



Development Geography Department, Faculty of Geography, Universitas Gadjah Mada  
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## Local Economic Development Based on Creative Industry in Plumbon Gambang Village, Jombang

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### Abstract

The rural development can be built through the use of local potentials to fostering economic growth and creating jobs for the local community. The local economic development is a development strategy to the empowerment of the local community in the Plumbon Gambang village –Jombang. This village is known as the producer of bead crafts as the creative industry. Industrial process that it uses the waste glass as the material of beads crafts is growing rapidly the potential economy. This is happened because the glass as raw material is plentiful at least the unique and distinctive product in the Plumbon Gambang village. The local potency will require a development strategy based on the principle of LED (Local Economic Development) in order to promote the productive handy craft village that it can be used further as the initiator of regional branding in Jombang. The local economic development components will leverage its ability through the development strategy that is related to the empowerment, exports, cluster, marketing, and partnerships. In leveraging this capability, it will be used the method of RALED (Rapid Assessment Local Economic Development). The results are expected by using this method is that it can be identified the positioning of LED aspects are represented on the weight of the result of the calculation RALED, then it can be arranged a proper development strategy. The results of this study will be very helpful to promote the LED for the Jombang district government, especially at the village level development as follow-up on the sectoral planning.

### Keywords

Local Economic Development; Creative Industry; Rural Development; Handy Crafts;

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## 1. Introduction

The empowerment of rural communities is an attempt to empower villagers through their potential to determine the choices of activities most appropriate for their progress (Sumodiningrat, 2001). The effort to establish the village community in relation to the effort to escape from poverty trap and backwardness is done through local economic development (LED) which is potential and local seed. In addition to emphasizing the utilization of local excellence, LED emphasizes the involvement of local Governments, community organizations and private (entrepreneurs) in the form of partnerships encourage business activities that can create jobs. Helming (2003) describes the importance of stimulating economic growth in a tribal region by emphasizing local control, optimizing human potential, institutional, and physical resources through a process of partnership among stakeholders. In an effort to stimulate economic growth in a village in Jombang, LED is one of the strategies to leverage it.

According to Coffey and Polase in Blair (1985) the process of developing the local economy basically includes four stages. First, it is the growth of local entrepreneurship. Secondly, take off of local companies. Third, it is the development of these companies out locality. And fourth, the formation of a regional economy rooted in local activities and initiatives and the comparative advantages of these local economic activities. The initial identification of local economic conditions in Jombang is still in the first stage of the growth of local entrepreneurship. It is known that in Jombang there are 21 sub-districts whose communities have their main livelihoods are farmers, but certain villages are handicraft industry villages that produce recycled glass beads, brass castings, toys and wooden models (Febrianti, 2014). Plumbon Gambang Village, located in the District Gudo Jombang Regency is one of the villages producing bead craft which is quite famous in the international market. There are about 25 major artisans producing beaded handicrafts in this village. Beads produced in the form of beads, key chains, necklaces, bracelets, wall decorations, curtains and finished beads to be assembled again.

In the beginning, the market of the village beads includes Dayak and Toraja tribes that make beads as one of the cultural heritage, tourists in Bali even once exported to foreign countries. In 2008, former president Soesilo Bambang Yudoyono also made a working visit to the Plumbon Village and provided equipment assistance and awarded the award plaque to the bead craftsmen. However, over time there has been a decrease in productivity of bead craftsmen, one of which is due to the weakening of the rupiah exchange rate with the American dollar, resulting in many bankrupt craftsmen. This is due to the raw material for making beads to be obtained from abroad, such as glass raw materials and dyes used. To overcome the difficulty of supply of raw materials, currently the craftsmen are using glass waste as a substitute for imported glass raw materials. This waste is obtained from one glass factory in Surabaya. Surabaya is the second largest city in Indonesia, which is about three hours away by car from Jombang. The beads' craftsmen get the glass waste uselessly. This makes the production cost can be reduced so that the craftsmen get more profit. However, it is not only the supply of raw materials that need to be given attention in the development of the beaded creative industry in Plumbon Village Image. The number of SMEs are beaded quite a lot, but run independently have not formed a mutually beneficial relationship, especially when there is a large order. So also with marketing activities, there is one outlet which is a form of government and looks more "sell" compared to other outlets owned by craftsmen. Marketing to overseas consumers who pass through Bali is only controlled by a single player who understands the marketing path. Branding area is also considered less so that it is necessary to formulate strategic efforts in boosting the image of the region as a producer of beads.

