



Analysis Of Income Of Mattres Entrepreneurs In Karaban Village, Karaban District, Pati District

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How to Cite :

Safitri, R.A., Purnomo, D. (2024). Analysis Of Income Of Mattres Entrepreneurs In Karaban Village, Karaban District, Pati District . EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(3). doi: <https://doi.org/10.37676/ekombis.v12i3>

ARTICLE HISTORY

Received [23 March 2024]

Revised [03 Juni 2024]

Accepted [19 July 2024]

KEYWORDS

Marketing, Production, Material, Labor, Income

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ABSTRACT

The aim of this research for reviewing mattres production businessman in Karaban Village Karaban Districts Pati. The reviewed were production capital, raw materials, labor, marketing, and income. The method is descriptive method. The population were 10 mattres businessman in Karaban Village Karaban Districts Pati. The data analyze is quantitative analyze with percentage table. The research result showed that the capital which was used by mattres businessman in Karaban Village Karaban Districts Pati each once mattres production was Rp5.000.000 until Rp24.000.000, the raw materials was come from Bandung and Tangerang, the labor amount is about 12 until 50 people, the result marketing of mattres production would be sell in Semarang, Kudus, Demak, Blora dan Grobogan. The mattres businessman income in Karaban Village Karaban Districts Pati is about Rp7.000.000 until Rp30.000.000.

INTRODUCTION

Pati Regency is areas that have source Power natural from various type field among them agriculture , plantations , mining , fisheries , tourism , industries small and medium . There are about 80 percent economy public dominated by businesses economy scaled people small , fine sector agriculture , trade , activities industry .

Industry have role important in economy , good in add state income or add well-being public . By general industry consists from two type ie industry oil and gas and non-oil and gas . Industry oil and gas consists from industry refinery originating oil and gas from stomach earth , meanwhile non- oil and gas industry consists from industry textiles , food and beverages .

Industry is every a business which is a production unit that makes something goods or do something goods (materials) in something place certain For needs public (Purwita, 2015) . Role industry to regional economy is enhancement absorption force work , improvement mark regional investment , equality effort , improvement mark plus material raw as well as enhancement income per capita a region.

Existence industry mattres Then can open field work new For increase income public around , with it opened field work new that too of course will impact positive For reduce its height number unemployment and action crime . Besides It is hoped that it will also be a center

industry mattress in the Village Karaban can be one supplier mainstay later mattress has be one choice if want to obtain quality mattress .

Small business have almost characteristics uniform that is No exists distribution clear task between field administration and operations , mostly industry small managed by concurrent individuals as owner at a time manager company as well as utilise power Work from family and relatives nearby .

Industry small House ladder need get attention Because No only give income for part big force Indonesian work , but also an end spear in effort alleviation poverty . Craft is type non - agricultural activities productive , which grows and develops in society rural . At first business This done as business part time society , while fill in time free they make things you can beneficial in life they . In Pati Regency , especially in the village Karaban Lots there is industry making mattress . This matter motivated by factors opportunity and demand continuous mattress increase so that push public For open industry making mattresses in the area the .

At first production mattress in the Village Karaban only run by 2-3 people, with use material raw from results earth that is kapok randy as material base maker mattress , along with the development of the times, then in 2007 society Village Karaban develop making more modern mattresses use material stuffing kapok waste textile (dash wool) because relative price more cheap compared to with kapok randy .

Material raw as material basis used For produce something goods . According to Arnold et al. (2020) , materials raw is all materials obtained from source Power natural or acquired from business man For utilized more carry on . Existence material raw is very important for continuation something business industry , p This in accordance with expressed opinion . Material raw that will processing is very important for development something industry . Material raw main used is kapok waste textile (dash wool) obtained from Tangerang and Bandung.

Besides material raw in carrying out industrial processes so that a industry can walk with fluent Sufficient capital is required , because capital is one of the things base from factor production to be used in do a production process . Production can improved with use tools machine efficient sewing , capital is factor important for smooth process at a time business . Capital is very necessary since beginning its founding something industry used For buy needs industry , besides that 's capital form buildings and equipment used For place processing mattress . You can also get it from capital is known big or or not something industry , capital is also very influential to continuation from A industry .

After there is capital, then must accompanied with exists worker or the person who moves activity business the . Labor is the person who implements and moves all activities , uses equipment with technology in produce valuable goods and services economy For fulfil need man . Scale enterprises will influence big small power work required . Usually company small will need amount power less work , and vice versa company big more Lots need power Work . In analysis employment often linked with stages work in company , p like this is very important For see allocation distribution use power Work during the production process so that excess power work on activities certain can avoided .

