

Assistance for the Development of Furniture Products as Entrepreneurship Efforts in Pandanwangi Village Jombang

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ABSTRACT

In recent years, both the government and the private sector have attempted to carry out several efforts and initiatives to promote various handicrafts and furniture in Indonesia, both through the media, cooperation programs and also exhibitions held in Indonesia. and abroad. But it is not effective enough to increase furniture production to a better level, especially among small industrial centers. Many small industrial centers, especially wood industrial centers scattered in several areas on the island of Java, have experienced suspended animation or have not increased both in terms of quality and quantity. Meanwhile, competition is getting tougher day by day, not only from within but also from abroad. Based on the results of research conducted in several wood centers on the island of Java, several factors were found as the cause, including: scarcity and quality of wood raw materials, limited mastery of wood technology, lack of innovation in design, promotion and marketing that was not integrated, and also lack of careful planning from the government in developing small industries. A good management strategy can develop businesses and provide solutions according to the conditions and needs of small industrial centers.

KEYWORDS

Small Industry;
Wood Industry Centers;
Furniture Production;
Wood Raw Materials



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1. Introduction

Those who become entrepreneurs are people who recognize potential and learn to develop it to seize opportunities and organize businesses in realizing their goals. Entrepreneurship is a creative and innovative ability, keen to see opportunities and always open to any positive input and changes that are able to bring the business to continue to grow and have value. Industry is all forms of economic activity that processes raw materials and/or utilizes industrial resources so as to produce goods that have added value or higher benefits, including industrial services as stated in Law No. 3 of 2014 concerning Industry.

Entrepreneurship is a factor that can encourage the improvement of the Indonesian economy. This is because of the channeling of ideas and human creations so that society becomes productive. By doing entrepreneurship, businesses are formed as jobs for the perpetrators and open new jobs for others. Entrepreneurship has been studied by previous researchers used as a literature review for this community service. The data set on the entrepreneurial characteristics of undergraduate students at selected universities in Nigeria was investigated by Olofinyehun [1]. Student Entrepreneurial Intentions: Environmental Perspective researched by Barba-Sánchez [2]. Gender perspective on the influence of parental role models on newborn entrepreneurs: Evidence from Colombia researched by Moreno-Gómez [3]. Entrepreneurship in the City was researched by Tavassoli [4]. Bringing scientific discoveries to market: Mapping the ecosystem of academic entrepreneurship researched by Guindalini [5].

Academic entrepreneurship: A bibliometric engagement model was investigated by [6]. For the sake of nature: Work identity and meaningful experience in environmental entrepreneurship were investigated by Gregori [7]. The effect of entrepreneurial education on entrepreneurial intentions and related outcomes in an educational context: a meta-analysis researched by Martínez-Gregorio [8]. Continuous entrepreneurship training: The study of motivational factors was researched by Kummittha [9]. Regional

crowdfunding and high-tech entrepreneurship were investigated by Yu [10]. Strategic entrepreneurship to achieve customer repurchase intentions in the midst of the COVID-19 pandemic on a digital multi-faceted platform: The Traveloka case researched by El Shiffa [11]. Well, that's interesting and important! Moving beyond the mean to increase the inferential value of the empirical findings in entrepreneurship research researched by Newbert [12]. Gender, entrepreneurial behavior, and corporate performance of Brazilian students: integrating economic and behavioral perspectives researched by Schmidt [13]. Gender responsiveness of social entrepreneurship in health – A review of initiatives by Ashoka's colleagues researched by Khalid [14]. Ecosystem type: A systematic review of boundaries and objectives was investigated by Cobben [15].

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Measuring the relationship between students' exposure to social media and their assessment of sustainability in entrepreneurship was investigated by Barrera Verdugo [26]. Refugee entrepreneurship in the agri-food industry: The Swedish experience is researched by Barth [27]. Towards a theological change in entrepreneurship: How religion can enable transformative research in our field is researched by Smith [28]. Entrepreneurship as a family resemblance concept: The Wittgensteinian approach to the problem of defining entrepreneurship was investigated by Leunbach [29]. Environmental entrepreneurship – Bibliometrics and content analysis of the subject literature based on H-Core researched by Piwowar-Sulej [30]. Leveraging inter-industry spillovers through DIY laboratories: Entrepreneurship and innovation in the global bicycle industry is researched by Galvin [31]. Entrepreneurship anchors and industrial catalysts: Rise of the Italian Biomedical Valley researched by Ferriani [32]. Heterogeneity of goals when starting out: are greener start-ups more innovative? investigated by Hoogendoorn [33]. The study of institutional entrepreneurship and its implications for transition studies was investigated by Hoogstraaten [34]. Innovation & Entrepreneurship driving the transformation of the food system is researched by Lynde [35].