The existence of several weaknesses related to the development of clusters, marketing, and partnership in the beaded creative industry in Plumbon Gambang Village, it is necessary to develop local economic strategies based on creative industries which will be based on an assessment of the principles of local economic development to maximize the income of the community.

## 2. Methodes

The method used in this research is the method of Rapid Assessment Local Economic Development (RALED). The RALED method is a method for mapping out local economic development factors that combine rapid assessment of LED status and prioritized weighting of LED aspects. RALED is a modification of the RAPFISH (Rapid Appraisal Techniques for Fisheries) Program developed by Fisheries Center, University of British Columbia, Canada. Modifications made to the dimensions and



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indicators used. While the RALED indicator refers to the LED aspects that have been developed by the Regional Economic Directorate, BAPPENAS specifically for LED. These indicators, among others, are as follows:

Aspect	Explanation
Target group	<ul style="list-style-type: none"> <li>▪ Outside investors: easy regulations on investment, business prospect's information, trying and legal capacity, security, campaigns, investment service center.</li> <li>▪ Actors local businesses: capital, promotion, improvement of technology, management and institutional.</li> <li>▪ New business agent: entrepreneurship training, mentoring and monitoring, incentives, permit speeds.</li> </ul>
Factors Locations	<ul style="list-style-type: none"> <li>▪ Factors measured locations: access to and from the location, access to ports, airports, transport, communication infrastructure, energy infrastructure, water supply, skilled labor force, the number of local financial institutions.</li> <li>▪ Factors unmeasured locations for businesses: opportunities for cooperation, research institutions.</li> <li>▪ Individual factors unmeasured locations: the quality of housing, environment, education and training, health services, social facilities and public facilities, the work ethic of human resources.</li> </ul>
Synergy and Policy Focus	<ul style="list-style-type: none"> <li>▪ Economic expansion - the policy: investment, promotion, competition, the role of regional companies, a network of business, labor information, skill development.</li> <li>▪ The community empowerment and community development - policies: private partnership based community empowerment, poverty reduction.</li> <li>▪ Construction of the area - policy: indonseia region, the center of growth, community development, regional cooperation, spatial LED, business networks between centers, sustainable industrial system.</li> </ul>
Sustainable development	<ul style="list-style-type: none"> <li>▪ Economy: supporting industry development, the company with the Business Plan, the company with innovation.</li> <li>▪ Social: contributing to the welfare, LED and indigenous / local institutions.</li> <li>▪ Environment: implementation of environmental impact, recycling, resource conservation policy.</li> </ul>
Governance	<ul style="list-style-type: none"> <li>▪ Government and business partnerships-partnerships: infrastructure, promotion and trade financing.</li> <li>▪ Public sector reform: an incentive system, restructuring of government organizations, public service procedures.</li> <li>▪ Development -asosiasi industry organizations: status, roles, benefits.</li> </ul>
Process Management	<ul style="list-style-type: none"> <li>▪ Diagnosis is participatory - analysis and mapping: economic potential, competitiveness, local political conditions, as well as the identification of stakeholders.</li> <li>▪ Planning and implementation of a participatory - diagnosis vs. planning, the number of stakeholders, synchronization (sectoral and spatial), vs. implementation planning.</li> <li>▪ Monitoring and Evaluation in a participatory manner - Stakeholder involvement: indicators and monitoring and evaluation, frequency: monitoring and evaluation and discussion of troubleshooting, monitoring and evaluation results vs. planning to come.</li> </ul>