Labor in the production process mattress own role front in determine good or not results production . According to Adriyanto et al. (2020) , energy Work defined as resident age work , that power Work covers existing residents or medium work , who is looking for work and do other activities such as school and care House ladder . By operational production process mattress started from sew cloth wrapping kapok cotton , election kapok already cleaned Then done drying , in order to produce more mattress durable and soft , so easy For marketed .

Marketing is something system whole activity intended effort For plan determine price , promote and distribute goods and services available satisfying need Good to existing buyers nor buyer potential . According to Mamonto et al. (2021) , marketing is related activities with delivery goods and services from producer consumers , goods That moved from One place place other ,

saved , given price and sale .

In operate marketing needed transportation For give convenience for producers in reach the market . Transportation which is displacement goods or people from One place go somewhere else for the goods until to consumer .

Village Karaban as one of the center industry the mattress has develop Of course just the production process is very dependent with availability material raw . Whereas Village Karaban Alone is No producer material used raw in industry the . Based on description on researcher interested For research about industry making mattress Because business making mattress in the Village Karaban still walk until Now although area the No is area producer material raw For making mattress. Therefore that , researcher want to know related matters with production mattress that , start of the capital used each one time production , materials raw , power work , production , marketing , and income with title research " Analysis income Mattress craftsmen in the village Karaban Pati Regency

LITERATURE REVIEW

Agustyawati 2019 has do study about application method price main process within determination price sell Mattress production . Study the aim For know How application method price main process within determination price sell production mattresses at Membali Jaya Mattress Business. Method analysis used is analysis descriptive quantitative . Research result showing that costs The production issued by Membali Jaya Mattress Business in 2016 was amounting to IDR 889,350,000 where amount cost material standards charged is amounting to IDR 650,400,000, total cost material helper amounting to IDR 38,125,000, total cost power Work amounting to IDR 162,000,000, total factory overhead costs amounting to IDR 38,825,000. Cost production mattress per unit is amounting to IDR 229,711. The total income of the Membali Jaya Mattress Business in 2016 was IDR 140,400,000

Other previous research is Suryadi , 2018b, who researched determination price principal production in a way conventional . Based on results observation , system in the field Randusari SME business Banjarrejo, East Lampung still use system conventional or where is the full cost ? price principal production determined with gather all over expenditure that has been issued during the production and distribution process with the amount of output produced . Therefore That give rise to question how much big cost precise and efficient production For Randusari SME products Banjarejo in East Lampung is suitable with conditions in the field with use Activity Based Costing system . For calculation with system activity based costing itself Not yet Once try or researched so need done study For analyze determination price principal production based on history use material raw materials and materials support to UKM Randusari East Banjarrejo . Lampung. Method used in study This is method tabulation with with the help of Microsoft Excel 2010 software. Data obtained Good in the form of primary data or secondary organized and simplified as well as served in form tabulation . Method analysis used is method Qualitative and quantitative . Analysis price principal production use method activity based costing. Research result about price principal production mattress kapok with use system activity based costing produces cost more production low compared to with cost production use system company and costs production mattress foam with system using activity based. system determination cost produce cost more production low compared to with price principal production uses system company .

Ika in 2016, said that the Company often get order special from customer For produce mattress , pillow and bolster with size certain , though company Already have standard size Alone For for sale . There are also those who ask price special For the product that is more price low from price sell normally . In matter This company experience difficulty in take decision at the moment obtain order special the . One of possible way used analyze alternative decision on the order special the is with do analysis to cost relevant . Analysis This useful For sort relevant costs

in determined price sell product order special . Apply analysis cost relevant with regression square The smallest makes it very easy company For separate related costs with each product unit . In cost relevant , just nature costs variable just will changed along with increase the amount the product . In case this is UD. Afina Rizki Not yet apply analysis cost relevant , p This can seen from a number of orders have been made rejected . Whereas from order special each of them brings addition profit . And it should all order special from customer accepted Because can add profit company . Introduction at the moment This world developments in the sector very developed economy fast . This matter characterized by abundance business emerging economies , esp sector industry manufacture . Onward business in the sector economy This considered important by the government , because matter This can influence developments in the sector other . Reject measuring success management company in operate his efforts is profit earned . Profit No Can separated in the business world , because description from circumstances company can seen with big profit earned . Profit which is obtained company is difference between income and costs . Profit can used as tool consideration in take decision about continuation business the . In operate his role as taker Management decision need correct information that is about cost . After get information the so can done several processes , namely , identification , classification and analysis processes to problems and opportunities that exist , so can obtained a good decision for company .

