



ANALYZING THE MODEL BUSINESS PRACTICE IN THE RATTAN INDUSTRY AT CIREBON REGENCY

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Abstract

The center of the rattan industry in Cirebon Regency, West Java Province, is the largest center in Indonesia. There are around 1,000-1,500 business units consisting of Micro Enterprises (UM), Small and Medium Enterprises (SMEs). Most companies produce furniture for the export market. Export production is around 1,200-1,500 containers / month. However, this industry is very important for the national economy and local revenue (PAD). The purpose of this study is to examine the types of business models used by rattan entrepreneurs and their driving factors. The research method used is a qualitative method. The type of research is a case study. The research sample used purposive sampling as many as 20 respondents consisting of various kinds of stake holders. The results of the study show that most entrepreneurs use business innovation models because they are adapted to the characteristics of their business and production processes. The production process is done with a sub-contract system.

Keywords: Exports, Rattan Industry, innovation business model, Micro Business, Small and Medium Enterprises.