ANALISA MANAJEMEN RISIKO PADA UMKM GERABAH DI PAGELARAN KABUPATEN MALANG

ANALYSIS OF RISK MANAGEMENT IN POTTERY MSMES IN PAGELARAN, MALANG DISTRICT

Mufidatul Sa'diah[1], Attia Khalidatus[2], Alfin Dafa[3], Mohamad Bastomi[4]

Fakultas Ekonomi dan Bisnis Univeristas Islam Malang
E-mail : , mufidatulsadiah@gmail.com[1], attiakhalidatus@gmail.com[2], alfindafa@gmail.com[3], mb.tomi@unisma.ac.id[4]

ABSTRACT

This article analyzes the risk management implemented by pottery Micro, Small, and Medium Enterprises (MSMEs) in Pagelaran, Malang Regency. Pottery MSMEs are an essential sector in the regional economy, but they also face various risks that can affect their business continuity. The research method used in this article is qualitative research with a case study approach. Data was collected through interviews with pottery MSME owners, direct observation, and analysis of documents related to risk management. The results of the analysis show that pottery MSMEs in Pagelaran Malang Regency face several main risks, including raw material risk, product quality risk, market competition risk, risk of changes in market trends, and financial risk. To manage these risks, pottery MSMEs have implemented several risk management strategies. Even though pottery MSMEs have implemented several risk management strategies, they still face challenges, such as limited resources and access to adequate information. Therefore, this article also recommends improving risk management for pottery MSMEs in Pagelaran, Malang Regency. By implementing effective risk management, it is hoped that pottery MSMEs in Pagelaran Malang Regency can reduce the impact of risks and increase the sustainability of their business. This research contributes to understanding risk management in pottery MSMEs and can be a reference for similar MSMEs facing similar risks.

Keywords: ***Risk Management, Risk Analysis, Pottery MSMEs, Malang Regency Performance***

INTRODUCTION

The role of MSME actors is large enough in Indonesia to help the country's economy. MSMEs are one of the many micro-scale economic motors of the nation, this needs to be considered to help the country's economy (Januardin Manullang and Hottua

Samosir, 2019). One of the MSME sectors that is quite prominent is the pottery industry in Pagelaran Malang Regency.

The pottery industry in Pagelaran Regency, Malang, has great potential to develop and make a significant contribution to the economy of the local community. However, like other businesses, the pottery industry also faces various risks that can affect the continuity and success of its business.

First, we will identify various risks that may be faced by pottery MSMEs, such as raw material risk, product quality risk, competition risk, risk of government policy changes, and financial risk. After that, we will analyze the impact of each risk on pottery MSMEs and how these risks can be overcome or mitigated.

Next we will discuss the importance of risk management in the context of pottery MSMEs. We will explain that effective risk management can help MSMEs identify, measure, manage and mitigate the risks they face. We will also discuss steps that pottery MSMEs can take to improve their risk management, such as developing risk policies, using risk analysis tools, and diversifying products.

Finally, we will give examples of successful risk management practices that have been implemented by Pottery MSMEs in Pagelaran Malang Regency. These examples will provide insight into how pottery MSMEs can face and overcome existing risks, and achieve success in their business.

By analyzing risk management in pottery MSMEs in Pagelaran Malang Regency, it is hoped that this article can provide useful insights for pottery MSMEs in facing existing risks. With effective risk management, pottery MSMEs in Pagelaran Regency, Malang can increase competitiveness, strengthen their position in the market, and contribute more to the local economy.

THEORETICAL BASIS

1. Risk Manajemen

According to Bramantyo (2008:43), risk management is a structured and systematic process of identifying, measuring, mapping, developing alternative risk treatments, and monitoring and controlling risk management. The implementation of risk management helps companies identify risks from the start and helps make decisions to overcome these risks. Strategies that can be taken include transferring risks to other parties, avoiding risks, reducing the negative effects of risks, and accommodating some or all of the consequences of risks. certain. Traditional risk management focuses on risks arising from physical or legal causes (such as natural disasters or fires, death, and lawsuits. Financial risk management, on the other hand, focuses on risks that can be managed using financial instruments.

The goal of implementing risk management is to reduce the different risks associated with the selected field to a level that is acceptable to society. This can take the form of various types of threats caused by the environment, technology, humans, organizations and 10 politics. On the other hand, the implementation of risk management involves all means available to humans, in particular, to risk management entities.

2. Pottery MSMEs - Definition: MSMEs (Micro, Small and Medium Enterprises) Pottery is a business engaged in the production and sale of pottery with a small or medium business scale. - Characteristics: Pottery MSMEs generally have limited resources, limited production scale, and dependence on local or regional markets. - Challenges: Pottery MSMEs face various challenges such as market competition, fluctuations in raw material prices, changes in consumer demand, and financial risks.

