits, increased awareness of external threats, better understanding of competitor strategies, increased employee productivity, reduced reluctance to change, and better understanding of the correlation between performance and rewards are other benefits of strategy. With the above problems, researchers are interested in conducting research entitled "Strategy for Development of Woven Bag Craft MSMEs to Improve the Economy of the Ngadisanan, Sambit, Ponorogo Community".

METHOD

Data and Data Sources

The data and data sources needed by the author to solve the problem which is the main topic of discussion in preparing this thesis are:

1. Data on the development strategy for Woven Bag Craft MSMEs on the community economy in Ngadisanan Village, Sambit District, Ponorogo Regency.
2. Data on supporting and inhibiting factors for the development strategy of Woven Bag Craft MSMEs on the community's economy.
3. Data about the impact of the Woven Bag Craft MSME development strategy on the community's economy.

The data sources needed in the research were obtained directly from the original sources. In this research, it was obtained directly from sources through interviews with related parties, namely the perpetrators and owners of Woven Bag Craft MSMEs in Ngadisanan Village, Sambit District, Ponorogo Regency.

Data collection techniques

In this research, the researcher uses the interview method as a technique for collecting data and information if the researcher wants to conduct a preliminary study to find problems that must be researched, and if the researcher wants to know things from respondents in more depth and the number of respondents is large or small. . Researchers conducted interviews with MSME owners of woven bag crafts in Ngadisanan Village, Sambit District, Ponorogo Regency.

Data processing techniques

Data processing in qualitative research emphasizes inductive analysis, not deductive analysis. The data collected is not to support or reject research hypotheses that have been formulated as in quantitative research, but abstractions are arranged as specificities that have been collected and grouped through a data collection process that is carried out carefully and in depth. The theories that will be found in qualitative research are obtained in the study field based on data obtained separately with various evidence collected and related to each other. Researchers collected all the results from interviews with woven bag craft MSME owners in Ngadisanan Village, Sambit District, Ponorogo Regency.

Data analysis technique

The data analysis method used is a method that is appropriate to this research, namely descriptive. So the data analysis that the author uses is qualitative descriptive data, where after the data is collected, it is analyzed qualitatively and then described in the form of a description. After the collected data has been analyzed, the author describes the data using descriptive analytical methods, namely by presenting the required data as is, then analyzing it so that it can be arranged based on the needs required in this research. So, the data in this research is analyzed descriptively analytically, namely a way of writing that prioritizes observing symptoms, events and conditions of problems that occur according to facts in the field. After that, summarize, choose the main things and focus on the important things. The next step is to analyze the data and draw conclusions regarding the strategy for developing woven bag craft MSMEs to improve the economy of the people of Ngadisanan, Sambit, Ponorogo.

RESULT AND DISCUSSION

Woven Bag Craft MSME Development Strategy for the Community's Economy

According to Karyoto, the business development strategy is to improve business activities such as product strategy, sales strategy, market strategy and distribution strategy. MSME actors crafting woven bags in Ngadisanan Village, Sambit District, Ponorogo Regency have fulfilled all business development strategies according to Karyoto.

Product Strategy

Product strategy is a way for a company to be placed in a competitive position over its competitors, because the right product strategy can create conditions for the product being marketed to sell its products. Based on the results of interviews with informants regarding this matter, it can be seen that the product materials used by Murtini are apparently in accordance with the product strategy, because the products used are of good quality and are good. This aims to ensure that consumers or customers continue to choose products from Bowo Bag.

The product strategy carried out is not in accordance with consumer desires, therefore *Devi dicomplain* by these consumers because the product ingredients do not match the consumer's wishes, so for the product ingredients, *Devi* follows what the consumers ask for so that they do not switch to another product. As a supplier and

provider of materials for woven bag products, Istanti provides quality materials so that consumers and customers are not disappointed, this is in line with the product strategy implemented. Even though as a supplier, Istanti advises other craftsmen to use quality product materials so that their consumers are not disappointed with the products they buy.

From the results of the interview above, it can be said that the MSMEs crafting woven bags in Ngadisanan Village, Sambit District, Ponorogo Regency, the craftsmen use quality product materials to suit consumer desires. This also aims to attract the attention of consumers to buy their own woven bag products. Because quality influences price, if the product ingredients are quality and consumers like it, they will come again and buy the same product again.