METHODS

Method used For study This is method descriptive , ie more research leads to disclosure something problem or circumstances as exist and reveal the facts are there , though sometimes given interpretation or analysis (Putra et al., 2024) .

Types of research

This research uses a qualitative approach .

Time and Place of Research

Study This done in the month August 2023- December 2023. As for the place research in the Village Karaban Subdistrict Cork Pati Regency .

Research Target/Subject

Subject study This is owner business making mattress in the Village Karaban Subdistrict Karaban Pati Regency as many as 10 people.

Table 1 List of Mattress Entrepreneurs in the Village Karaban Subdistrict Karaban Pati Regency

No.	Name	Length of Business	Total manpower
1	Mbah Suji (Original Kapok Mattress Craftsman Mbah Suji)	> 30 years	5-10 people
2	H. Suparno	25 years	10-15 people
3	H. Muhtarom	20 years	5-10 people
4	Mrs. Sulastri	15 years	3-5 people
5	Mr Karno	10 years	2-3 people
6	Mrs. Asih	5 years	1-2 people
7	Mr Joni	10 years	5-10 people
8	Mrs. Ani	5 years	3-5 people
9	Mr Dimas	2 years	1-2 people
10	Mrs. Rini	1 year	1-2 people

Procedure

Procedure study started from observation to location For observations , interviews and data collection .

Data, Instruments, And Data Collection Techniques

Necessary data in study This includes the main capital required , origin material raw Mattress , quantity power Work objective marketing and income earned . Data collection techniques used in study This use technique observation , interview structured , and documentation . Analysis of the data used that is tabular data analysis percentage . Collected data form description analyzed use descriptive data techniques quantitative explanation business making mattress in a way systematic and detailed in accordance with objective from study . For analyze income businessman mattress , collected data form numbers served in form table . All data obtained the tabulated based on criteria specific and interpreted in a way qualitative For give understanding regarding the meaning of the data , next arranged as report results study .

Data Analysis Technique

For analyze capital data, materials raw , energy work and income businessman mattress , collected data form numbers . All data obtained the tabulated based on criteria specific and interpreted in a way qualitative For give understanding regarding the meaning of the data , next arranged as report results study .

RESULTS

Production Capital Required For Each Mattress Production Run

Production capital is factor important in start business mattress . Businessman need understand various possible factors influencing capital and effective capital management strategies For reach profitability and success business . Production capital like foundation in build business mattress . Understand factors that influence capital and its management strategies become key For reach profitability and success business . Start business mattress like build A House . Production capital is the basic capital that must be Yes , management production is the implementation process , and marketing strategy is methods and steps for production the mattress he made in demand . Third element This must sturdy and mutual synergize For reach success .

Based on results research , conclusions can be drawn taken is that production capital in making mattress in the Village Karaban varies depends on some factors , incl scale business , type manufactured mattresses , as well price material raw , energy work , and costs *overheads* . Factor main in the manufacturing process mattress is capital, which is used For purchase material raw materials , equipment and supplies other .

In making mattress , material standard main is kapok , cloth upholstery , fabric pocket kapok , and thread sew . Cost material standard Can different Depends on the quality and quantity required . Besides that 's power work is also a component important in the production process mattress , which includes tailor , handyman sewing , and artisan cut , with wages range between IDR 50,000 to IDR 75,000 per day . Overhead costs , such as electricity , water and rent place , also a must taken into account in production capital mattress . Overall production capital For mattress standard in the Village Karaban estimated range between IDR 1,250,000 to IDR 1,750,000. In conclusion , production capital mattress influenced by several factors and can varies , however material raw , energy work , and overhead costs are component main thing that is necessary considered in planning production mattress .

Origin Material Required Raw For Manufacturing Mattresses

Material raw as material basis used For produce something goods . According to Arnold *et al* . (Arnold et al., 2020) , materials raw is all materials obtained from source Power natural or acquired from business man For utilized more carry on . In connection with activity his business , that availability material raw or material standard or material half So with provision easy earned , and costs transportation or delivery to factory can said cheap or worthy , important for company industry . Existence material raw is very important for continuation something business industry , p This in accordance with expressed opinion . Material raw that will processing is very important for development something industry .

Based on research , can concluded that industry making mattress in the Village Karaban Subdistrict Karaban is very material dependent standard local , esp kapok originating from tree kapok that grows around the area . Kapok is material main in making mattresses , and their availability in the area tropical like Central Java makes it easy craftsman in obtain material standard the . Besides the , usage material standard Local also helps reduce cost transportation and storage , which in turn increase profitability industry mattress local . This matter show exists potency great economy in development industry based material standard local in the Village Karaban .