The Triple Helix Model and Knowledge-Based Entrepreneurship in Regional Engagement: A Case Study of Thai and UK Universities researched by Puangpronpitag [36]. The Role of Information Technology in Women's Entrepreneurship (Case of E-Retailing in Iran) was investigated by Mivehchi [37]. Entrepreneurship and well-being: Past, present, and future researched by Wiklund [38]. Micro-entrepreneurship and subjective well-being: Evidence from rural Bangladesh researched by Bhuiyan [39]. Entrepreneurship and well-being: The roles of psychological autonomy, competence, and relatedness were investigated by Shir [40]. One of the businesses that continues to grow and is getting a lot of attention is the furniture business. Because, furniture is a secondary need of each individual or group. Along with increasing economic growth. The economic level of the Indonesian people is also starting to improve with the reason that people are willing to buy various products to fill every corner of the room with antique

and modern furniture. The existence of furniture as a secondary need is inevitable for everyone. Nowadays, it is unlikely that a building inhabited by humans or a place for humans to work does not have furniture.

Etymologically, furniture comes from the word movable which means to move while the word furniture comes from the word furnish which means home or room furniture. Although furniture and furniture have different meanings, they mean the same thing, namely tables, chairs, cabinets, shelves and so on. Meanwhile, according to the Big Indonesian Dictionary, furniture is furniture that is needed, useful or liked as well as objects that can be moved and used to complement homes, offices, and so on. Strategy is a shared means with long-term goals to be achieved. Business strategies include geographic expansion, diversification, acquisition, product development, market penetration, tightening, divestment, liquidation, and joint ventures. Strategy is an action potential that requires top management decisions and a large amount of company resources. So strategy is an action or activity carried out by a person or company to achieve the goals or objectives that have been set. This community service contributes to providing mentoring activities for the development of the furniture business in Pandanwangi Village, Jombang Regency, including product development and the obstacles faced. Participants in community service activities are Gelis Gede Stores in Pandanwangi Village, Diwek District, Jombang Regency which have furniture customers in Jombang, East Java and outside Java.

2. Method

Mentoring activities for business furniture management at the Gelis Gede Store in Pandanwangi Village, Diwek District, Jombang Regency were reported descriptively using path analysis (Daymon, et.al, 2008; Kuncoro, et.al, 2012). The activity took place intensively for 1 month, namely in September 2021. Assistance activities by describing product names, product prices, raw material problems, production process steps and manufacturing methods, labor costs, income during 2019-2021, and marketing. The method of mentoring activities is carried out online and offline, considering that at the time of carrying out activities, the COVID-19 pandemic was still tinged with it.

3. Results and Discussion

3.1. Activity Results

The following is a furniture business management assistance activity by describing product names, product prices, raw material problems, production process steps and manufacturing methods, labor costs, income during 2019-2021, and marketing.

3.2. Product name

The products produced by the sources of the Gelis Gede Store, namely in the form of tables and chairs, door and window frames are shown in Fig. 1. The Fig. 1 shows an example of the products produced by the Gelis Gede Store.



Fig. 1. Examples of products produced by Toko Gelis Gede

3.3. Raw material prices

The UD Gelis Gede store already has a standard price for each of its products. Prices of products offered to customers so far are based on production costs and raw materials. Henceforth, the company will actively monitor market prices through surveys. As for prices outside Jombang City, transportation costs will be added. The raw materials are shown in Fig. 2. The Fig. 2 shows the types of raw materials for making furniture using mahogany-based wood which has quite attractive fibers with a strong texture when finishing. The price of mahogany wood is quite cheap, ranging from Rp. 800,000 to Rp. 1,200,000 for the type of log depending on the diameter. Meanwhile, products made from teak wood ranged from 11-49 cm at a price of IDR 2,000,000-IDR 7,000,000.