Stages to be done in this analysis include:

- 1) Map the performance of six aspects of hexagonal LED each consisting of several leverage factor variables using a simple typology method to determine the condition of each aspect with the following assessment:
  - a) If the index value <25 means that aspect is in very bad condition
  - b) If the index value 25 - 50 means that aspect is in bad condition
  - c) If the index value 51 - 75 means that aspect is in good condition



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d) If the index value > 75 means that aspect is in very good condition

Six aspects of the hexagonal LED include the aspect of the target group, location factor, departure and policy focus, sustainable development, governance and management process aspects. While the leverage factor in question is a factor that greatly affects the local economic development of each aspect. Assessment is done by giving a score of 0 to 100 on the factor of lever forming the hexagonal aspect of LED. The worse the performance of the leverage factor, then the score to be given will be lower. At this stage the data used are observation data and interviews with bead craftsmen in Plumbon Gambang Village

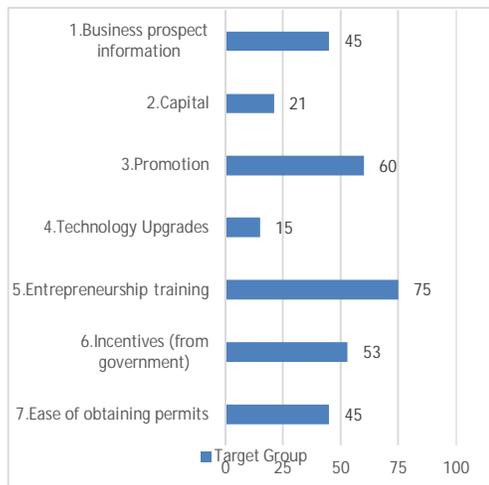
- 2) After mapping the performance of the next six hexagonal aspects of LED, it is to assess the importance of hexagonal aspects of LED using the Analytical Hierarchy Process (AHP) method. The expected result of this method is to identify the weight of each hexagonal aspect of LED showing the level of importance of the aspect.

After RALED analysis will be determined the most appropriate strategy to overcome the existing problems for the development of the local economy of bead craft in the Village Plumbon Gambang.

