

IMPACT OF INDEPENDENT BUSINESS GROUP ACTIVITIES FOR MAKING ACCESSORIES

*(Descriptive Study of Community Empowerment in Tamanrahayu village, Setu Bekasi)
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ABSTRACT

This research aims to know the overview and exact information about the implementation of the program to empower business groups in society. This study uses quantitative methods with descriptive survey technique to determine the impact of program-making accessories business group. The study population are 3 independent business group which the total population are 150 respondents. Data was collected with observation and questionnaires. Questionnaire used in this research are half enclosed questionnaire. Instruments tested prior to independent business groups, with the validity test and reliability test. Validity test use product moment formula test to 40 item questionnaire with 15 respondents with a 0.05 significance level is 0,514, acquired 10 item drop. So that the number of valid items are 30 items. Reliability test is use alpha formula, alpha values is 0,924. The results showed that the impact of independent business group making accessories produces a positive impact. Such as craftsmen know an independent business group types of accessories making the kind of production is 89,33%, their income increases 82.67%, can build independent community is 66.87%, skill and creativity increases 76.67%, utilizing free time 66.17%, craftsmen follow these business groups on the basis of his own is 85.33%, which is friend challenge, family wishes 38.67% and a fad is 12%. The conclusion of this study is the group of self-making accessories to create jobs, increase revenue, improve creativity and be able to utilize the free time with something more positive. The implications of the study is the group of a positive impact. Skills to make a variety of accessories can take advantage of business opportunities in order to increase the independence of entrepreneurship. Advice from researchers is the business group, should establish cooperation with the owners of capital or entrepreneurial companies in the field in order to develop the business in the manufacture of accessories.

Keyword: Business Group, Accessories, Community Empowerment