

ANALYSIS OF MSME CREATIVE INDUSTRY IN PLASTIC WASTE RECYCLING IN SIDOKERTOTO VILLAGE, SIDOARJO REGENCY

Muhammad Yasin¹, Pramita Studiviany S², Ida Ayu Nuh Kartini³

^{1,2,3} Fakultas Ekonomi dan Bisnis, Universitas 17 Agustus 1945 Surabaya

ARTICLE INFO

Keywords:

MSME,
Industrial Development,
waste management

ABSTRACT

The purpose of this study was to determine the condition of the UMKM Creative Industry in Plastic Waste Management in Sidokerto Village, Sidoarjo Regency and to analyze the development of the MSME Creative Industry in managing Plastic Waste in Sidokerto Village, Sidoarjo Regency. researchers used a field survey research design with a qualitative descriptive approach with MSME Creative Industry actors in Waste Management in Sidokerto Village, Sidoarjo Regency as samples in this study. The results of the study concluded that the condition of the MSME Creative Industry for Plastic Waste Management in Sidokerto Village, Sidoarjo Regency was supported by a waste bank as a provider of raw materials for waste management. The development of MSME creative industries for Plastic Waste Management in Sidokerto Village, Sidoarjo Regency can be carried out with a strong synergy between backward linkages, namely consistently implementing waste bank activities. Then, in the position of the creative industry, financial management, product quality, and technology use are further strengthened so that the resulting product strengths. In addition, future linkages in the form of expanding relations between distributors also need to expand marketing.

E-mail:

yasini@untag-sby.ac.id

Copyright © 2022 Economic Journal. All rights reserved.

is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](#)

1. INTRODUCTION

In the era of globalization and global trade, technological progress is no longer something that is no stranger to seeing. Rapidly developing information and communication technology has made it easier for one region to be connected to another at the same time. The importance of information in that era then gave rise to the information economy, namely economic activities based on the provision of information. In the context of globalization, competitiveness is the key to success and survival. This competitiveness appears not only in the form of a large number of products but also quality. This quality can be obtained through imaging or creating innovative products that are different from other regions that rely on community creativity.

Sidoarjo Regency itself is one of the cities in East Java Province which has the potential for a home industry which produces a wide variety of crafts that have extraordinary appeal and art and most of them have fulfilled quality control standards. The majority of the people of Sidoarjo Regency, especially in Sidokerto Village, have used the "home industry" so that with the experience they have more skills and expertise than other people. The potential for creative industries in Sidoarjo Regency is quite large. Starting from embroidery, batik, recycled handicrafts, to woven bamboo, it really contributes to the economy which of course supports the growth of Sidoarjo Regency. Sidoarjo Regency has a fairly good craft business potential.

Basically the empowerment program through waste recycling is very important and strategic as an effort to develop a community-based environment, namely seeking community participation or participation. This step is not only taken to reduce the accumulation of waste, but also to empower people to care about the environment. This community empowerment can deal with the accumulation of very diverse waste, such as processing egg shells into a painting, plastic waste into handicrafts, and animal manure into biogas.

Garbage is objects that are no longer used by living things and become discarded objects. Something produced from animals, plants, and even humans that is no longer used has the potential to become waste material. This waste is a complex problem faced by various countries

Analysis Of Msme Creative Industry In Plastic Waste Recycling In Sidokertoto Village, Sidoarjo Regency.

Muhammad Yasin, et.al

1240

in the world. Not only in developing countries, but also problems in developed countries. Looking at the condition of our environment, which is being questioned every day by the increasingly mountainous waste, it seems that this waste is a major problem or scourge faced by the government and society, especially in Indonesia.

2. METHOD

According to Sugiyono (2019: 126) population is a generalization area consisting of: objects/subjects that have certain quantities and characteristics determined by researchers to study and then draw conclusions. The population in this study were all MSME Creative Industry actors in Waste Management in Sidokerto Village, Sidoarjo Regency.