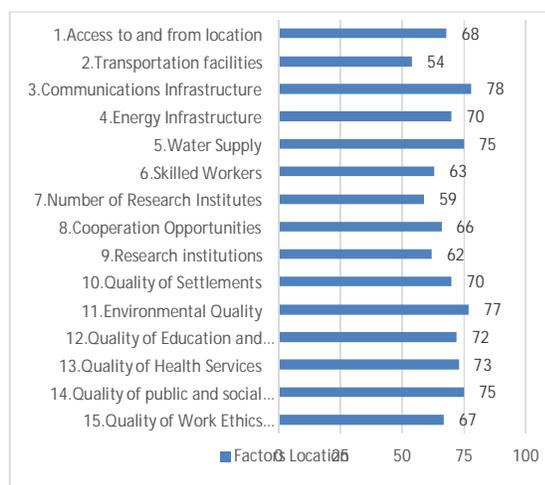
### 3. Result and Discussions

#### 3.1. LED Identification of LED Levers Performance Factor

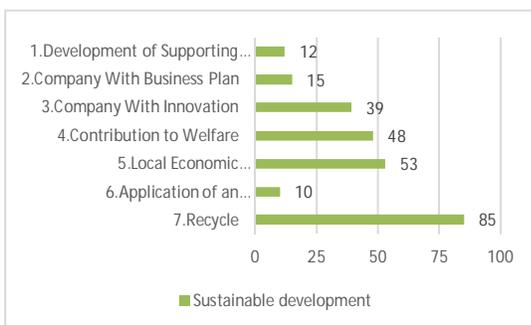
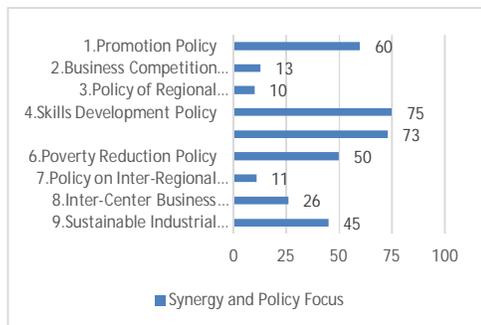
To identify the leverage factor performance on the hexagonal aspects of LED, observations and interviews are used as the basis for the assessment of lever factors by providing a range value between 0-100. Not all factors leveraging the hexagonal aspects of LED based on the references used in this case study, only factors appropriate to the local conditions used for the assessment. The following will explain the existing condition of each lever factor in Plumbon Gambang Village along with its assessment.

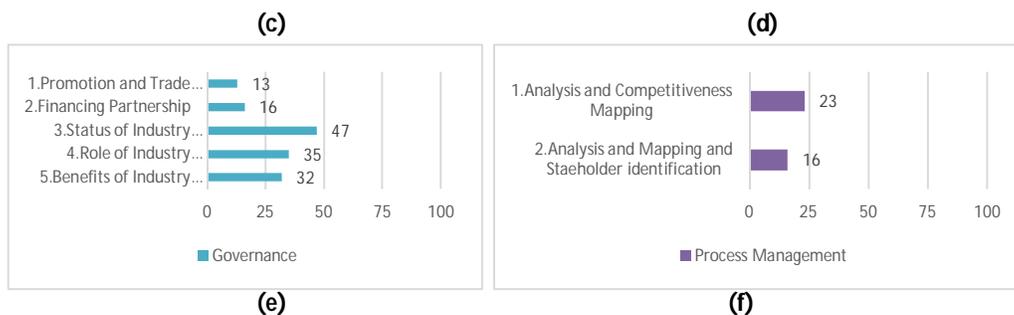


(a)



(b)





**Figure 1. Values of Leverage Factors Performance: Target Groups (a) Factors Location (b) Synergy and Policy Focus (c) Sustainable Development (d) Governance (e) and process management (f)**

Based on the result of leverage factor assessment, the factor that has the lowest performance in the target group aspect is the technological improvement factor with the value of 15. It means that this factor need to be developed again. Because beaded crafts in Plumbon Gambang villages still use traditional technology and can only produce in limited quantities which is very different with beaded crafts in China that can produce in large quantities.

The factor that has the lowest performance on the aspect of location is the factor of the transportation facilities with the value of 54. It means that this factor need to be developed again due to the lack of public transportation access and transportation facilities such as the station and the absence of bus stops and other transportation near the craft beads location.

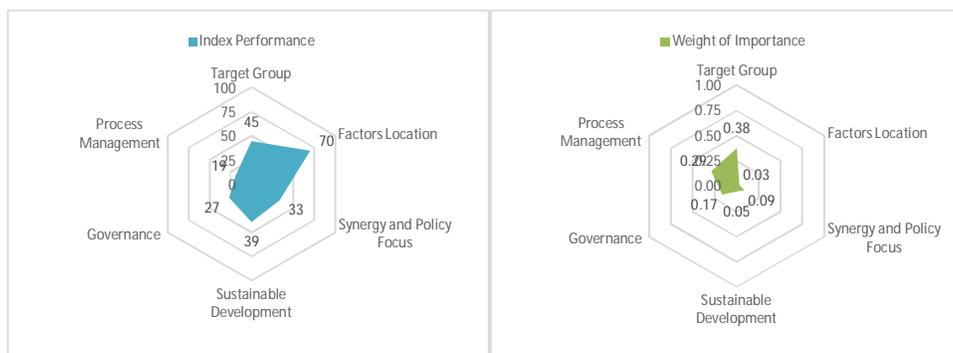
Factors that have the lowest performance on the aspect of synergy and policy focus is the factor of Policy of Regional Enterprise Role with a value of 10. This means that this factor is necessary to be developed because lack of regional enterprise who help the development of the handicraft beads in Plumbon Gambang Village.