On the other hand , though kapok originate from area about Starch, ingredients other standards such as foam , springs, fabric , zippers and straps tend obtained from cities big such as Semarang, Bandung and Jakarta. This matter show that although There is utilization material standard local , however Still there is dependence on supply from outside area . Therefore that , for increase aerospace industry mattress local , necessary exists effort For develop supply material standard local other as well as increase capacity production domestic . With Thus , industry mattress in the Village Karaban can more independent and sustainable in period long .

Number Of Workers Working At Each Mattress Manufacturing Business Place

Based on results research , can concluded that industry making mattress in the Village Karaban Subdistrict Karaban own two category main , i.e business small and medium enterprises (SMEs) as well business big . Amount power work that works on every type business This varies , where SMEs usually do employ between 10 to 20 people, while business big can employ between 50 to 100 people. Data from the Central Statistics Agency Pati Regency in 2022 shows that the total amount power workers working in industry craftsman mattress in the Village Karaban reach about 2,000 people, spread over about 100 places business making mattress . This matter show that industry mattress in the Village Karaban own impact significant to creation field Work for public village , which in turn give contribution big for economy local .

Skills and numbers power Work depending on scale business and type mattress . Craftsman cut cloth , craftsman sewing , spring fitting , and finishing craftsman required expertise (Ulfa, 2017) . As comparison amount power work in the village other like amount power work in the village Bumiharjo range between 12 to 50 people per business (Ulfa, 2017) . In Yogyakarta, on average there are 5-10 people per business (Septiani , 2019), while in Bandung the average is 3-8 people per business (Arifin, 2021).

Mattress Manufacturing Business Workers are people who work in the production process mattresses , including them tailor , handyman tailor , craftsman cutters , machine operators , and workers others involved in various stage making mattress . They responsible answer For process material standard become product ready ending sold , with skills and expertise certain in accordance with the tasks carried out by each of them (Agustyawati, 2019) .

Development industry craftsman mattress in the Village Karaban No only create field work , but also give potency growth sustainable economy for public local . With exists various scale business , start from SMEs to business big , industrial mattress in the Village Karaban give chance for diverse layer public For involved in the production and obtaining process income . Besides that , industry this also has impact positive social with strengthen bond community and

strengthen Power competitive economy village . Therefore that , role industry craftsman mattress in move economy local and create chance Work is very important thing for development and prosperity public Village Karaban .

Objectives Marketing Of Production Results Mattress Entrepreneur

Based on results research , can concluded that industry mattress in the Village Karaban Subdistrict Karaban has experience significant growth in matter marketing both domestically and abroad from 2019 to 2023. From the beginning only promote products in the Central Java region in 2019 , now product mattress from Village Karaban has penetrate to throughout Indonesia in 2020. In fact , in 2023 , marketing product the has widespread to several overseas countries such as Malaysia, Singapore, Brunei Darussalam, Thailand, Vietnam, the Philippines, Australia, the United States and Canada . Growth This No only reflected from expansion of marketing areas , but also of enhancement amount sales and satisfaction consumer .

Need noticed that expansion marketing to these various countries show potency big industry mattress from Village Karaban in enter the global market. This matter show that product mattress from Village Karaban has accepted with well in the international market , that can be give contribution significant to growth economy local as well as increase image Indonesian products in the eyes of the world. Therefore that 's necessary exists support more carry on Good from government nor party related other in support expansion marketing product mattress from Village Karaban to the global market so that you can strengthen position industry Indonesian mattresses on the scene international .

Sell mattress No only question product , but also the right marketing strategy . Entrepreneurs in the Village Bumiharjo promote the product to Lampung, Bengkulu and Palembang (Ulfa, 2017) . Regional distribution , stores mattress local , online platforms, and collaboration with hotels being an effective marketing strategy (Ulfa, 2017) . Understand target consumers and market segmentation key For determine the right marketing strategy target .

Revenue Mattress Entrepreneur

Based on results research , can concluded that businessman mattress in the Village Karaban Subdistrict Karaban own sufficient income high , with an average of IDR 25 million per month . Factors like scale business , type mattresses produced , and marketing strategies influence big income the . Businessman mattress with scale business big tend own more income tall Because can produce in amount big and selling with more price competitive . Besides that , kind of mattresses that have quality height and design Unique also has potential For increase income businessman . This matter show that industry mattress in the Village Karaban own great potential For give significant contribution to economy local .

Study others from ULFA (Ulfa, 2017) show profits obtained businessman mattress varies , depending on the type mattress , scale production , and price sell . ULFA (Ulfa, 2017) take notes average income of entrepreneurs in the village Bumiharjo amounting to IDR 7 million up to IDR 30 million per month .

