

AN ANALYSIS OF GARMENT BUSINESS IN STRENGTHENING THE LOCAL ECONOMY OF KOPO VILLAGE, KUTAWARINGIN DISTRICT

Sri Damayanti*, Laras Naomi, Layla Maritzha, M Dio Ilham
UIN Sunan Gunung Djati Bandung
*Email: sridamayanti.rsd82@gmail.com**

Article History

Received: 10 May 2025

Accepted: 15 October 2025

Published: 1 December 2025

Abstract

Villages, as the smallest territorial units, play a crucial role in national economic development, particularly through the development of the Micro, Small, and Medium Enterprises (MSMEs) sector. One such MSME that has developed in Kopo Village is the garment industry. This research is motivated by the importance of the garment industry in providing an alternative source of income for communities previously heavily dependent on the agricultural sector. The purpose of this study is to determine the extent of the garment industry's role in increasing community income and to identify supporting and inhibiting factors in its development. This study used a descriptive qualitative approach, with data collection techniques through interviews and direct observation in Kopo Village. The results show that the garment industry contributes significantly to increasing family income, creating jobs, and enhancing the economic role of housewives and youth. However, this industry still faces obstacles such as limited capital, a lack of skilled labor, suboptimal marketing, and limited product innovation. Therefore, training support, capital, and a more structured business development strategy are needed so that the garment industry can become a key pillar of the local economy.

Keywords: Convection Business, MSMEs, Village Economy, Community Income

A. INTRODUCTION

Village economy is a crucial pillar of national development. As regions with potential human and natural resources, villages need to be optimally empowered to support equitable economic growth (Purnamawati et al., 2023). According to Todaro (2000), economic development is not only about increasing income but also encompasses improving the quality of life of the community, including those living in rural areas.

One concrete form of village economic empowerment is through the development of small and medium enterprises (MSMEs). MSMEs can play a role in driving the local economy, absorbing labor, and increasing community income. Suryana (2013) stated that small businesses play a strategic role in expanding employment opportunities and driving regional economic growth. Among the various types of MSMEs, the garment industry is a promising sector because it can be developed with relatively affordable capital and skills and has a broad market (Krishnan et al., 2019).

Amidst efforts to strengthen the village economy, Kopo Village offers an interesting example. The development of various garment businesses in this village not only creates jobs for local residents but also contributes to improving living standards and economic independence. This change demonstrates a shift from dependence on the agricultural sector to

a productive home industry. However, this success certainly didn't happen overnight. Internal factors such as workforce skills, as well as external factors such as market access, technology, and government support, significantly influence the sustainability of the garment industry.

Therefore, research is crucial to analyze the role of the garment industry in strengthening the economy of the Kopo Village community. This research is expected to provide a comprehensive overview of the community's economic conditions before and after the development of the garment industry, its role in increasing income, and the supporting and inhibiting factors in its development.

B. LITERATURE REVIEW

Economic Development

Todaro (2000) explains that economic development is not solely measured by increases in national income, but also by a community's ability to expand and pursue valuable and meaningful life choices. This perspective positions development as a multidimensional process encompassing economic, social, and institutional aspects that interact to enhance human well-being. In rural contexts, economic development is directed toward strengthening the community's capacity to manage local resources productively and sustainably, while also creating employment opportunities that can reduce income disparities across regions. This view aligns with recent findings indicating that rural economic diversification through MSMEs can accelerate structural transformation from traditional sectors toward more productive home-based industries (Alam et al., 2021; Kharisma & Haryanto, 2022). Therefore, the growth of the garment industry at the village level can be understood as a tangible manifestation of local economic shifts, where communities are no longer fully dependent on seasonal agricultural activities but begin to access new economic opportunities through market-oriented small enterprises (Todaro, 2000; Rahman & Biswas, 2023) Indicators:

- Increased income and community welfare.
- Diversification of economic resources from agriculture to small-scale industries.
- Creation of new jobs at the local level.
- Increased labor productivity and community skills.
- Increased social participation in village economic activities.

Economic Sociology

Economic sociology theory views economic activity as inseparable from the social structure, values, and norms of society. According to Damsar & Indrayani (2009), a person's economic behavior is always shaped by social interactions, trust relationships, and the social networks that exist around them. In the context of rural communities, economic activities such as the garment business develop not only due to capital and market factors, but also due to social solidarity and trust among residents. Economic sociology also highlights how social relations play a role in creating cooperation, division of labor, and mutually beneficial exchanges. Thus, the success of the garment business in Kopo Village can be understood as the result of a combination of social aspects (mutual cooperation, trust, and work norms) and economic aspects (productivity and added value). Indicators:

- Social ties and trust among business actors.
- The existence of local work norms and economic ethics.
- Patterns of cooperation among community members (production and marketing collaboration).
- Social participation in economic activities (e.g., housewives and youth).
- The role of village social institutions in supporting economic activities.