Sample

According to Sugiyono (2019) the sample is part of the number and characteristics possessed by the population. The sampling technique in this study was to use saturated sampling method. Saturated sampling is a sampling technique when all members of the population are used as samples. So that all MSME Creative Industry actors in Waste Management in Sidokerto Village, Sidoarjo Regency were used as samples in this study.

Data analysis technique

Data analysis is a process for grouping data sorting into existing provisions to obtain results in accordance with the data that has been obtained (Sugiyono, 2014: 60).

The steps taken to analyze data according to Miles and Huberman (1984) in Sugiyono (2014: 246-252), namely:

- a. Data reduction
Reducing data is a process of summarizing, choosing the main things and focusing on the important things. Data reduction refers to the process of selecting, focusing, simplifying, abstracting and transforming raw data obtained from the field. Reduced data can assist researchers in collecting precise and accurate data.
- b. Data presentation
Presentation of data in qualitative research is with descriptive text. By using information obtained from the field which is poured in the form of text as well as possible without any engineering and additions that are not in accordance with research. This is done with the aim that the presentation of reduced data is in accordance with the actual situation. In this study, researchers have tried to present precise and accurate data according to the problems and conditions contained in the research object.
- c. Conclusion Drawing and Verification
After all the data related to the research problems are obtained and connected with the theory that is appropriate to the problems in the research. Only then can a perfect conclusion be obtained that is in accordance with the type and research problem. From some of the data obtained, it is then developed with the framework and theory that has been obtained so that the final conclusion is in accordance with the research objectives and does not deviate from the problem.

3. RESULTS AND DISCUSSION

The Condition of the MSME Creative Industry for Plastic Waste Management in Sidokerto Village, Sidoarjo Regency The creative industry for MSME Plastic Waste Management in Sidokerto Village, Sidoarjo Regency in developing the creative industry for MSME Plastic Waste Management began in 2007 Sidokerto Village took part in competitions throughout Sidoarjo. With this victory, Sidokerto Village is often visited by guests both from within the country and from abroad.

Seeing these opportunities and opportunities, the manager invited environmental cadres from SidokertoSidoarjo Village, especially in Sidokerto Village, to make something that could be used as souvenirs from Sidokerto Village. Finally, it was developed by making handicrafts from

waste raw materials, especially dry waste which is difficult to decompose with the soil. The first craft we made was flowers from used mineral water bottles.

A waste bank managed by residents was only established a few years ago. However, the local community's interest in depositing their dry waste (inorganic waste) is quite large. Within a week the waste bank can accept deposits 3 to 4 times. For 1 kilogram of cardboard, the waste bank managed by Mr. Tik costs 1,300 rupiah. A bottle of aqua is valued at 2500 rupiah per kilo. Cans (iron) are quite cheap, namely 400 rupiah a kilo. Newspapers are quite expensive, 1500 rupiah per kilo. A broken plastic bucket or tub is valued at 1250 rupiah for each kilogram.

The waste bank managed by residents also accepts deposits of dry waste in the form of cardboard boxes of used rice or cakes at a price of 400 rupiah per kilo. Used mineral water packaging in the form of a cup (glass) costs 3,500 rupiah per kilo. Meanwhile, colored plastic bottles cost 1,000 rupiah per kilo, while clear bottles can cost up to 2,500 rupiah per kilo.

The collection of inorganic waste through trash bins is then managed by MSMEs by employing several local residents. Plastic waste management is processed into several types of goods, including artificial flowers, flower vases, mats, lanterns, and recycled clothes. Recycled clothing is one of the superior products produced.

Development of MSME Creative Industry for Plastic Waste Management in Sidokerto Village, Sidoarjo Regency

The development growth that occurred in Sidoarjo Regency led to an increase in population growth. From an environmental standpoint, this has an impact on increasing the volume of waste in Sidoarjo Regency which causes the TPA to experience excess capacity. The Sidoarjo Regency Government needs to be proactive in overcoming these problems, one of which is by empowering the community through waste management at the Garbage Bank. One of the activities carried out in carrying out countermeasures in waste management in Sidokerto Village, Sidokerto Village District, Sidoarjo Regency is to empower the community in managing waste in the Garbage Bank, in addition to developing creative industries to manage waste.