Sales Strategy

Sales strategy is a company's plan for a product and service sales system to increase profits. A well-designed sales strategy can help a company achieve impressive sales growth. In implementing a sales strategy, you must understand how to convey products to consumers so that consumers are able to buy our products. Based on the results of interviews with informants, it can be seen that her sales strategy uses social media, according to her, by using social media Devi can sell her products online.*online* because now many people use social media. That way Devi can make a profit from sales*online*. The sales strategy carried out by Istanti is online and offline.

Sale*online* using social media such as Instagram, WhatsApp groups, Shopee and Tik Tok then to*offline* You can come directly to the house for those who don't have social media to sell their products because Istanti is a collector and later their products will be sold online.*online*. For sales via Shopee, if anyone wants to buy, they must *Pre Order* (PO) and via Tik Tok you can buy directly because on Tik Tok the sales are live and there will be a discount for postage. Murtini also, like the others, sells his strategy through social media such as Instagram, WhatsApp and Tik Tok, and for purchases he can make direct purchases during the live event and later there will also be a discount on shipping costs. From the results of the interview above, it can be said that these MSME actors have used sales strategies with social media (*online*) for product sales and some are sold directly to collectors because they don't have social media (*offline*). The social media used to sell products are Instagram, Facebook, Whatsapp, Shopee and Tik Tok. Orders via Shopee must *Pre Order* (PO) first, which is different from Tik Tok, if via Tik Tok you can buy directly via live Tik Tok and usually the seller gives a discount on shipping costs. The aim of this sales strategy is that woven bag craft MSMEs must really understand how to convey their products to consumers so that consumers are interested in buying the products being sold. So MSMEs who craft woven bags are able to carry out sales strategies aimed at introducing their products to consumers.

Market Strategy

Market strategy is a way of marketing a product so that the product can be known among consumers, with the expected goals, namely knowing the characteristics of the product you want to sell and its target market, knowing the value of the product for

buyers and determining prices in accordance with market segmentation, knowing the right promotional strategy. to market products, and know where to market the products to be sold and the distribution system. Based on the results of interviews with informants, it can be seen that the market strategy used by Istanti is a market strategy which aims to introduce its products to all levels of consumers. The market strategy implemented by Istanti has reached outside Java, namely Papua, Kalimantan, West Nusa Tenggara, Riau and Bali. So for this market strategy the main target is for all levels of Indonesian society, so that they can use and have woven bags made by MSMEs who craft woven bags in Ngadisanan Village. Devi's market strategy also aims to introduce her products to consumers. The market strategy is still within the scope of Java Island and has not been able to reach outside Java Island. The market strategy used by Murtini is to look for places that really need these woven bags so that this market strategy is right on target. Murtini uses this market strategy so that consumers from Java and outside Java can use and buy the woven bag products he makes.

From the interview above, it can be said that the market strategy carried out by MSMEs in woven bag crafts is aimed at introducing the product to consumers and that consumers in all circles can use and own woven bag products. Therefore, this market strategy has reached outside Java, such as Papua, Kalimantan, West Nusa Tenggara, Riau and Bali. Although there is one MSME player whose market strategy is still on the island Java such as East Java, Central Java and West Java. So, in this market strategy, woven bag craft MSMEs have been able to carry out a market strategy to all levels of Indonesian society, so that consumers can get woven bags from woven bag MSMEs in Ngadisanan Village.

Distribution Strategy

Distribution strategy is a way to disseminate products and services to end users. This distribution strategy is concerned with determining the distribution channels used by the company to deliver its goods and services to customers. In the distribution strategy there is something called the ordering process and ease of obtaining products to make it easier for consumers to buy. Based on the results of interviews with informants, it can be seen that the distribution strategy carried out by Istanti is by using JNE and J&T delivery services for delivery. With this distribution system, MSMEs can sell their products to consumers and consumers themselves can buy and obtain their products.