Entrepreneurship

<http://jurnaldialektika.com/>

Suryana (2013) explains that entrepreneurship reflects an individual's ability to create something new and distinctive through innovation, risk-taking behavior, and effective resource management. In the context of economic development, entrepreneurship serves as a driving force that generates employment, increases income, and expands economic opportunities for the wider community. In rural areas, entrepreneurship functions as a strategic empowerment mechanism that encourages communities to achieve economic independence rather than relying solely on traditional sectors such as agriculture. Developing an entrepreneurial mindset also requires creativity in identifying market opportunities and resilience in navigating business challenges. Recent studies further emphasize that enhancing entrepreneurial capacity among rural MSMEs can accelerate local economic transformation and strengthen business adaptability in response to market and technological changes (Napitupulu & Simatupang, 2021; Wijaya & Darma, 2022). Therefore, strengthening the entrepreneurial capabilities of garment producers in Kopo Village may become a key determinant in reinforcing the local economic structure and fostering more inclusive economic growth (Suryana, 2013). Indicators:

- Ability to innovate in products and production processes.
- Courage to take risks in new ventures.
- Efficient resource management (capital, manpower, time).
- Business resilience and sustainability in facing market challenges.
- Ability to create added value and expand business networks.

C. RESEARCH METHODOLOGY

This research uses a descriptive qualitative approach to deeply understand the role of the garment industry in strengthening the community's economy in Kopo Village, Kutawaringin District, Bandung Regency. This approach was chosen because it allows for a comprehensive depiction of social phenomena from the perspective of actors directly involved in village economic activities, particularly in the garment industry.

Data collection was conducted through two main techniques: in-depth interviews and field observations. Interviews were conducted with garment industry players, workers (including housewives and village youth), and village officials. Through these interviews, researchers gathered information regarding the background of the garment industry's establishment, changes in the community's economic conditions, and the challenges and opportunities faced in developing these businesses.

In addition, direct observations were conducted at the garment industry's location to observe the production process, from cutting materials and sewing to product packaging. Observations also focused on community social involvement in the business and its impact on family economic well-being.

All collected data were analyzed qualitatively through the stages of data reduction, data presentation, and conclusion drawing. To maintain the validity and accuracy of the data, researchers use triangulation techniques, both in terms of sources and data collection methods.

D. RESULT AND DISCUSSION

Kopo Village Profile

Kopo Village is located in Kutawaringin District, Bandung Regency. It was once led by Eyang Jawi, also known as Eyang Kuwu, who built the main road, Jalan Kopo. In 1923, Kopo Village merged with Muara Village and was further divided into two villages in 1986: Kopo and Kutawaringin. Currently, the village is led by Village Head Entang Suryana.

With an area of approximately 274,111 m², Kopo Village is located in the lowlands at an elevation of 770 meters above sea level and is dominated by agricultural land. Its population of 7,228 is spread across four hamlets, 13 neighborhood units (RW), and 42 neighborhood units (RT). Most residents make their living as farmers, farm laborers, civil servants, entrepreneurs, and traders.

Socio-culturally, the majority of Kopo Village residents are Muslim and actively participate in religious activities at 26 mosques and three Islamic schools (madrasah). Social activities are also supported by the Family Welfare Movement (PKK), Integrated Health Posts (Posyandu), and other village institutions such as the Village Consultative Body (BPD) and the Community Empowerment and Development Agency (LPMD).

Kopo Village's primary potential lies in the agricultural and plantation sectors, but productivity remains low due to limited education and training. The garment and food processing industries are leading sectors, but have not been optimally developed. Human resource development, particularly for youth and entrepreneurship, presents both a challenge and a significant opportunity for village progress.

Economic Conditions of Kopo Village Before and After the Existence of the Convection Business

The rapid growth of the garment manufacturing business in Kopo Village is an interesting phenomenon in the context of rural economic empowerment. Previously, the livelihoods of the people of Kopo Village were heavily dependent on the agricultural sector, particularly rice and plantation crops. With an area of 209,900 m², the village boasts significant natural resource potential. However, low agricultural literacy and skills have led to a lack of productivity among some residents. Many rely solely on seasonal harvests, resulting in uncertain incomes.

