

THE DEVELOPMENT STRATEGY OF BAMBOO CRAFT HOME-SCALE INDUSTRIES USING DIAMOND PORTER MODELING AT MALUMBI VILAGE, KAMBERA DISTRICT, EASTERN OF SUMBA REGENCY

Strategi Pengembangan Usaha Kerajinan Bambu Skala Rumah Tangga Menggunakan Diamond Porter Model di Kelurahan Malumbi, Kecamatan Kampera, Kabupaten Sumba Timur

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ABSTRACT

The existence of Malumbi Vilage as bamboo craft production area predicted has a chance to be developed. The aim of this study was treated the SWOT analysis against the bamboo craft business using SWOT matrix and Diamond Porter Modeling to determine the suitable strategy developing priority of the business. Results of scoring from internal aspect (IFE) showed that the bamboo craft business has strength from the skills of the craftsmans with score 0.36 and the weakness showed from the age of craftsmans, marketing targets and information acquisition with each scores showed 0.12. Total score of overall internal aspect (IFE) showed 2.79 higher than standard 2.5 mean that the bamboo craft business from Malumbi already success maintenancing the strength to handling the weakness side. While the scoring results from external aspects (EFE) of the bamboo craft has the prime opportunity from the continuity avaiability of the raw material swith score 0.46 while the main threats were the existence of competitors and the unstable of economical conditions with the score of each showed 0,35. Score of overall external aspect (EFE) showed 2.88 higher than standard 2.5 mean that the bamboo craft business able to advantaging the opportunities to covering the

threats. Based on total score of IFE 2.79 and EFE 2.88 then matching the scores using SWOT matrix and Diamond Porter Modeling then concluded that this bamboo craft business stay in middle level of external and internal conditions then in this condition the suitable strategies to applied was "Grow and Develop" strategy.

Keyword: bamboo craft, diamond porter modeling, market share, product inovasion, SWOT analysis

ABSTRAK

Kelurahan Malumbi sebagai area penghasil kerajinan bamboo dinilai berpotensi untuk dikembangkan. Tujuan dari penelitian ini adalah melakukan analisis SWOT usaha kerajinan bambu dari Kelurahan Malumbi menggunakan matriks SWOT dan Diamond Porter Model untuk menentukan strategi prioritas pengembangan usaha. Hasil skoring dari aspek internal (IFE) usaha kerajinan bambu memiliki kekuatan pada keahlian pengrajin dengan skor 0,36 dan kelemahan pada usia pengrajin, target pasar dan perolehan informasi dengan skor masing-masing 0,12. Nilai total keseluruhan aspek internal (IFE) menunjukkan nilai 2,79 lebih besar dari nilai standar 2,5 menunjukkan bahwa usaha kerajinan bambu di Malumbi sudah berhasil memanfaatkan kekuatan usaha untuk menanggulangi kelemahannya. Sedangkan dari hasil skoring aspek eksternal (EFE) usaha kerajinan bambu memiliki peluang utama pada kontinuitas ketersediaan bahan baku dengan skor 0,46 sedangkan ancaman utamanya adalah munculnya pesaing-pesaing baru dan kondisi ekonomi yang tidak kondusif dengan skor masing-masing 0,35. Nilai total keseluruhan aspek internal (EFE) menunjukkan nilai 2,88 lebih besar dari nilai standar 2,5 menunjukkan bahwa usaha kerajinan bambu di Malumbi sudah mampu memanfaatkan peluang yang ada dan mengatasi ancaman yang muncul. Berdasarkan nilai total skor IFE sebesar 2,79 dan EFE sebesar 2,88 dilakukan pencocokan menggunakan matriks SWOT dan Diamond Porter Modeling sehingga disimpulkan bahwa usaha ini berada pada kondisi internal dan eksternal yang sedang dan dalam kondisi ini strategi yang dapat diterapkan adalah strategi "Tumbuh dan Membangun".

Kata Kunci: kerajinan bambu, model diamond porter, pangsa pasar, inovasi produk, analisis SWOT

INTRODUCTION

Bamboo crafts are one of the original works of art from Indonesia which have been developed from generation to generation as a source of income and people's lives. Not many people know that bamboo is able to provide greater added value if it is cultivated optimally. Such an understanding is to change people's perception from the traditional use of bamboo to a more efficient commodity by applying technology and a touch of art. So that bamboo can become a commodity that can bring profit to craftsmen (Daniel, 2002).