The distribution strategy used by Murtini is that the distribution has reached outside Java. Murtini also implemented a distribution strategy outside Java and to other parties *reseller* who are outside the city, for delivery Murtini uses JNE and J&T delivery services and if the distance is too far, you can go directly *Cash On Delivery* (COD). In the distribution strategy, it turns out that there are also obstacles faced, such as not being able to distribute overseas because we don't yet have a patent for the product and currently the patent registration process is still ongoing. Devi's distribution strategy is delivery via J&T and JNE offices and the distribution has not yet covered all of Indonesia, only in East Java, Central Java and West Java because her business is just starting out. From the interview above, it can be said that the woven bag craft MSMEs still carry out

distribution strategies in Indonesia. The problem with the distribution strategy of woven bag craft MSME actors in Ngadisanan Village, Sambit District, Ponorogo Regency is that they are currently unable to distribute abroad because they do not yet have patent rights and official permits and currently bag craft MSME actors are still in the process of registering for product patent rights. . Product delivery uses JNE and J&T delivery services and also directly *Cash On Delivery* (COD). So, MSME actors have been able to carry out distribution strategies to consumers, where MSME actors carry out distribution strategies by sending via JNE and J&T delivery services and some also directly *Cash On Delivery* (COD) agar makes it easier for consumers to get woven bag products.

From all the interviews above, it can be concluded that woven bag craft MSMEs have implemented quite good development strategies. MSME players who craft woven bags have been able to carry out product strategies, because quality influences price, if the product material is quality and consumers like it, they will come again and buy the same product again. In the sales strategy, woven bag craft MSMEs are also able to do this because these MSMEs have used sales strategies using social media to sell their products and some are directly sold to collectors because they do not have social media (*offline*). You must order via Shopee *Pre Order* First of all, it's different from Tik Tok, if you go through Tik Tok you can buy it directly via live Tik Tok and usually the seller gives a discount on shipping costs. Not only that, MSMEs who craft woven bags are quite good at implementing market strategies among all levels of Indonesian society. The market strategy has been implemented throughout Java and outside Java, this aims to ensure that all levels of society in Indonesia are able or able to use woven bag products from MSMEs in Ngadisanan Village. MSME actors who craft woven bags have also been able to carry out distribution strategies almost throughout Indonesia. The aim of these MSME actors is to carry out a distribution strategy because they want to make it easier for consumers to get their products by carrying out the delivery process via JNE and J&T so that they arrive at their place more quickly. consumers and some directly *Cash On Delivery* (COD).

Supporting and Inhibiting Factors for the MSME Development Strategy for Woven Bag Crafts on the Community's Economy

Supporting Factors

Sufficient Venture Capital

According to Adler, business capital is the funds used to run a business. Business capital can also be interpreted from various aspects, namely capital for opening a business for the first time, capital for expanding a business and capital for running a business on a daily basis. Based on the results of interviews with informants, it can be seen that the business capital spent by Murtini was around Rp. 2,150,000, because it was still early days

of opening, this capital was used to buy materials to make woven bags. So, here Murtini has not yet recruited employees because he is still just starting his business.

When Devi first opened the business, the capital spent was Rp. 2,000,000 of this capital is used to purchase materials for the products. With capital of Rp. 2,000,000 Devi hopes to be able to develop her business but with capital of Rp. 2,000,000 turns out to be insufficient to buy woven bag materials because the price has increased. The business capital spent on Istanti's woven bag business is IDR. 4,500,000 because apart from buying materials to make your own woven bags. Istanti also stocks materials for woven bags if there are other woven bag craftsmen who need them. So craftsmen don't need to go all the way to town to buy woven bag materials.

From the interview above, it can be said that woven bag craft MSME actors, woven bag craft MSME actors have different business capital from other MSME actors. Murtini with capital of Rp. 2,150,000 to be used as initial capital for her business, then Devi with capital of Rp. 2,000,000 turned out to be not enough and was still insufficient because the price of woven bag materials rose and Mrs. Istanti with capital of Rp. 4,500,000, because Istanti is a provider of raw materials for making woven bag crafts so that other woven bag craft MSMEs do not have difficulty finding the materials and do not need to go to the city, with this the capital spent by Istanti can return and make a profit . With business capital between Rp. 2,000,000 – Rp. 4,500,000, it turns out that it does not meet the criteria for micro, small and medium enterprises (MSMEs), but the capital used is from the funds they own. So, the business capital here is not yet able to cover all needs but can only be used to buy woven bag materials because the amount of capital owned is limited and the capital used is personal money.