The development of creative industries in Sidokerto Village can be described based on the strengths possessed by these creative industries, backward interest from the creative industries, future interests and the government's role in supporting the development of creative industries in Sidokerto Village.

Government Role

The government's role is an important factor in the development of MSME waste management creative industries in Sidokerto Village. The form of support provided is through empowerment policies, and ease of capital. Empowerment theory initiated by Mardikanto (Mardikanto, 2017) which states that there are 4 indicators of empowerment, namely human development, business development, environmental development and institutional development.

Human Development is the main effort that is considered in community empowerment in managing waste by strengthening/building capacity. Community empowerment in managing waste can carry out human development that focuses more on resource issues, namely the management actors or managers themselves. Individual capacity development is carried out through waste recycling training for community empowerment actors, but this is not evenly distributed. This waste recycling training contains training activities for the community with material on processing inorganic waste into new items that have economic value. An example of this activity is training the community to process waste, especially men, to make trash can crafts by utilizing waste. Whereas for women who are dominated by mothers who play the role of waste recycling actors, they are given training by the Sanitation and Green Open Space Service through Sidokerto Village. Men are trained to make trash cans because the waste materials used to make trash cans are heavier than those used to make tablecloths or flower vases, which are done by women. The waste used to make trash cans/trash cans is used tires and used tubs. While the waste used to make flower vases, tablecloths, etc. is used detergent packaging and

Analysis Of Msme Creative Industry In Plastic Waste Recycling In Sidokertoto Village, Sidoarjo Regency.

Muhammad Yasin, et.al

used food packaging. The Sanitation and Landscaping Service provided training in managing waste in the framework of the Sidoarjo Green and Clean Cleanliness Contest. This active training is carried out not routinely, but is carried out only at certain events if Sidokerto Village receives visiting guests from the government or private sector.

Business Development is one of the important efforts in empowerment, business development will provide benefits for improving welfare or the economy. Based on the research that has been done by the author, the business development carried out by Sidokerto Village includes developing networks and partnerships, developing facilities and infrastructure and product marketing.

In order to see the success of the community empowerment program in managing waste in the Sidokerto Village waste bank, it can be seen from the inhibiting factors of the community empowerment program. A program that has been executed very well can fail. This can happen if the program is not implemented properly because there are obstacles that can reduce the performance of program implementers. In this study, the authors described it into 2 inhibiting factors, namely external factors and internal factors from the related OPD.

Discussion

Based on the results of the analysis that has been presented, the management of the MSME creative industry is carried out as a developer of arts and crafts materials for recycling plastic waste. Production results Plastic waste management is processed into several types of goods, including artificial flowers, flower vases, mats, lanterns, and recycled clothes. Marketing of MSME creative industry products is sold offline and online.

Based on the results of the analysis that has been described, it can be explained that the success of the creative business community in Sidokerto Village is also very much determined by the management of the business itself. Empowerment of the creative industry workforce has been carried out well. Creative industry workers want to spend more time paying attention and training to develop the skills they have.

The use of technology that has been good in doing marketing. Technology developed in the creative industry is very helpful in marketing production efficiently and minimizing the number of human errors. In addition, marketing can also be done through internet media. The search for cheap raw materials through used plastic waste through waste banks managed by the community itself can strengthen the structure of creative industry management.

Next is improvisation in marketing to strengthen Courage in marketing through online media by utilizing its own website to become a high strength for MSMEs in strengthening. In addition, the use of social media such as Instagram and Twitter is also very helpful in marketing products where the creative industry really needs a very wide reach in marketing. Improvisation is needed so that the business is not in a stagnant position. Lack of knowledge in creating a brand. Brand is very important to create a good perception of the product.

