

FUNDAMENTAL PROBLEMS FACED BY THE HOME-BASED INDUSTRIES IN JEMBER REGENCY

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ABSTRACT

Jember is the three largest districts in East Java, besides Malang and Surabaya. Jember is a famous carnifal city, which is worldwide known as Jember Fashion Carnifal (JFC). The magnet of JFC is capable for domestic tourists and foreign tourists. The moment a number of visitors go to the town of Jember, they are arrested by employers for producing souvenirs, typical of mud; especially, those made from raw cassava are produced by farmers in Jember. Special food made from cassava from Jember includes, tape in the packaging box, pro taper, brownies tape. Bakpia tape, and dodol tape are already known to the public in Jember and tourists from East Java, Indonesia and foreign countries. Descriptive analysis was used for highlighting the problems and mapping the potential small business, home-based cassava. SWOT analysis was used as an analytical tool to identify the problem and map the potential home-based small businesses in developing their business. SWOT analysis is a form of coverage efforts, to identify the strengths, weaknesses, opportunities, and threats that determine the performance of a company or small business and home-based cassava. Based on the analysis performed using SWOT analysis, it is suggested that, the problems of small businesses are home-based. The primary cassava can be produced with standard product quality, human resources, finance and marketing, which still tend to be conventional and need more innovation-based online sales. The role of local government as well as businessmen, and a major center for souvenirs in Jember are needed, in order to develop a home-based small business cassava.

KEYWORDS: *Issues Identification, Problems, Home Small Business & SWOT Analysis*

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