The factor that has the lowest performance in the aspect of Sustainable Development is the factor of Development of Supporting Industries with a value of 12. The factor that has the lowest performance on the aspect of governance is the promotion and trade partnership factor with a value of 13. This means that this factor is necessary to be developed again due to the absence of strong partnerships, promotion and trade between the government, businessmen, and investors to develop the beaded handicrafts business in Plumbon Gambang Village.

Then, the factor that has the lowest performance in the aspects of the Management Process is the factor of identification mapping analysis and stakeholder identification with a value of 16. This means that this factor is need to be developed a because there is still no artisans mapping potential stakeholder related as an effort to develop handicraft beads in the Village Plumbon Gambang. Stakeholders who can improve the ability of manufacture production, financial management and marketing.

### 3.2. Determination of Local Economic Development Status

Determination of LED status is used to give an overview of the condition of LED in a region. The determination of the status is derived from the interpretation of the total composite index value. While the composite index itself is obtained from the value of index values of performance aspects of LED with the weight of importance of the LED aspects. This weighting is assessed based on the result of focus group discussion conducted by the team to some beads craftsmen in Plumbon Gambang Village. The most important aspect to be developed will be given the greatest weight value of interest as well. Here will be shown diagram of performance assessment index and weight of LED aspect owned by beads craft industry in Plumbon Gambang Village.



**Figure 2. Value Index Performance and Weights Importance Aspects of LED**

Based on the picture, it is seen that the highest index of LED performance is the aspect of Location Factor with a value of 70 out of 100. Location factor is classified as a growing aspect with good potential in beads craft. This happens because the location of craftsmen center and handicraft showroom is very easy to reach especially by using private vehicle. In addition, other infrastructure such as telecommunication network, road network, water, electricity, and energy are very accessible in this area. For the target group aspect, sustainable development, sustainability, the focus of sustainability and governance are included in the bad condition aspect of LED.

While the aspect that has the lowest index value is the management process aspect with a value of 19 out of 100. This aspect goes into the very bad condition aspects of LED. This happens because there are so many craftsmen who have not mapped the competitiveness and stakeholders that can support the development of this economic industry.

Based on the weighting result of the LED importance aspect using AHP as shown in Figure 2 it is seen that the most important aspect for local economic development in Plumbon Gambang Village is the aspect of the target group with a value of 0,37 out of 1. As for the process of management aspect is considered less affect to the development of beads industry with a value of 0,305. The factors location is the lowest level of importance with a value of 0,024. This is because location factors can be built if existing local economic activities already have a planning direction, increased local excellence and development management have been owned by these economic activities.

After identifying the performance index value and the importance level weight, the next step to do is mapping the LED status. Here is the result of mapping analysis of the LED status of the creative beads industry in Plumbon Village Gambang.

**Table 2. Mapping Analysis of Local Economic Development Status of Creative Beads Industry in Plumbon Gambang Village**

No	LED Aspect	Index Value	Weithage	Composit Index
1	Target Group	44,86	0,371	16,64306
2	Factors Location	68,6	0,0243	1,66698
3	Synergy and Policy Focus	40,33	0,0783	3,157839
4	Sustainable Development	37,43	0,0488	1,826584
5	Governance	28,6	0,1724	4,93064
6	Process Management	19,5	0,3052	5,9514
<b>Total</b>			1	34,1765
<b>LED Status</b>			Bad	

Source: Partipatory Mapping, 2016

LED Status

0 - ≤ 25 : Worst

25 - ≤ 50: Bad

; 50 - ≤ 75 : Good Enough

; 75 - ≤ 100 : Good



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Based on the table it can be seen that the composite index value of creative beads industry in Plumbon Gambang Village is 34.176. In this case it can be seen that the status of LED in the bead creative industry in Plumbon Gambang Village is in bad condition.