This situation has begun to change with the growth of garment manufacturing businesses within the community. Initially, only a few households produced clothing at home, but now more than 50 households in Kopo Village operate garment manufacturing MSMEs, both small and medium-scale. The products they produce are diverse, ranging from children's and adults' robes, koko shirts, jeans, school uniforms, and even sleepwear. This demonstrates that the garment manufacturing business has become a new alternative for supporting the community's economic livelihood.

The Role of the Garment Business in Increasing the Income of the Kopo Village Community

The garment manufacturing business plays a significant role in increasing community income, especially for groups with previously unemployed or irregular incomes. One example of a garment manufacturing business is the Ermina brand. This business has grown significantly and employs around 80 people, mostly local residents, such as housewives and village youth. The production process in this garment manufacturing business involves various stages, from sewing and cutting to packing, with a flexible work system. Housewives, for example, can work on button attachments, thread cutting, or accessory installations from home. This allows them to continue fulfilling their responsibilities while earning additional income.

In terms of income, the existence of garment manufacturing businesses clearly has a positive impact. A housewife who can complete accessory installations on 80 garments per day, earning Rp 900 per piece, can earn around Rp 500,000 per week. This is quite significant, considering that many of them previously had no source of income and relied solely on their husbands.

These findings align with Michael P. Todaro's (2000) theory of economic development, which states that development is not only related to increasing income but also encompasses

expanding employment opportunities, improving welfare, and community participation in economic activities. The presence of garment manufacturing businesses in Kopo Village not only increases family income but also broadens social participation, particularly for housewives, who can now contribute to their household economy.

It can therefore be concluded that small and medium enterprises (MSMEs) are capable of creating widespread employment, as evidenced by the case of Kopo Village. Many residents, both women and youth, now have permanent or part-time jobs in the garment manufacturing sector. This means that the existence of garment manufacturing businesses is a crucial pillar in driving overall village economic development.

These research findings align with Lestari's (2019) research, which shows that home-based garment manufacturing businesses can absorb local labor and improve families' living standards. In Kopo Village, this pattern is evident in the increasing number of households directly involved in the garment manufacturing process, either independently or as freelance workers from home.

Supporting and Inhibiting Factors in the Development of the Convection Business in Kopo Village

The analysis conducted demonstrates the importance of skills training support and the active role of village government in the growth of MSMEs. In Kopo Village, although not yet fully implemented, several initiatives have begun providing basic sewing training and guidance on financial management to the community. However, obstacles remain. I identified several key challenges hindering the optimization of the garment manufacturing business in this village, including:

1. Limited production capacity due to a lack of investment in modern machinery and equipment, resulting in decreased production efficiency and increased costs.
2. A lack of skilled labor, requiring businesses to allocate time and resources for training from scratch.
3. A shortage of seasonal labor, especially during Ramadan, makes it difficult for production to meet consumer demand.
4. Suboptimal marketing due to limited strategies and minimal use of digital media.
5. Delays in customer payments, worsening cash flow, especially for businesses with limited capital.
6. Limitations in product development because not all businesses are able to keep up with the latest fashion trends due to a lack of research and innovation.

Based on the findings above, it is clear that the garment industry plays a significant role in the village economy. Strengthening this sector can be an alternative strategy for building a more stable and sustainable local economy, away from reliance on the seasonal agricultural sector.

The village government and supporting institutions should be more active in providing training in sewing skills and business management, facilitating access to capital for MSMEs, and encouraging the formation of garment industry cooperatives as collective organizations that can strengthen product competitiveness and marketability. If this strategy is implemented systematically and in a structured manner, the garment industry in Kopo Village will not only survive but also grow into a key pillar of the local economy.

E. CONCLUSION

The economic conditions of the Kopo Village community before and after the establishment of the garment business showed significant changes. Previously, the community relied heavily on the agricultural sector, with incomes uncertain and dependent on the seasons. However, after the development of the garment business, the community had a

more stable and sustainable alternative livelihood. Community involvement, particularly among housewives and youth, in garment production activities contributed to improved welfare.

The role of the garment business in increasing community income is significant, especially for groups that previously lacked a steady income. Flexible work systems allow residents, such as housewives, to continue performing domestic duties while generating additional income. The garment business also creates new jobs and increases the community's broader economic participation.

Supporting factors for the development of the garment business in Kopo Village include the availability of a readily trainable local workforce, strong social ties between business owners, and relatively stable market demand. However, significant inhibiting factors also exist, such as limited capital, a lack of skilled labor, suboptimal production capacity, suboptimal marketing, and late payments from customers. Other challenges include the inability of business owners to keep up with fashion trends due to limited research and innovation.

