

## **Production Activities in Kampung Ketupat, Sungai Baru Banjarmasin**

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### ***Abstrak***

Kampung Ketupat merupakan salah satu kampung tematik di Kelurahan Sungai Baru yang bergerak dalam bidang produksi ketupat. Kegiatan produksi ketupat di Kampung Ketupat dilakukan setiap hari. Berbeda pada umumnya yang mana produksi ketupat hanya dilakukan pada saat waktu tertentu, seperti pada saat menjelang hari raya idul fitri maupun idul adha. Artikel ini bertujuan untuk mendeskripsikan kegiatan produksi ketupat oleh masyarakat di Kelurahan Sungai Baru. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data menggunakan wawancara dan observasi. Analisis data dilakukan dengan mengikuti model Miles Huberman. Hasil penelitian menunjukkan bahwa kegiatan produksi ketupat di Kampung Ketupat terdiri dari beberapa tahapan mulai dari menganyam *urung* ketupat, sampai pada proses pembuatan ketupat. Pada proses produksi juga diperlukan sarana dan prasarana baik berupa modal, bahan baku dan tenaga kerja yang saling berkontribusi bagi proses produksi ketupat di Kampung Ketupat Kelurahan Sungai Baru Kota Banjarmasin.

**Kata Kunci:** Produksi, Ketupat, Kampung Ketupat.

### ***Abstract***

Kampung Ketupat is one of the thematic villages in Kelurahan Sungai Baru which is engaged in the production of ketupats. Ketupat production activities in Ketupat Village are carried out every day. It is different in general, where the production of the ketupat is only done at certain times, such as before Eid al-Fitr and Eid al-Adha. This article aims to describe the production of ketupats by the community in Sungai Baru Village. This research uses a qualitative approach with descriptive methods. Data collection techniques using interviews and observation. Data analysis was performed by following the Miles Huberman model. The results showed that the production of ketupat in Kampung Ketupat consists of some stages starting from weaving the ketupat, to the process of making the ketupat. The production process also needed facilities and infrastructure in the form of capital, raw materials, and labor that contribute to each other in the production of rhombus in Kampung Ketupat, Sungai Baru, Banjarmasin.

**Keywords:** Production, Ketupat, and Kampung Ketupat.

### **PRELIMINARY**

The development and improvement of Small and Medium Enterprises (SMEs) is a means to increase the economic growth of a region. Creative economic activities have become one of the leading sectors of the regional economy (Damayanti & Latifah, 2017). The development of the creative economy has been developed to support the economy of a region. So as in Banjarmasin, there are some thematic Kampung developments aimed at introducing and developing the creative economy of the Banjar community.

Ketupat Village is a form of a thematic village in Banjarmasin. One approach that is used to improve an area's superior products is to apply the One Village One Product approach.

According to the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, this program is carried out on products that have the characteristics of a local area. In other words, OVOP is a program that utilizes the products of cultural results from the community (Asriati, 2015).

Activity the economy in the Kampung Ketupat has been seen since early enter the area starting from the process of rhombus production, distribution to consumption, it appears that traders who sell rhombus and rhombus are ready to eat, many local people do activities such as weaving leaf Nipah there are also cleaning rice, filling rice into the fail, cook and drape the rhombus that is ripe. In contrast to other regions, in general, the sale of ketupat is only done before Idul Fitri or Idul Adha, but in Ketupat Village in Sungai Baru, Banjarmasin continues to carry out production activities every day. This article aims to describe the production of rhombus in Kampung Ketupat Sungai Baru. This research is expected to be a reference to the effectiveness of thematic villages for the economy of the community in the city of Banjarmasin.

## **RESEARCH METHODS**

This study uses a qualitative approach that describes the phenomena occurring in the field to understand how the production activities in Kampung Ketupat Sungai Baru Banjarmasin. A qualitative approach is a research approach that intends to understand phenomena about what is experienced by research subjects holistically and utilizing descriptions in the form of words and language, in a natural context and by utilizing various natural methods, or termed scientific research that emphasizes on the nature of the data source (Moleong & Surjaman, 2010).

The study was conducted in Kelurahan Sungai Baru, Banjarmasin Tengah, Banjarmasin. The research was carried out from December 2018 to October 2019. The informants in this study consisted of the artisans of ketupat, the ketupat traders, the community around the Ketupat village, and the Sungai Baru sub-district. Primary data can be obtained from interviews with informants, while secondary data is obtained from the profile documents of Sungai Baru Kelurahan, Banjarmasin. Specifically, the following is the list of informants' names in the study, namely:

**Table 1**  
**List of Informant Names**

No	Name	Age
1	Hj. Aminah	36 years old
2	Yes	34 years old

3	Endang	40 years old
4	Syamsiah	40 years old

Source: Researcher (October 2019)

Data analysis in this study was carried out by first reducing the interview data which was summarized and then reviewed. Second, the data is presented in the form of narrative descriptions, and finally, the conclusion is drawn to find meaning from the data obtained. The whole data is tested for validity by doing a triangulation source, technique, and time (Sugiyono, 2008).

## **RESULTS AND DISCUSSION**

Kampung Ketupat which is located at Kelurahan Sungai Baru, Kecamatan Banjarmasin Tengah. Kampung Ketupat is one of the thematic villages in the city of Banjarmasin that operates in the community's economic pieces. Economic activities are generally carried out by economic actors, both individuals who run companies or business entities that have legal or non-legal status. Economic activity is essentially the activity of running a company that is, an activity that implies that the intended activity must be carried out (Sri, 2000).