Fig. 2. Raw materials

3.4. Raw Material Problems

The parties who want the export of logs to be opened for various reasons, such as the export of raw materials, are considered more practical and profitable when compared to the export of finished goods in the form of furniture and handicrafts, while for ordering products, many people want good quality but at a cheaper price need more local wood such as mahogany. Manufacture using teak wood is less demanding because of the high price of teak.

3.5. The steps of the production process and how to make it

In the manufacture of furniture at the Gelis Gede Store, there are several stages of the process. The stages in the production process are as follows:

- Logs or sawmill machine logs are the process of splitting or sawing from basic raw materials into raw materials that are already in the form of boards.
- Drying process (Kiln Dry) with a certain heating system so that the moisture content contained in the wood can be reduced to a moisture content of 12-15%. This is intended to reduce the risk of the wood being broken, warped and the wood will not shrink anymore.

- The process of dividing into components according to the desired width with the Sercle machine.
- The process of cutting with a cutting machine or cuttersaw; wood cut into pieces according to the required length.
- The process of making furniture components using a Scroll bandsaw machine.
- The process of shaving so that the plywood is smooth and the same size and thickness with a planner or a shaving machine or it can also be done with a molding machine.
- The process of entering into the machine which includes: the Tenoner Machine (the process of making pens for the meeting system), the Mortizer Machine (the process of making drill holes for the placement of knock down bolts), Profiling Machine (the process of making profile variations if needed).
- The sanding process inserts into the sanding machine for all components that have been processed, so that the components that have been smoothed with the same size before adjustment will be obtained.
- The assembling process is the process of assembling or assembling from components into finished goods which includes gluing and installing hardware or other accessories needed.
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- Finishing process, namely the last sanding process with a manual system. The finishing process can also include a polish or paint process if needed.
- The packing process, namely the process of packing with boxes so that the goods to be sent are not damaged.

3.6. Required Tools

The following are the equipment used in the furniture production process at the Gelis Gede Store, namely: sawmill machine, sercle machine, cutting machine or cuttersaw, scrall bandsaw machine, planner/shaving machine or also with a molding machine, tenoner machine, mortizer machine, sandpaper, polish or paint.

3.7. Labor costs

Labor Cost (BTK) is the salary/wages of production division employees. These costs are divided into direct labor costs and indirect labor costs. Labor costs at the Gelis Gede Store are as shown in [Table 1](#).

Table 1. Labor Costs at the Gelis Gede Store

| Small industry name | Name | Wages (Rp/day) | Salary (Rp/month) | Salary (Rp/year) | Description |
|---------------------|-------|----------------|-------------------|-------------------|-------------|
| Toko Gelis | Imam | - | 2.200.000 | 26.400.000 | Wholesale |
| Gede | Umar | - | 2.200.000 | 26.400.000 | Wages |
| | Abdul | - | 1.870.000 | 22.400.000 | |
| Total | | | 6.270.000 | 75.240.000 | |

The payment for the employees of the Gelis Gede Store is made every month. The employee wages paid by Toko Gelis Gede every month are IDR 6,270,000, for 3 employees. Payment of employee wages at the Gelis Gede Store is based on the length of time the employee has worked. So that the payment of wages for new employees and senior employees is the same depending on the skill of the employee himself,

if the employee quickly becomes an expert in all fields. Payments for wholesale labor at the Gelis Gede Shop are paid according to the type and amount of furniture being worked on.

3.8. Revenue During 2019, 2020, 2021

Revenue from 2019 to 2021 at Toko Gelis Gede has decreased due to the COVID-19 pandemic. The COVID-19 pandemic has also weakened sales of furniture and wood crafts, both at home and abroad. Furniture business owners admitted that they experienced a decline in furniture sales during the COVID-19 pandemic. The decrease was felt up to 70%. Even one business actor admitted that 80% of buyers from outside the island were still enthusiastic about shopping in the furniture industry before the pandemic. The prices in the bandrol also vary from hundreds of thousands to millions of rupiah. The creative industry players hope that the COVID-19 pandemic will soon pass so that the economy can get back on track.