### 3.3. Local Economic Development Strategy

Based on the previous discussion it can be identified the leverage factor of each aspect of LED in the bead creative industry in Plumbon Gambang Village. For aspects that have the highest importance (the target group aspect) is known that technological improvement factor is the factor leverage on that aspect. The technology used from the beginning until now is still traditional. The technologies used include frying pan, iron rod and heating stove. Therefore, it is necessary to rejuvenate the technological maker of beads so that it can be produced in large quantities.

In the aspects of the management process can be seen that the leverage factor is a mapping analysis and stakeholder identification. Stakeholders involved in this industry are craftsmen, Jombang regency government, academics, beads entrepreneurs associations and distributors mainly in Bali and Kalimantan island. The strategy needed in this regard is identifying key stakeholders who have interests and influences in the embedding of the creative industry of Plumbon Gambang beads. Furthermore the division of roles for the mission carried by each key stakeholder.

In the aspects of governance can be seen that the leverage factor is a factor of promotion and trade partnerships. There are APMA associations (Association of Beads and Accessories) which one of the members is a craftsman in this village. The role of the association is useful to assist in the marketing and increase knowledge on the production process of bead craft. The strategy needed in this regard is that the government needs to work with craftsmen to promote their products into exhibitions organized by government and APMA associations.

In the aspect of synergy and policy focus can be seen that the leverage factor is the Policy of Regional Enterprise Role. In Plumbon Gambang village, there are already BUMDES (Village Owned Enterprises) but the role of this regional company needs to be improved by initiating a capital assistance program to the craftsmen so that the problem of beading shipments abroad does not face obstacles. Required capital is not only used for operations but also required capital for promotion and delivery of goods. Then it is also important to connect the small craftsmen with large craftsmen so that when orders exceed the quota can be connected to larger craftsmen. In this way, the public can feel the role of BUMDES in the management of creative industries beads.

In the aspect of sustainable development it can be seen that the leverage factor is the factor of supporting industry development. Industry support for handicraft beads has not grown in the Village Plumbon Gambang. Variations of handicraft beads are pretty much in the form of beads, key chains, necklaces, bracelets, wall decorations, curtains and beaded material so to be re-assembled but not packed well. In this case, the packaging industry as a handicraft packaging is needed as a supporting industry.

In the aspect of location factor can be seen that the leverage factor is the factor of transportation facilities. Land transportation facilities that can be used to access marketing sites are by private bicycle alone and this area is not traversed by public transportation routes. But interesting thing, Plumbon Gambang village became one of the alternative path that connects the movement among the rural and cities, it means that it is a very good opportunity to be utilized by initiating the implement idea of development rest area. The rest area can be built showroom that can be one of the marketing media of handicraft beads.



**Figure 3: Production Process and Production Craft Beads**

#### 4. Conclusions

From the results of rapid assessment of LED status, beads industry in Plumbon Gambang village is in a bad condition. This may imply that the levers factors are possessed by each aspect of LED has a low level of performance. Factors levers are identified as having the worst performance in each aspect of LED is a factor of improvement in technology, transport facilities, the policy role of the regional companies, the development of supporting industries, and partnerships and trade promotion. To overcome these conditions, the strategies needed include rejuvenation technology that can be produced in large quantities, the formation of the working group specifically to assist the communities craftsmen in capacity building skills and knowledge of technology, build partnerships in order to promote their products into exhibitions organized by the government and the APMA association, initiated a program giving financial aid through BUMDES to the craftsmen so that the problem shipping the beads out of the country does not face the obstacles, the development of industrial packaging as packaging the crafts needed as supporting industries, and the develop the rest area that has outlet beads in Plumbon Gambang Village.