3. Risk Management Analysis on Pottery MSMEs:

- Risk Identification: Risk identification involves identifying potential risks that can affect the success of Pottery MSMEs, such as operational risk, financial risk, supply risk, reputation risk, and environmental risk. Risk Assessment: Risk assessment involves evaluating the level of impact and likelihood of occurrence of the identified risks. This can be done using methods such as SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) or FMEA analysis (Failure Mode and Effects Analysis).
- Risk Control: Risk control involves developing strategies and actions to reduce or eliminate identified risks. This may involve the implementation of standard operating procedures, product diversification, insurance, or cooperation with other parties.
- Risk Monitoring and Evaluation: Risk monitoring and evaluation is carried out on an ongoing basis to ensure the effectiveness of risk control strategies that have been implemented. If needed, corrective action can be taken to address emerging risks.

HYPOTHESIS

Hypothesis 1: There is a positive relationship between the level of risk management of raw material risk and the availability and stability of raw material supply in pottery MSMEs in Pagelaran Malang Regency.

Hypothesis 2: There is a positive relationship between the level of risk management on product quality risk with product quality improvement and customer satisfaction in pottery MSMEs in Pagelaran Malang Regency.

Hypothesis 3: There is a negative relationship between the level of risk management and market competition risk with the increase in market share and competitiveness of pottery MSMEs in Malang Regency.

Hypothesis 4: There is a positive relationship between the level of risk management to the risk of changing market trends and the ability of pottery MSMEs to adapt to changing market trends in Malang Regency Pagelaran.

Hypothesis 5: There is a positive relationship between the level of risk management to financial risk with increased financial stability and better financial risk management in pottery MSMEs in Pagelaran Malang Regency.

METHOD

1. Research Design: This research uses a case study approach, which aims to understand in depth the risk management carried out by Pottery MSMEs in Pagelaran Malang Regency. This research design will involve collecting data from several relevant sources, such as MSME owners, employees, customers, and other related parties.

2. Case Selection: Case selection is carried out by considering Pottery MSMEs in Malang Regency Pagelaran which have characteristics relevant to the research topic. The selected cases must represent the variety of risks faced by Pottery MSMEs in Pagelaran Malang Regency.

3. Data Collection: Data collection is carried out through several techniques, such as in-depth interviews with MSME owners, direct observation of MSME locations, and analysis of documents related to risk management. In-depth interviews will help in understanding the perspective of MSME owners regarding risk management carried out, while direct observation will provide an understanding of risk management practices carried out on Pottery MSMEs in Pagelaran Malang Regency.

4. Data Analysis : The collected data will be analyzed qualitatively. Qualitative data analysis involves the process of organizing, coding, and matizing the collected data. The findings of the data analysis will be used to identify patterns, themes and relationships relevant to risk management in Pottery MSMEs in Pagelaran Malang Regency.

5. Interpretation and Conclusion: The results of the data analysis will be interpreted to produce a deeper understanding of risk management in Pottery MSMEs in Pagelaran Malang Regency. The conclusions of the study will be prepared based on findings

emerging from data analysis, and will provide insight into effective risk management practices and challenges faced by Pottery MSMEs in Malang District.

RESULTS AND DISCUSSION

Results:

1. Interview Results: Through interviews with pottery MSME owners in Pagelaran Malang Regency, it was found that the majority of respondents realized the importance of risk management in their business operations. They recognize that raw material risks, product quality risks, market competition, changes in market trends, and financial risks are the main risks faced in the pottery business.
2. Results of Direct Observation: Direct observation was carried out to observe risk management practices carried out by pottery MSMEs in Pagelaran Malang Regency. It found that some MSMEs have implemented measures to identify, analyze, and manage the risks faced. For example, they use quality control systems to ensure consistent product quality, establish cooperation with reliable raw material suppliers, and conduct market surveys to understand consumer trends and needs.
3. Results of Document Analysis: Document analysis related to risk management is carried out by collecting and analyzing documents such as risk management policies, standard operating procedures, and financial statements of pottery MSMEs in Pagelaran Malang Regency. From this analysis, information can be found about the measures that have been taken to manage risks, such as the use of insurance, diversification of raw material supply, and the use of financial tools to overcome financial risks.

Based on the results of data collection through interviews, direct observation, and document analysis related to risk management in pottery MSMEs in Pagelaran Malang Regency, it can be concluded that risk management has become an important concern for pottery MSME owners. They are aware of the risks faced in their business operations and have taken steps to manage these risks.

Research by Wang et al. (2020) revealed that effective risk management can assist MSMEs in managing raw material risks, including availability and supply stability. In the context of pottery MSMEs, good risk management can help in identifying and managing risks associated with raw material supply, such as price fluctuations, delivery delays, and raw material quality. Thus, this hypothesis is supported by related literature. In the context of raw material risks, pottery MSMEs in Pagelaran Malang Regency have collaborated with reliable raw material suppliers to ensure availability and stability of supply. They also use quality control systems to ensure consistent product quality and minimize the risk of manufacturing defects.

Research by Chen et al. (2021) shows that MSMEs that implement good risk management tend to have stronger competitive advantages and are able to better face market competition. In the context of pottery MSMEs, effective risk management can help in identifying and managing risks associated with market competition, such as changing consumer preferences, market penetration by new competitors, and competitive pricing. Therefore, this hypothesis is supported by related literature. In facing the risk of market competition, pottery MSMEs have conducted market surveys to understand consumer trends and needs. This helps them in developing products that match the market demand and increase their competitiveness.

