ABSTRACT

Khotimah, Khusnul. 2013. The influential factors toward the existence and development of rattan craftsmanship in the craft industry of Aneka Rotan at Desa Luwo’o Kecamatan Telaga Jaya Kabupaten Gorontalo. Skripsi, S1 of the craft education, Craft Education Department, Faculty of Techniques, Gorontalo State University. Supervisor: 1) I Wayan Sudana, S.Sn, M.Sn and 2) Isnawati Mohamad S.Pd, M.Pd.

This research was aimed to gain the accurate information about the influential factors toward the existence and development of rattan craftsmanship in the craft industry of Aneka Rotan at Desa Luwo’o Kecamatan Telaga Jaya Kabupaten Gorontalo. The results of the research was expected helpful to enrich the perception and knowledge about craft industry, especially rattan and water hyacinth in Gorontalo.

The research was using a qualitative approachment in the form of case study to gain descriptive data. The data analysis used in this research was interactive analysis. Based on the research analysis, it is found that: 1) The raw materials used by craft industry Aneka Rotan in period I (2002-2007) and period II (2008-2013) were developing, where it firstly used ‘rotan asalan’ and ‘rotan fitri’ as the materials then combined rattan with water hyacinth; 2) The amount of craftsman/employee in period I to period II were increased twofold; 3) The products of Aneka Rotan in period I to period II developed in terms of the variation of the shapes and types of the products; 4) The product marketing of Aneka Rotan in period I and period II were held by using brochure, show room and were in collaboration with Dinas Perindustrian dan Perdagangan. It was proved that the existence of the raw material, employee, product and marketing were the dominant factors influencing the existence and development of rattan craftsmanship in the craft industry of Aneka Rotan at Desa Luwo’o Kecamatan Telaga Jaya Kabupaten Gorontalo.

Keywords: Existence, development, rattan craftsmanship