Educated and skilled workforce

According to Devi Rahayu, labor is every person who is able to do work that produces goods or services, either to meet their own needs or those of the community. Trained and educated workers already have expertise and skills in their field. Based on the results of interviews with informants, it can be seen that apart from Devi there are 2 workers who work in her woven bag business. Devi recruits workers from relatives and closest neighbors who are truly skilled and skilled and are able to innovate in the future for the progress of Devi's business. There are 2 workers who work with Murtini and Murtini plans to recruit 2 more workers. The workers who work in Murtini's woven bag business are skilled and educated because they have attended training at the Ngadisanan Village Hall, but are not yet able to set up their own business. Istanti's woven bag craft business has 2 workers apart from her own family. There are employees who work in Istanti's woven bag craft business who are skilled and skilled and able to innovate, but there are also those who are not yet skilled and skilled because they don't have experience, so these employees learn while working.

From the interview above, it can be said that the woven bag craft MSMEs have been able to find educated and skilled workers to serve as supporting factors. The average workforce has 2 employees, these employees are taken from relatives and neighbors who are experts, skilled and able to innovate for the future. So, the workforce in this woven

bag crafting business meets the criteria, because the woven bag crafting MSMEs and employees are able to innovate and can produce additional goods and money.

Sufficient Education

Education is a form of assistance or guidance provided by people who are capable, mature and have knowledge of the development of other people to reach maturity with the aim that the person being educated has sufficient skills to carry out all their life needs independently. Educated education is able to strengthen innovation abilities and increase one's creativity. Devi's last education was high school, but she was able to set up her own business and was able to open job vacancies for other people who needed work.

Istanti's last education was high school, even though she only graduated from high school, Mrs. Istanti was able to set up her own business and can now develop and become a supplier for other MSMEs. Murtini's last education is high school, even though Mrs. Murtini only graduated from high school, she can open job vacancies for those who need work.

From the interview above, it can be said that woven bag craft MSMEs have been able to open their own woven bag craft business even though their last education was only high school or equivalent. This educated education is able to strengthen innovation abilities and increase the creativity of woven bag craft MSMEs so that they are able to open job vacancies for other people who need work, so this can be said to be a supporting factor for woven bag craft MSMEs.

Enough Experience

According to Syaiful Sagala, experience is the key to the human concept of everything. Experience is a reality that has penetrated and developed a person. Sufficient work experience means having previous work experience and skills and knowledge. Based on interviews with informants, it was found that the experience of woven bag crafting MSMEs and employees takes an average of around 4 - 6 months before they can understand the techniques for making good, nice and neat woven bags. Experience of understanding and innovation. This depends on whether the individual is quick to respond or not in weaving this woven bag. Murtini's experience of learning to make woven bag crafts took approximately 5 months and she learned it during training at the Ngadisanan Village Hall with other mothers. In the end, Murtini was able to open her own woven bag craft business and was able to market it on social media. Devi's learning experience is approximately 6 months, she also studies like other mothers at the Ngadisanan Village Hall. Devi's goal in learning to make woven bags is to fill her free time, namely to open a woven bag business to help her family's economy. Eka's learning experience was 6 months at Murtini's house, where Eka studied while working. Because according to him, learning while working also has benefits for him, namely understanding how to weave bags and being able to earn extra money.

From the interview above, it can be said that MSMEs who craft woven bags are in accordance with the theory explained by Syaiful Sagala. The average experience in learning to make woven bags is 4 - 6 months depending on the individual, whether they are able to master the knowledge or not, are skilled or not. Experience here is very

important because experience can increase the skills of woven bag craft MSMEs to innovate and work in the future so that their business can continue to grow. So, MSMEs and employees have different experiences, but it doesn't matter how much experience they gain from learning to make woven bags, because here what is seen is whether they are capable of making woven bags or not. MSME players and employees are able and able to create new innovations from previous learning experiences in making woven bags.