Development of economic activities Public based on the characteristics of the surrounding community it has also been done at Sekumpul, Martapura. Economic development that combines religious symbols in terms of religious support and enthusiasm to develop economic aspects. Teacher Sekumpul creates a pathway for economic growth and community development that supports and practices Islamic economics (Abbas & Rajiani, 2017). Different in Ketupat Village, the characteristic of the village of ketupat is the existence of production activities by utilizing the local culture in the form of a hollow made of Ketupat processed Nipah leaf crafts. Production is an activity carried out by humans in producing a product, both goods or services which are then utilized by consumers. At a time when human needs are small and simple, production and consumption activities are often carried out on their own, ie someone produces to meet their own needs. However, along with the increasingly diverse needs and limitations of resources, a person can no longer produce what he needs (Nur Rianto and Amalia 2010).

Production activities are defined as activities in producing output by using certain production techniques to process or process inputs in such a way (Wibowo, 2015). In the production activities, various stages of business actors will be found (Jumriani, 2018). Ketupat production activities in Sungai Baru Kelurahan done through various stages, including making

preparations beforehand to do ketupat processing. In the preparation stage, three things are necessarily prepared in production activities, namely capital, raw materials, and labor, and entrepreneurship. Provision of capital for production activities in the village of ketupat is sourced from private capital, in the process of processing ketupats, of course, it cannot be separated from the availability of raw materials as an important thing in the manufacture of a product. The raw material is the raw material that is the basis for making a product where the material can be processed through a certain process to be made into another form.

In the process of ketupat processing, it certainly cannot be separated from the existence of raw materials and equipment as important things in making a product. As stated in the regulation of the Minister of Home Affairs No. 7 of 1993 it is said that "the industrial area in the center of processing industry activities that are equipped with facilities, infrastructure, and other support facilities provided and managed by the industrial center. Regarding Ketupat Village, there are several aspects that are needed when producing ketupat in Ketupat Village, including: First, Raw Materials. The raw material is the raw material that is the basis for making a product where the material can be processed through a certain process to be made into another form (Wibowo, 2015). Understanding raw materials are goods that will be made part of the finished product. The raw material is the same as the raw material used as the basic material for making a product. Raw materials needed for making ketupats include palm leaves, rice, and water. Traders in Kampung Ketupat get the raw material of palm leaves by buying it at the existing market providing Nipah leaves and those who have subscribed will be delivered with a kelotok every week.

**Picture 1 Nipah Leaves**



(Source: Personal documentation, 9 November 2019)

Second, rice. Rice suppliers that are used as raw material for making ketupats are obtained from the rice villages in Kelayan because there is a central rice sale in Banjarmasin. So every week or so they order from the village of rice to be used as a ketupat.

Third, labor. The production of ketupat in Kampung Ketupat Sungai Baru Banjarmasin is inseparable from the role of workers in Sungai Baru Banjarmasin. The development of handicraft business is very influential on the existence of human resources and education, quality production influences up to much demand because of the existence of skilled and professional human resources, and also affects the craft business that is run (Hastuti, 2013). In economic activities, the interaction will occur from the business actors in the thematic villages that occurred between craftsmen, workers, traders, buyers, and the government (Jumriani et al., 2020). Workers in the Sungai Baru Kelurahan Banjarmasin are employed at least elementary and junior high school graduates because they must at least be able to read and write but do not use the education or training path first to be able to work there but only can weave palm leaves to be made into rhombus skins and manpower to carry out ketupat production activities.

**Picture 2 Workers in Ketupat Village**



(Source: Personal Documentation, 6 July 2019)

Kalimantan has a lot of potentials that can be developed and utilized by the community (Permatasari et al., 2019; Subiyakto, 2005; Atmono et al, 2). In the production activities in Kampung Ketupat, it is famous not only for the production of ketupat but for Urung Ketupat. Urung Ketupat is woven palm leaves which form like a parallelogram which is made into leather or later on a ketupat. The making of the backwater in the Ketupat Kampung community is made by the majority of the people as a livelihood to make the ketupat craft especially from this Nipah leaf, which these day-to-day craftsmen fill their free time by weaving Nipah leaves which will be used as a ketupat wrapper.

**Picture 3 Weaving Process of Nipah Leaves**



Source: Personal Documentation, 19 Nov 2019

Businesses in Ketupat Village are hereditary businesses that have been carried out by grandmothers and their parents for years to decades ago. In running this business, the constraints that are often experienced by Ketupat traders are not many such as delays in the arrival of raw materials such as palm leaves, the way they cope is they order more to be stored. Whereas in the trade competition in the Ketupat Village area, there were very many ketupat traders, but because of the initiative of the traders they opened businesses in other regions to attract more customers from outside the region. While those who survive in the area of the Ketupat village, they sell a lot to their loyal customers.

## **CONCLUSION**

Ketupat production activities in Sungai Baru Kelurahan done through various stages, including making preparations beforehand to do ketupat processing. In the preparation stage, three things are necessarily prepared in production activities, namely capital, raw materials, and labor, and entrepreneurship. Provision of capital for production activities in this ketupat village is sourced from private capital. In the process of ketupat processing, it certainly cannot be separated from the existence of raw materials as an important thing in making a product. The raw material is the raw material that is the basis for making a product where the material can be processed through a certain process to be made into another form.

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