

ABSTRAK

Riswandi, 2024. "Analisis Strategi, Efektivitas dan tahapan Pembuatan Terhadap Pengembangan Industri Gula Aren di Desa Karassing Kecamatan Herlang Kabupaten Bulukumba". Skripsi Program Studi Ekonomi Pembangunan Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I H. Andi Jam'an dan Pembimbing II Asdar.

Penelitian bertujuan 1) Untuk mengetahui strategi pengembangan industri gula aren di Desa Karassing Kecamatan Herlang, 2) Untuk mengetahui tahapan pembuatan gula aren di Desa Karassing Kecamatan Herlang. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kualitatif. Hasil penelitian menunjukkan Strategi pengembangan industri kecil gula aren yang ada di Desa Karassing Kecamatan Herlang bahwa mereka tidak memiliki strategi dalam menjalankan usaha industri gula aren sehingga pengusaha gula aren yang ada di Desa Karassing tidak mengalami perkembangan ekonomi atau kemajuan dalam usaha industry gula aren. dan efektivitas strategi yang digunakan dalam industri kecil gula aren yang ada di Desa Karassing Kecamatan Herlang dapat di simpulkan berjalan tidak efektif keempat responden tidak memiliki startegi dimana mereka mengatakan bahwa tidak memilki target dalam pemasaran gula aren serta tahap pembuatan gula aren di Desa Karassing bahan baku yang digunakan adalah Nira, nira dimasak selama 4 sampai 5 jam, kemudian sekali-kali diaduk apabila sudah mengental gula aren siap untuk dicetak menggunakan batok kelapa dan dijemur apabila gula aren sudah kering siap dikemas dan dijual atau dipasarkan.

Kata kunci : *Strategi Pengembangan Industri, Tahapan Pembuatan Gula Aren*

ABSTRACT

Riswandi, 2024. "Analysis of Strategy, Effectiveness and Production Stages for the Development of the Palm Sugar Industry in Karassing Village, Herlang District, Bulukumba Regency." Thesis of the Development Economics Study Program, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by Supervisor I H. Andi Jam'an and Supervisor II Asdar.

The research aims 1) To find out the strategy for developing the palm sugar industry in Karassing Village, Herlang District, 2) To find out the stages of making palm sugar in Karassing Village, Herlang District. The type of research used in this research is qualitative research. The results of the research show that the strategy for developing the small palm sugar industry in Karassing Village, Herlang Subdistrict, is that they do not have a strategy in running the palm sugar industry business so that palm sugar entrepreneurs in Karassing Village do not experience economic development or progress in the palm sugar industry business. and the effectiveness of the strategy used in the small palm sugar industry in Karassing Village, Herlang District, it can be concluded that it is not effective. The four respondents did not have a strategy where they said that they did not have a target in marketing palm sugar and the stages of making palm sugar in Karassing Village were the raw materials needed. The sap used is Nira, the sap is cooked for 4 to 5 hours, then stirred occasionally when it thickens, the palm sugar is ready to be molded using coconut shells and dried in the sun when the palm sugar is dry, ready to be packaged and sold or marketed.

Keywords: Industrial Development Strategy, Stages of Making Palm Sugar