4. CONCLUSION

The condition of the MSME Creative Industry Plastic Waste Management in Sidokerto Village, Sidoarjo Regency is supported by the management of the MSME creative industry as a developer of arts and crafts materials for recycling plastic waste. Production results Plastic waste management is processed into several types of goods, including artificial flowers, flower vases, mats, lanterns, and recycled clothes. Marketing of MSME creative industry products is sold offline and online. The development of MSME creative industries for Plastic Waste Management in Sidokerto Village, Sidoarjo Regency can be carried out with a strong synergy between backward linkages, namely consistently implementing waste bank activities. Then in the position of the creative industry financial management, product quality, and use of technology are further strengthened so that the strength of the products produced by the MSME creative industry for Plastic Waste Management in Sidokerto Village, Sidoarjo Regency becomes strong. Apart from that, future linkages in the form of expanding relations between distributors

Analysis Of Msme Creative Industry In Plastic Waste Recycling In Sidokertoto Village, Sidoarjo Regency.

Muhammad Yasin, et.al

also need to expand marketing so that the products produced by the MSME creative industries can be properly distributed. Government support through policies, empowerment, and ease of capital is also very important in supporting the development of MSME plastic waste management creative industries in Sidokerto Village, Sidoarjo Regency.

REFERENCES

- [1] Arimbi, D. (2018) 'Optimalisasi Pengelolaan Sampah Berbasis 3R di Desa Sidokerto, Sidoarjo', *Thesis*, p. 191. Available at: https://repository.its.ac.id/53321/%0Ahttps://repository.its.ac.id/53321/13/08111650050009-Master_Thesis.pdf.
- [2] Kusuma, H. (2014) 'Analisis Struktur Ekonomi (Economics Landscape) dan Kebijakan Strategi Pembangunan Provinsi Jawa Tengah Tahun 2013: Analisis Input-Output', (23), pp. 218-226.
- [3] Putra, H. P. and Yuriandala, Y. (2010) 'Studi Pemanfaatan Sampah Plastik Menjadi Produk dan Jasa Kreatif', *Jurnal Sains & Teknologi Lingkungan*, 2(1), pp. 21-31. doi: 10.20885/jstl.vol2.iss1.art3.
- [4] Suliswanto, M. S. W. and Lutfirrahman (2015) *Seminar Nasional Kewirausahaan Dan*. 2nd edn. Jakarta: SEMINAR NASIONAL KEWIRAUSAHAAN & INOVASI BISNIS II.
- [5] Beni yohan, (2016). Analisis Potensi Usaha Kecil Dan Menengah Di Pusat Kebudayaan Dan Olahraga. Bandar Lampung: Fakultas Ekonomi Dan Bisnis Universitas Lampung
- [6] Edy Suandi Hamid, y. Sri Susilo. (2011). Strategi Pengembangan Usaha Mikro Kecil dan Menengah di Provinsi Daerah Istimewa Yogyakarta. Dalam Ekonomi Pembangunan, Vol. 12, No. 1, hlm. 45-55
- [7] Raihanah Daulay, (2016). Pembangunan Usaha Mikro untuk Pemberdayaan Ekonomi Umat Islam di Kota Medan. Dalam MIQOT Vol. XL, No. 1, hlm. 59-61
- [8] Fita Nurotul Faizah, 92015). Analisis Strategi Pengembangan Bisnis Islam Pada UMKM Mekar Abadi Kabupaten Grobogan. Semarang: Fakultas Ekonomi dan Bisnis Islam Universitas Islam Walisongo.
- [9] Siti Rohani, (2018). Analisis Potensi UMKM Tahu dan terhadap Peningkatan Pendapatan Keluarga Menurut Perspektif Ekonomi Islam. Lampung: Fakultas Ekonomi Dan Bisnis Islam Universitas Islam Negeri Raden Intan Lampung.
- [10] Warni Lestari, etc, (2019). Strategi Marketing Mix Dalam Peningkatan Usaha Percetakan Pada CV. Tinta Kaili Dalam Perspektif Ekonomi Islam. Dalam Ilmu Ekonomi dan Bisnis Islam, Vol. 1, No. 1, hlm. 66
- [11] Baharuddin Yakub Didik Santoso, Yohanes Sugiarto, (2016). Pengaruh Orientasi Pasar Dan Customer Relationship Management Terhadap Kinerja Pemasaran Melalui Bersaing. Dalam Diponegro Journal Of Management, Vol. 5, No. 3, hlm. 6
- [12] Utari evy Cahyani, (2016). Strategi Bersaing Dalam Berbisnis Secara Islami. Dalam At-Tijarah, Vol. 2, No. 1, hlm. 58
- [13] Anggraini Datunsolang, etc, (2016). Pengembangan Usaha Kuliner Warung Makan Tepi Laut di Kawasan Mega Mas Kota Manado. Dalam Agri-Sosioekonomi Unsrat, Vol. 12, No. 2A, hlm. 41-42
- [14] Nurul Mubarak, Eriza Yolanda Maldina, (2017). Strategi Pemasaran Islami Dalam Meningkatkan Penjualan Pada Butik Calista. Dalam I-Ecomic, Vol. 3, No. 1, hlm. 79
- [15] Arif Pujiyono, etc, (2011) Strategi Pengembangan UMKM Halal di Jawa Tengah Dalam Menghadapi Persaingan Global. Semarang: Program studi Ekonomi Islam, Fakultas Ekonomi dan Bisnis Universitas Diponegoro. *Novany, Loisadkk. 2014. Analisis Pengelolaan Persampahan di Kelurahan Sindulang Satu Kecamatan Tuminting Kota Manado*. Dipublikasi pada Jurnal Sabua Vol 6, No. 3
- [16] Syairozi, M. I. (2017). Prospek Pengembangan Ilmu Ekonomi Islam di Indonesia dalam Prespektif Filsafat Ilmu (Sebuah Kajian Epistemik). *JPIM (Jurnal Penelitian Ilmu Manajemen)*, 2(1), 16-Halaman.