Season certain like approaching Eid and year new can increase income . Enhancement sale This Can utilized For increase profit margins or invest in development business (Ulfa, 2017) .

High income from industry mattress in the Village Karaban No only give benefit for businessman yourself , but also provide impact broad positive for economy village in a way whole . Increased income has increase well-being public village and create field Work new . Besides that 's growth industry mattresses driven by upgrades request , fine from in nor abroad , also became encouragement for businessman For Keep going increase production and marketing the product . Therefore that , role industry mattress in the Village Karaban No only as source income for entrepreneur , but also as mover main in strengthen economy local and improve well-being public village in a way whole .

DISCUSSION

The amount of initial capital required in business mattress varies , depending on some factor . According to Ulfa (2018) entrepreneurs in the Village Bumiharjo , East Lampung requires initial capital between IDR 5 million up to IDR 24 million very production . Business scale , type mattress , and location business become factor decider main . Other research shows initial capital range between IDR 10 million up to IDR 30 million (Huzaemah et al., 2022) . Meanwhile in Bandung, initial capital range between IDR 5 million up to IDR 25 million (Nawang Sari & Destiarni, 2023) .

Study this is also unidirectional with opinion from Hafiz & Satrianto (2022) that capital is matter important in fulfil need something effort at the start standing until operational company the . Capital can be obtained interpreted in a way wide is the money required To use finance form needs something business in reach maximum income . If capital is owned big possible huge profits and income Because if you have capital something business more Lots so possible For more easy in develop company and the use of large capital of course you can too do financing optimal company so results obtained form income will also be optimal.

Micro and small companies operating in the informal sector often lack access to external financing (Parinduri, 2014) . In order to provide the necessities that people want, of course business actors need capital. According to Putri & Jember (2016) the efforts made by the government to help industrial or MSME development by providing a platform for business actors in the form of loan capital credit are expected to be able to encourage business actors to increase income. Capital is an important factor in business activities, because capital is the lifeblood of business continuity. The greater the business capital, the wider the opportunity to develop the business. This capital is used to finance business activities, such as purchasing raw materials, supporting materials, workers' wages, and so on, where all production processes will require this capital (Wirawan & Indrajaya, 2019) .

Material standard raw bye material standard that can be traced to goods or services produced (Suradmojo, Komari, & Indrasari, 2021; Taroreh, Tinangon, & Elim, 2013) . Make mattress No case easy . Behind comfort sleep , yes consideration ripe in choose material the right standard . Spring become choice main in making mattress . Power high durability and structure sturdy provide optimal support for body . Spring Bonnel , with its proven design , offers solution economical and durable . Temporary pocket spring , with privilege movement the individual , presenting stillness and more contour precision .

Quality mattress determined by the material the default . Foam , springs , fabric , and materials standard addition like glue , varnish , and zipper is component main . Businessman need consider quality , price , availability , and need consumer in choose material standard (Ulfa, 2017) . Foam with density tall more durable and comfortable , meanwhile spring Bonnel more cheap compared to more pocket springs long lasting and delivers *individual support* (Ulfa, 2017) .

Sell mattress No only question product , but also the right marketing strategy . Entrepreneurs in the Village Bumiharjo promote the product to Lampung, Bengkulu and Palembang (Ulfa, 2017) . Regional distribution , stores mattress local , online platforms, and collaboration with hotels being an effective marketing strategy (Ulfa, 2017) . Understand target consumers and market segmentation key For determine the right marketing strategy target .

CONCLUSION

average amount of capital used by entrepreneurs mattress in the Village Karaban Subdistrict Cork Pati Regency is IDR 1,250,000 per production . Material raw mattresses used by entrepreneurs mattress in the Village Karaban Subdistrict Cork Pati Regency was obtained from Pati, Grobogan , and Blora .

Amount power work on site business making mattress in the Village Karaban Subdistrict Cork Pati Regency as many as 28 people. Marketing results production mattress Village Karaban Subdistrict Cork Pati Regency in the region all regions of Indonesia, incl Island Java , Sumatra Island , Kalimantan Island , Sulawesi Island , Nusa Tenggara Island , and Papua Island . Income businessman mattress in the Village Karaban Subdistrict Cork Pati Regency is Rp. 25,000,000 per month .

SUGGESTION

Recommended suggestions from results study This is as following : (1) expected necessity attention and help from good investors government nor party private in help develop your Mattress Business public small ; (2) Mattress Business Entrepreneurs should make something corporate business law , for example Cooperative , CV or PT; and (3) necessity held activity training or socialization by parties related Good from government nor private in giving knowledge about importance recording costs production issued in production mattress

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