Productive Age

Productive working age can be interpreted as everyone who is looking for work, currently working, to someone who has not yet found a job. Productive age is the age at which a person is basically able to work and earn their own income. This productive age category itself is aged 15 – 65 years. Based on interviews with informants, it was found that the average age of woven bag craft MSMEs and workers is around 26 - 50 years. Most of those who work in woven bag crafts are housewives who already have children. Istanti's age is 40 years and the employees are around 28 - 30 years old. Like the others, most of those who work are housewives because this work is used as a side job. Devi's age namely 35 years and the employees are around 26 – 30 years old because those who work are housewives. Devi is looking for a younger age to help her market her products on social media and understand how to use social media.

From the interview above, it can be said that the woven bag craft MSMEs have entered their productive age where the average age is 26 - 50 years and most of them are housewives who work because their aim is to earn extra money in their household and be able to increase their skills. to the future. So, with an average age of 26 – 50 years they are still able to work and can earn extra money and this is still considered a productive age at work.

Inhibiting Factors

According to Sayid Abas, there are several factors that cause failure in running a business, namely inadequate market knowledge, incorrect product performance, ineffective marketing and sales, not being aware of competitor pressure, product obsolescence that is too fast, and the wrong time to start a business. . Based on interviews with informants, it was found that the inhibiting factors experienced by woven bag craft MSMEs were, according to Murtini, the inhibiting factors experienced by woven bag craft MSMEs, namely a decrease in income due to competition from outside the city. This decrease in income was because there was someone who was good at making woven bags but instead he became a teacher or trainer in making woven bags in another city, so that in other cities the people became clever and could make their own woven bags. With this problem, people from other cities no longer buy woven bags from Ngadisanan Village craft bags and now they have become competitors for us, therefore income that should be stable and increasing has instead decreased.

The inhibiting factor experienced by Devi was a decrease in income, the income generated was not as usual but this decreased because of competitors from outside the city. People outside the city have been able to innovate with various forms of woven bags, so that they have become competitors for MSMEs who craft woven bags in Ngadisanan

Village. The inhibiting factors experienced by Istanti as a collector are the decline in income and the decline in marketing of woven bags because there are many competitors from outside the city. Even though previously the income generated was quite a lot, now because there has been a lot of competition for woven bag craft MSMEs, this has resulted in a decrease in the income generated. The inhibiting factor that Lina experienced as an employee was that the income she earned was less than usual. Previously Lin You can save a little, but now you can't because the money you get from the woven bag craft business owner is also decreasing. This is because there are many competitors from outside the city, so orders that were initially large have decreased.

From the interview above, it can be said that the woven bag craft MSMEs experienced a decline in income and competition as explained by Sayid Abas in the theory of business inhibiting factors. This is because there are competitors from outside the city such as Malang and Blitar and they are closing their market. The employees also felt that their income had decreased, they also realized that this reduced income was due to competition for woven bags from outside the city and orders for woven bags had also decreased unlike usual, so this caused prices to drop. Other MSME actors who are skilled at teaching or becoming teachers in other cities so that people from other cities are able to make their own and no longer buy woven bag crafts from Ngadisanan Village, Sambit District, Ponorogo Regency. Therefore, profits have fallen and woven bag craft MSMEs must now be able to compete with other cities so that profits can return to normal.

From all the interviews above, it can be concluded that the MSME actors who craft woven bags have been able to implement supporting factors in terms of sufficient capital, where this capital is only able to cover buying the materials, but the capital used is their own money. An educated and skilled workforce is also a supporting factor because the workforce is skilled and skilled and able to innovate for the future. Higher education can open your own business and open up job vacancies for other people.

Sufficient work experience makes MSME players able to innovate and become skilled in running their business. Then for the productive age, here the average MSME actors are housewives because they need side work and the average age is still productive and able to work. One of the inhibiting factors affecting woven bag crafting MSMEs in Ngadisanan Village is competition between woven bag crafting MSMEs from outside the city. Competition will arise when skilled craftsmen move out of town and become tutors in training for making woven bags, so that people who take part in the training can make their own woven bag crafts and now become competitors for woven bag crafting MSMEs in Ngadisanan Village.