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## Appendix

Table A.1. Evaluation of Bead Craft Leverage Factor in Plumbon Village Gombang

Code No.	Aspects	Indicators	Variables	Code of Variable	Explanation	Score
A	Target Group	Investors from outside the region	Business prospect information	1	Business prospect information is obtained from exhibitions conducted by the government as well as from online media	45
		Local Business Actor	Capital	2	The capital used to produce beads comes from the capital of the craftsmen themselves	21
			Promotion	3	Promotions are done from branch shops, exhibitions, and online promotions	60
			Technology Upgrades	4	Traditional technology is still used among other wok, iron rod and heating stove	15
		New Business Actor	Entrepreneurship training	5	Entrepreneurship training has been frequently undertaken by the government for new product development, motifs and patterns according to the growing market demands	75
			Incentives (from government)	6	Jombang Regency Government has assisted the permission of the beads craftsmen in Plumbon Gombang Village	53
			Ease of obtaining permits	7	Incentives given by the government in the form of production equipment	45
B	Location Factors	Measurable Location Factors	Access to and from location	1	The showroom location of the beads craftsmen in this village is right across the road connecting between Jombang and Kediri	68
			Transportation facilities	2	Land transportation facilities that can be used to access the location of marketing is to use a motorcycle, car, pick up or bus. But in this area is still rarely passed by public transport.	54
			Communications Infrastructure	3	Telephone and internet networks can be easily accessed in this village.	78
			Energy Infrastructure	4	Electricity and gas used in the manufacture of handicraft products is easily obtained.	70
			Water Supply	5	Clean water is very easy to find in this village.	75
			Skilled Workers	6	There are many skilled workers in this village. The existing workforce is not only skilled in designing and forming beads but also proficient in English. This is very important considering the market of handicraft beads to the international market.	63
			Number of Research Institutes	7	Institutions that have been conducting research on local economic development of creative industries of beads manik handicrafts in Plumbon Village Gombang include UIN Surabaya, Brawijaya University and Sepuluh Nopember Institute of Technology and also private universities.	59
		Measured Location Factors for the Business	Cooperation Opportunities	8	Opportunities for cooperation for the government, businessmen from the Dayak tribe, as well as the international market is very wide open. But the international market, which was originally the largest market for this industry, has decreased in demand due to inflation	66
			Research institutions	9	There have been many studies conducted by universities whose concentration is for the development of the local economy of beads craft in Plumbon Village Gombang.	62



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Code No.	Aspects	Indicators	Variables	Code of Variable	Explanation	Score
		Indefinite Individual Location Factors.	Quality of Settlements	10	The settlements at the study sites are already habitable and permanent buildings.	70
			Environmental Quality	11	The quality of the environment is very good because no waste is spent to produce beads.	77
			Quality of Education and Training Facilities	12	Much training given by the government is usually held in the village hall. The condition of the village hall is very well maintained and comfortable.	72
			Quality of Health Services	13	There is a health center (PUSKESMAS) as one of the health facilities in this village. In addition this village has also a free ambulance car that can be used by villagers.	73
			Quality of public and social facilities	14	Public facilities such as village hall which is widely used as a meeting place in good condition.	75
			Quality of Work Ethics Human Resource	15	The ethos of work and human resources in this village is very high, especially in the business of diversifying bead products to attract more buyers.	67
C	Synergy and Policy Focus	Expansion of the market economy	Promotion Policy	1	Promotion policy has been much assisted by the government, especially the government of Jombang regency. The promotion is conducted by exhibition in several places.	60
			Business Competition Policy	2	There is still no business competition policy in Plumbon Gambang Village. This can be seen from the unhappiness of the craftsmen due to unhealthy competition in determining the price. There is no clear standard about the price of a product. So there are competitors who can lower the price to below the market and will ultimately harm other craftsmen.	13
			Policy of Regional Enterprise Role	3	There have been BUMDES (Village Owned Enterprises) in Plumbon Gambang Village. The BUMDES has plans for the construction of a bead exhibition shop in the village. But until now it still not realized.	10
			Skills Development Policy	4	Skill development is carried out by providing training in both training in producing, packing up and marketing beads craft.	75
		Community Empowerment and Community Development	Community Based Private Partnership	5	The private partnership that has been formed as the development of beads industry in Plumbon Gambang Village is a collaboration between PT IGLAS (a glass product manufacturer in Surabaya) with the beads craftsmen in this village.	73
			Poverty Reduction Policy	6	The policy of poverty reduction is applied by recruiting workers from the local village of Plumbon Gambang. So it is expected the village economy and community welfare will increase.	50
		Regional Development	Policy on Inter-Regional Cooperation	7	Cooperation between regions that exist only limited cooperation between craftsmen and traders outside Jombang regency.	11
			Inter-Center Business Network Policy	8	Inter-center business network policy has been established with the network between businesses in Jombang and Bali.	26