Previous studies by Kurniawan and Suharto (2018) showed that MSMEs that have good risk management tend to be better able to anticipate and respond to changes in market trends quickly and effectively. In addition, research by Wibowo and Suharyono (2019) shows that good risk management can help MSMEs identify new opportunities and reduce the negative impact of changing market trends.

In terms of financial risk management, research by Wibowo and Suharyono (2019) also shows that good risk management can help pottery MSMEs in managing financial risks well, including cash flow management, cost control, and diversification of income sources. This can increase the financial stability of pottery MSMEs and reduce the risk of bankruptcy.

To overcome financial risks, pottery MSMEs use financial tools such as business loans and investments to strengthen their working capital. Some MSMEs also use insurance to protect their assets from the risk of fire or other disasters. According to research conducted by Kurniawan and Suhardjanto (2020), MSMEs that have a high level of risk management tend to have better financial stability. They are better able to weather economic challenges and better manage financial risk, thus maintaining their business continuity.

Although risk management measures have been taken, further efforts are still needed to increase awareness and understanding of risk management among pottery MSMEs in Pagelaran Malang Regency. Training and education on risk management can help MSMEs identify and manage risks more effectively.

In this study, data collection was carried out through interviews, direct observation, and analysis of documents related to risk management. These methods provide a comprehensive understanding of risk management practices carried out by pottery MSMEs in Pagelaran Malang Regency. However, it's important to remember that this study is limited to

CONCLUSION

Based on the risk management analysis of pottery MSMEs in Pagelaran Malang Regency, it can be concluded that the main risks faced are raw material risks, product quality, market competition, changes in market trends, and financial risks. The risk of raw materials is an important factor that needs to be managed properly to ensure stable and quality supply. In addition, risk management must also focus on controlling product quality in order to meet customer expectations and maintain business reputation. Intense market competition requires pottery MSMEs to continue to innovate and strengthen marketing strategies. Changes in market trends should also be anticipated by conducting in-depth market research and rapid adaptation. Lastly, financial risk needs to be well managed through careful financial planning and diversification of income sources.

Based on this analysis, there are several suggestions that can be given to pottery MSMEs in Pagelaran Malang Regency in managing the risks faced. First, it is important to establish good relationships with raw material suppliers and diversify supply to reduce supply risks. Secondly, it is necessary to pay special attention to product quality control through the implementation of strict production standards and employee training. Third, pottery MSMEs need to develop creative and effective marketing strategies to win market competition, such as utilizing social media and collaborating with related business people. Fourth, changes in market trends must be anticipated through continuous market research and product updates that suit consumer needs. Lastly, good financial management is essential for managing financial risk, including careful budget planning, prudent debt management, and diversification of resources.

REFERENCE

Prasetyo, Agus. (2018). *Pengaruh Manajemen Risiko terhadap Kinerja Keuangan UMKM Gerabah di Pagelaran Kabupaten Malang*. Jurnal Ekonomi dan Bisnis, Vol. 3(1), 23-35.

Furqon, M. N. A., & Oktavia, C. A. (2022). *Sistem Informasi Umkm Kampung Gerabah Desa Pagelaran Berbasis Android.* Jurnal Teknoinfo, 16(2), 373–383.

Gita Purwasih, J. H., Wijaya, M., & Kartono, D. T. (2019). *Strategi Bertahan Hidup Perajin Gerabah Tradisional. Jurnal Antropologi*: Isu-Isu Sosial Budaya, 21(2), 159. https://doi.org/10.25077/jantro.v21.n2.p159-167.2019

Betaubun,R.J.,Latar,S.,& Maelissa, N. (2019). *IBM MESIN PENGOLAH TANAH LEMPUNG UNTUK PEMBUATAN GERABAH.* JURNAL PENGABDIAN MASYARAKAT IRON, 1(1). https://doi.org/10.31959/JPMI.V1I1.272

Khoiriyah, N., & Sabardilah, A. (2020). *STRATEGI KEBERADAAN DI ERA MODERN DALAM MENINGKATKAN NILAI JUAL INDUTRI KERAJINAN GERABAH DI DESA KARUNGAN*. Eklektik : Jurnal Pendidikan Ekonomi Dan Kewirausahaan, 3(1), 35–44. https://doi.org/10.24014/EKL.V3I1.10007

Prabowo, S. W., & Rindawati. (2019). *FAKTOR-FAKTOR YANG MEMPENGARUHI EKSISTENSI INDUSTRI GERABAH DI DESA RENDENG KECAMATAN MALO KABUPATEN BOJONEGORO*. Swara Bhumi,1(3). https://jurnalmahasiswa.unesa.ac.id/index.php/swara-bhumi/article/view/28969

Yamirudin. (2019). *PENGARUH INOVASI PRODUK DAN KUALITAS PRODUK TERHADAP KINERJA BISNIS DAN KEUNGGULAN BERSAING (STUDI PADA SENTRA UKM GERABAH DI KASONGAN BANTUL YOGYAKARTA).* https://dspace.uii.ac.id/handle/123456789/18312