Impact of the Woven Bag Craft MSME Development Strategy on the Community's Economy

Impact can simply be interpreted as influence or consequence, every decision taken by someone usually has its own impact, be it positive or negative impact. Based on interviews with informants, it was found that this MSME development strategy had positive and negative impacts on MSME actors and workers. This MSME development strategy turned out to have a positive impact on MSME actors making woven bag crafts

such as Istanti and her employees. Istanti can open job vacancies for those in need, such as housewives who need a side job to earn additional income. Istanti's aim in employing housewives is so that they can turn their skills and creativity into positive things, one of which is to earn extra money for their families.

This MSME development strategy also has a positive impact on Murtini as a woven bag craftsman because apart from earning additional income, Murtini is able to provide work for those in need. According to Murtini, this job is mostly of interest to housewives because it is to fill their free time and earn additional income. The MSME development strategy also has a positive impact on Devi, according to her, this MSME development strategy can help Devi generate additional income and can help housewives who need side jobs to fill their free time. For employees, Devi also has a positive impact because she can generate additional income to help her family financially.

The existence of this MSME development strategy turned out to have a negative impact on Eka as an employee because the impact of competition between MSME actors crafting woven bags meant that Eka's income was reduced compared to what he usually earned. The income usually earned is quite large and is able to meet daily needs, but currently the income earned has decreased due to competition from outside the city.

Lina, as an employee, also said that this MSME development strategy had a negative impact too. According to Lina, if the strategy for developing woven bag craft MSMEs is not in accordance with what is desired, negative impacts will arise, one of which is a lot of competition between woven bag craft MSME actors from outside the city and resulting in reduced income earned by MSME actors and employees. Currently, woven bag craft MSMEs have not found a solution to overcome competition so that the income they earn can return to what it was before. Nurhati, who is 50 years old, thinks this is a strategy. The development of MSMEs has had a positive impact on him because even though he is quite old, he can still work. Nurhati works in Murtini's woven bag craft business, which is very close to her house. Nurhati works in the bag weaving section and is also helped by other employees, including Murtini's mother, Murtini's husband and Murtini herself. So Nurhati doesn't need to go far outside the village to get a side job to get additional income to meet her daily needs.

From the interview above, it can be concluded that the strategy for developing woven bag craft MSMEs has had positive and negative impacts on MSME actors and the community of Ngadisanan Village. Some MSME players say that the income they earn is also increasing. MSMEs who craft woven bags can also help other people get side jobs, so that housewives don't have to work outside the city or abroad. The income generated is also able to send their children to school and is also able to meet their daily needs and increase their family's income. This woven bag craft can improve skills and creativity for MSMEs and the people of Ngadisanan Village. According to Eka and Lina, they also said that this development strategy had a negative impact on them as employees. This negative impact has an impact in the form of a decrease in their income or wages, this is due to competition between MSME actors crafting woven bags from outside the city, until now MSME actors crafting woven bags have not found a solution to overcome this.

So, this MSME development strategy has both positive and negative impacts for MSMEs doing woven bag crafts and their employees. The positive impact for MSME actors for their employees is that it can provide employment opportunities so that housewives do not need to look for work outside the city to look for side jobs and can fulfill their daily needs and there are also employees who feel the positive impact of the woven bag MSME development strategy. This means that by having a woven bag business you can use it as a side job and this woven bag business is very close to home and you can get additional income. The negative impact felt by employees at this time is that there is a lot of competition from MSME actors crafting woven bags from outside the city, causing the income earned to decrease and MSME actors have not yet found a solution to overcome this problem.

CONCLUSION

Based on the results of the analysis that has been carried out and the results of the discussions that have been presented regarding MSME development strategies, supporting and inhibiting factors for MSMEs, and the impact of MSME development strategies, the following conclusions are obtained

The MSME development strategy for woven bag crafts has carried out development strategies quite well in terms of Product Strategy, Sales Strategy, Market Strategy and Distribution Strategy.

The supporting factors for woven bag craft MSMEs are sufficient capital, educated and skilled workforce, sufficient education, sufficient experience and productive age. The inhibiting factor that influences woven bag craft MSMEs is price competition between woven bag craft MSMEs from outside the city.

The impact of the woven bag craft MSME development strategy is that some MSME players say that this development strategy has a positive impact and there are also those who say that this development strategy has a negative impact.

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