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Code No.	Aspects	Indicators	Variables	Code of Variable	Explanation	Score
			Sustainable Industrial System Policy	9	This has been done by developing small industry beads so that glass waste can be processed so as not to produce waste that can pollute the environment.	45
D	Sustainable development	Economic Benefit	Development of Supporting Industries	1	Industry support for handicraft beads has not grown in the Village Plumbon Gambang.	12
			Company With Business Plan	2	There are still no artisans who make strategic business and detailed plan.	15
			Company With Innovation	3	Innovation has been owned but only at the stage of the design process of beads. But for innovation in technology is still lacking. Whereas the beads industry in Jombang has a competitor from China that implements mass production with modern technology.	39
		Social Benefit	Contribution to Welfare	4	The village of Plumbon Gambang currently has a level of well-being that is starting to improve mainly due to the emergence of the beads craftsmen who can ultimately absorb the workforce and increase their income.	48
			Local Economic Development and Indigenous Local	5	The existence of this industry can actually catch the market of the tribes inland such as Dayak tribe that is thick with the customs and culture of the use of beads at various ceremonies. So that not only prosperity is increased but the LEDs to preserve the customs and culture was also awake.	53
		Environment	Application of an environmental impact assessment	6	Not yet applied AMDAL (environmental impact assessment) because the existing business is still small scale and does not produce large waste.	10
			Recycle and re-used	7	This beaded creative industry has used glass waste produced by IGLAS Company in Surabaya as one of the raw materials for making beads craft.	85
E	Governance	Partnership between government and private sector	Promotion and Trade Partnership	1	The government has worked with craftsmen to promote their products at exhibitions organized by the government.	13
			Financing Partnership	2	Financing is still limited from individual craftsmen itself.	16
		Organization development	Status of Industry Association	3	There is APMA (Association of Beads and Accessories Entrepreneurs) which one of its members is a craftsman in this village.	47
			Role of Industry Association	4	The role of the association is useful to assist in the marketing and sharing of knowledge about the production process of bead craft.	35
			Benefits of Industry Association	5	Helping the marketing process	32
F	Management Process	Participative Diagnosis	Analysis and Competitiveness Mapping	1	The excellence of the beaded handicrafts in this village is its distinctive ethnic and unique features and the use of glass waste products that show the concern of craftsmen to the environment. While the weakness is still a traditional technology that can not produce beads craft in large quantities. But in this village the craftsmen are still not mapping the competitiveness of their products compared to the existing competitor products.	23
			Analysis and Mapping	1	Stakeholders related in this industry are artisans, Jombang regency government, academics, beads	16



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Code No.	Aspects	Indicators	Variables	Code of Variable	Explanation	Score
			Stakeholder		entrepreneurs associations and distributors mainly from Bali and Kalimantan	

Source: Observation and Data Analysis, 2017