

Strategi adaptasi pemilik usaha konveksi pakaian anak asal Betawi dalam menghadapi persaingan bisnis di daerah sentra Kalibata Pulo, Kelurahan Kalibata Jakarta Selatan = Adaptation strategy of the children clothing convection's owner from Betawi ethnic to face the business competition in sentra Kalibata Pulo, Kalibata South Jakarta

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Abstrak

Skripsi ini mengkaji bagaimana strategi adaptasi yang dilakukan pemilik konveksi pakaian anak asal Betawi dalam menghadapi persaingan bisnis agar usahanya dapat tetap bertahan dan berkembang. Persoalan yang dihadapi para pemilik konveksi asal Betawi terkait banyak munculnya kompetitor dari etnis lain. Hal ini membuat para pemilik konveksi yang masih bertahan melakukan berbagai strategi adaptasi. Penelitian ini menggunakan pendekatan kualitatif dengan teknik wawancara mendalam dan partisipasi observasi.

Hasil dari penelitian ini menunjukkan bahwa strategi adaptasi yang dilakukan yakni meningkatkan kualitas SDM, penghimpunan modal yang kuat, meningkatkan mutu produk, target dan motivasi, menjalin hubungan yang baik dan memanfaatkan media sosial. Selain strategi adaptasi yang dilakukan, adapula proses pengelolaan dan nilai-nilai yang diterapkan para pemilik konveksi agar tercipta hubungan baik kepada pelanggan, pekerja dan lingkungan sosial. Kata kunci: Betawi, industri konveksi, nilai budaya, strategi adaptasi.

.....This thesis is discuss about the owner of children clothing production rsquo s, from Betawi ethnic, adaptation strategies to face the business competition in order to maintain and develop their convection. The problem that is faced by the Betawi rsquo s convections are related to new competitor appearance by other ethnic. The owner of convection still maintain doing some adaptation strategy. This research use qualitative method with indeepth interview and observatory participation.

The result from this research show that adaptation strategies done by the convection are increasing the quality of human resource, collecting strong capital, increasing the product quality, targeting and motivation, building good relation and utilizing social media. Beside doing adaptation strategies, there are managing process and values which is applied by the owner of the convection in order to create good relation with the customers, workers and social environment. Key words Adaptation strategy, betawi, convection industry, cultural value.