Analysis Of Msme Creative Industry In Plastic Waste Recycling In Sidokertoto Village, Sidoarjo Regency.

Muhammad Yasin, et.al

- [17] Syairozi, M. I., Pambudy, A. P., & Yaskun, M. (2021). Analisis Penerapan Good Governance dalam Sistem Informasi Keuangan Daerah. *Prosiding Penelitian Pendidikan dan Pengabdian 2021*, 1(1), 49-59.
- [18] Saeffurrohman, Aef, 2015. *Rancangan Perbaikan Proses Bisnis Bank Sampah di Kota Bandung*. Skripsi. Program Sarjana Teknik Industri. Bandung: Universitas Islam Bandung
- [19] Ikhsandri. 2014. *Kajian Infrastruktur Pengolahan Sampah di Kawasan Berkembang Jakabaring Kelurahan 15 Ulu Kota Palembang*. Dipublikasi pada Jurnal Teknik Sipil dan Lingkungan Vol. 2, No.1.
- [20] Hastuti, Sri Endah, 2015. *Inovasi Sanitary Landfill dalam Penanganan Sampah pada Dinas Pertamanan dan Kebersihan Kota Makassar*. Skripsi. Program Sarjana Ilmu Administrasi. Makassar: Universitas Hasanuddin.
- [21] Akbar, A. A. Khairul, 2016. *Studi Karakteristik Bank Sampah di Kecamatan Tallo*. Skripsi. Program Sarjana Teknik Sipil. Makassar: Universitas Hasanuddin.
- [22] Kartikawan, Yudhi. 2007. *Pengelolaan Persampahan*. Jurnal Lingkungan Hidup. Yogyakarta.
- [23] Sulistyati, M., Sulaeman, M., Herlina, L., Fitriani, A., & Yunasaf, U. (2019). *Penguatan Kelompok Peternak Sapi Pasundan Desa Cibalong Kecamatan Sukaraja Kabupaten Tasikmalaya*. 1(1), 11-16. <http://jurnal.unpad.ac.id/mktt/index>