REFERENCE

- Alam, G. M., Hoque, K. E., Ismail, L., & Mishra, P. K. (2021). Rural entrepreneurship and local economic development: A conceptual analysis. *Journal of Rural Studies*, 88, 356–365. <https://doi.org/10.1016/j.jrurstud.2021.07.024>
- Aliffiana, D., & Widowati, N. (2018). Upaya Pemerintah Daerah dalam Pemberdayaan Usaha Mikro, Kecil dan Menengah (UMKM) Sentra Industri Konveksi dan Bordir di Desa Padurenan, Kecamatan Gebog, Kabupaten Kudus. *Journal of Public Policy and Management Review*, 7(2), 197-211.
- Chalid, P. (2009). *Sosiologi Ekonomi*.
- Damsar dan Indrayani. 2009. *Pengantar Sosiologi Ekonomi*. Jakarta: Kencana
- Damsar, & Indrayani. (2009). *Pengantar Sosiologi Ekonomi*. Jakarta: Kencana.
- Hidayat, R. (2021). *Peran Pemerintah Desa dalam Pengembangan UMKM di Wilayah Pedesaan*. *Jurnal Ekonomi dan Pembangunan Desa*, 6(2), 101–110.
- Kharisma, B., & Haryanto, T. (2022). The role of micro and small enterprises in advancing rural economic transformation in Indonesia. *Journal of Asian Economics*, 79, 101449. <https://doi.org/10.1016/j.asieco.2022.101449>
- Krishnan, A., Were, A., & te Velde, D. W. (2019). Integrating Kenya's small firms into leather, textiles and garments value chains'. *Background Paper. London: Supporting Economic Transformation*.
- Lestari, N. (2019). *Dampak Usaha Konveksi Rumahan terhadap Kesejahteraan Keluarga di Desa Margodadi*. *Jurnal Sosial Humaniora*, 7(1), 55–62.
- Maisarohtussaâ, P., Basalamah, M. R., & Utama, S. P. (2023). Strategi Pemberdayaan Sentra Industri Konveksi Dalam Upaya Meningkatkan Kesejahteraan Masyarakat Di Desa Tritunggal Kecamatan Babat Kabupaten Lamongan. *E-JRM: Elektronik Jurnal Riset Manajemen*, 12(01).
- Mudiarta, K. G. (2011). Perspektif dan peran sosiologi ekonomi dalam pembangunan ekonomi masyarakat. In *Forum Penelitian Agro Ekonomi* (Vol. 29, No. 1, pp. 55-66).
- Napitupulu, J., & Simatupang, T. M. (2021). Entrepreneurial capacity building and rural MSME resilience in the digital era. *Journal of Rural Studies*, 86, 482–493. <https://doi.org/10.1016/j.jrurstud.2021.04.015>
- Purnamawati, I. G. A., Yuniarta, G. A., & Jie, F. (2023). Strengthening the role of corporate social responsibility in the dimensions of sustainable village economic development. *Heliyon*, 9(4).

- Rahman, M., & Biswas, T. (2023). Microenterprises and livelihood transformation in rural communities: Evidence from developing economies. *World Development Perspectives*, 31, 100475. <https://doi.org/10.1016/j.wdp.2023.100475>
- Suryana, Y. (2013). *Kewirausahaan: Pedoman Praktis, Kiat dan Proses Menuju Sukses*. Jakarta: Salemba Empat.
- Suryana, Y. (2013). *Kewirausahaan: Pedoman Praktis, Kiat dan Proses Menuju Sukses*. Jakarta: Salemba Empat.
- Syafri, M., Syukur, M., & Suhaeb, F. W. (2025). Analisis Dinamika Sosial dalam Kewirausahaan dari Perspektif Sosiologi Ekonomi. *Indonesian Journal of Intellectual Publication*, 5(2), 112-120.
- Todaro, M. P., & Smith, S. C. (2000). *Pembangunan Ekonomi di Dunia Ketiga* (Edisi ke-7). Jakarta: Erlangga.
- Vikaliana, R., & Andayani, A. (2018). Social entrepreneurship: kewirausahaan perempuan di bogor melalui pengolahan kain perca limbah konveksi menjadi aksesoris. *JPM (Jurnal Pemberdayaan Masyarakat)*, 3(2), 323-329.
- Wijaya, I. M., & Darma, G. S. (2022). Strengthening rural entrepreneurship for local economic growth: Evidence from small enterprises in emerging economies. *Entrepreneurship and Sustainability Issues*, 9(4), 355–368. [https://doi.org/10.9770/jesi.2022.9.4\(21\)](https://doi.org/10.9770/jesi.2022.9.4(21))