3.9. Marketing

The marketing of furniture industry products at the Gelis Gede Store is carried out in two ways. First, ordering or buyers who come directly to the location to buy or order according to taste or request. Second, the products are re-marketed by other traders in other furniture stores. However, more products are sold directly to consumers. Products produced as inventory for buyers who come directly to the location of the place of business. The furniture products produced are not only marketed in the Jombang area, but also outside the city such as Malang and Mojokerto and some even reach outside the island.

Based on observations, small furniture industry entrepreneurs at the Gelis Gede Store already have good communication skills in offering furniture products to consumers. In addition, the condition of the outlets has been seen to be quite good, although there are still some outlets that are still lacking in improvement. However, more products are sold directly to consumers. Products produced as inventory for buyers who come directly to the location of the place of business. The furniture products produced are not only marketed in the Jombang area, but also outside the city such as Malang and Mojokerto and some even reach outside the island. Based on observations, small furniture industry entrepreneurs at the Gelis Gede Store already have good communication skills in offering furniture products to consumers. In addition, the condition of the outlets has been seen to be quite good, although there are still some outlets that are still lacking in improvement.

3.10. Discussion

The production of the Gelis Gede Store furniture is carried out with two systems, namely ordering or direct orders from consumers to Gelis Gede Stores according to consumer tastes or requests and the second product is marketed after the product is produced with the product being finished. However, more products are sold with consumers ordering in advance, because the products produced will be in accordance with the wishes and needs of consumers. Meanwhile, the products that are marketed after they are finished are furniture which is used more by people and products made from scraps of wood whose products are small furniture. This is a form of healthy competition (Porter, 1985).

Karya Toko Gelis Gede uses a production strategy like a large company, which will design objects that are the needs of each individual who needs them, and create and display them in a place that has been provided. Supplies are limited, because with changes and progress every day it can be a problem for models and styles that often change, thus the work of Toko Gelis Gede does not only produce one type of product but creates other products that are unique and interesting and useful for consumers. The current market need for furniture is the secondary need to support the learning process and the comfort of the place to live (Employees, 2021). Especially in the new school year in the even semester of January-June and students are allowed to enter school in April. Gelis Gede Store has the advantage because its area is also close to SDN Pandanwangi and also MtsN 1 Jombang.

In running the furniture industry, Toko Gelis Gede has several obstacles, including: (1) The business capital is small, to make furniture in large quantities requires a large amount of capital. Products that have not been sold cause production capital turnover to be hampered, so that production does not take place continuously. Therefore, Gelis Gede Store produces with a custom system, where consumers order first according to their wishes, then production is carried out. (2) Constraints on raw materials, furniture raw materials from some wood have a very big risk, it could be that some wood has holes or breaks. If this happens, it can result in poor quality raw materials which will result in low quality of production. As well as some wood that is not straight, a lot of wood is wasted in the observation process and makes production take a long time. (3) Finishing constraints, at the stage of finishing furniture, caution is required so that the resulting product is good. If an error occurs, it will result in the furniture that has been worked on being recorded or damaged so that it requires additional costs and can disrupt the production period.

This can result in additional production time so that the delivery of products to consumers is not on time and it is likely that the products produced are not as expected. (4) Marketing constraints, Gelis Gede Store as a furniture manufacturer has determined low prices based on the calculation of the cost of materials and production elements, but consumers still think the price is expensive. Indeed, the price is the final decision of consumers in ordering products. So that the price mismatch makes the order cancellation by the consumer. For products that are made to be marketed when they are finished, they need a place to place them before they are bought by consumers. This causes a narrowing of the Gelis Gede Shop's production area.

4. Conclusion

In managing small industries and family companies, good management is needed which consists of several processes to manage every resource that is owned in an effort to achieve company goals. The furniture industry in Indonesia still has a good prestige in world trade. Teak wood is the most in demand wood because of its quality, resistance to weather conditions, termite resistance, and attractive patterns. Based on their specific gravity, strength, and decorative value, mahogany and suren are suitable as raw materials for beautiful furniture. Increase the use of domestic teak furniture to help preserve the art of carving and furniture and develop it as one of the wealth of production from Indonesia.

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Conflict of Interest

The authors declare no conflict of interest.

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