Bamboo was non-timber forest product close with society cultural in Indonesia because the distribution were very close to the peoples (Drajat, 2015; Wilbraham & Matta., 1992). Bamboo belongs to *Bambusoidae* classification in grass subfamily (Rijaya & Fitmawati, 2019), with the diversity of bamboo species about 1250-1500 species and 10% of the total species were found in Indonesia, it about 154 species of bamboo (Sujarwanta & Zen, 2020). The Indonesian people used bamboo in several ways such as drame of buildings (or houses), fences, plant support frame in farming (vegetables) and bamboo craft (Setiawan, 2010). Bamboo craft in Indonesia mainly as curtains, wall wicker, table decoration, photo frame, hanging decoration, and another interiors such as chairs, tables, bench, and couch with various interesting sizes (Sujarwo et al., 2010). Even not strong as tiber product (Wibhawa et al., 2011), but bamboo also the interesting materials made crafts by the craftsman because it has physical flexibility and unique (even not matc the flexibility of rattan) (Mesiyani & Suprihatin, 2020). The physical condition with flexibility was the excellence of bambbo crafts because with suitable methods and treatments can made the interiors match the timbers (Putro et al., 2014; Mesiyani & Superhatin, 2020). The physical flexibility caused by the fibers (Hemicellulose and Lignocelulose) in each segments were a bit apart (in molecular scale) and fulfill with water molecules (Pari et al., 2016), because of that sometimes to made the craft, bamboos were dried before to evaporating the waters because in the conditions with the fibers fullfil of waters the bamboo were fragile when crafting (Ibab et al., 2016; Mesiyani & Superhatin, 2020). This physical conditions caused to manage bamboo craft the craftman must diligent and through the well training in long time (Setiawan, 2010). Because the craft making has specific difficulty levels then the bamboo craft considered unique and have separate spacial in interior markets (Ibab et al., 2016; Wibhawa et al., 2017). The price of bamboo in craft form is higher than bamboo itself in bars form (Mesiyani & Superhatin, 2020).

The bamboo handcraft belongs to one of Indonesian original artworks developed by inheritance as peoples income, it is not many craftsmans able to processing bamboo with maximally until become handcrafts which has higher prices. The understanding and knowledge about bamboo processing need to inherited to change the perception of peoples from the traditional bamboo application became commodity with various using by technology application and art touch process to made the economic product can support the incomes of the craftsmans (Mesiyani & Superhatin, 2020; Setiawan, 2010).

In Indonesia, there were so many regency famous as central of bamboo production including bamboo hadcraft production (Mesiyani & Superhatin, 2020), among of them was Malumbi village/ward, in Kambera district, Eastern of Sumba regency, Eastern of Indonesian Southeast Archipelagos Province. The Malumbi village famous as central of bamboo handcraft production, almost

overall the handcraft produced by the home to middle scale industries which needs the strategy to running the bussines and solve the problems also to stabilizing or developing the bamboo craft business. This bamboo craft home industries already exist since long time, the feature product from Malumbi such as couch, chair and table, also cages. Although in that administrative area only Malumbi village which exist and well known as central of bamboo handcraft production, it must be an asset of Kambera district and Eastern of Sumba's administrative area but in the facts the Malumbi village as central of bamboo handcraft production without competitors around it not getting serious attention from the goverments or society arround, The lack of facilities from the goverments to promoting and marketing their products cause the craftsmans using their personal funds to build, develop, and continue the bamboo craft business (Fahmi et al., 2013; Taru et al., 2017). Based on this problem then decided the aim of this study was analyzing the excellence and weakness of bamboo craft bussines at Malumbi with considering about internal and external aspect then the connectivity of overall aspect plotted into *Diamond Porter* modeling to chose the suitable strategy to apply in order to stabilizing and developing the business.

RESEARCH METHOD

Place and Time

This reseach located at Malumbi village Malumbi village/ward, in Kambera district, Eastern of Sumba regency, Eastern of Indonesian Southeast Archipelagos Province. The location decided based on case study, Malumbi village choosed because it was the only village well known as central of bamboo craft home industries. This research take 2 months along March-April 2018.

Table 1. The Number of Business Units and Craftsmens in The Bamboo Handicraft Industry in East Sumba

No.	Sub-District	Bamboo Crafts	
		Units	Craftmens
1.	Lewa	22	22
2.	Nggaha Ori Angu	-	-
3.	Lewa Tidahu	12	12
4.	Katala Hamu lingu	-	-
5.	Tabundung	4	12
6.	Pinu Pahar	1	6
7.	Paberiwai	-	-
8.	Karera	-	-
9.	Matawai La Pahu	-	-
10.	Kahaungu Eti	-	-

No.	Sub-District	Bamboo Crafts	
		Units	Craftmens
11.	Mahu	-	-
12.	Ngadu Ngala	-	-
13.	Pahunga Lodu	-	-
14.	Wula Waijelu	-	-
15.	Rindi	3	6
16.	Umalulu	-	-
17.	Pandawai	-	-
18.	Kambata	17	21
19.	Kota Waingapu	4	10
20.	Kambera	38	372
21.	Haharu	-	-
22.	Kanatang	-	-
East Sumba		101	461

Source : BPS East Sumba, 2015

Research Type

This research using descriptive analysis, by collecting the information as much as possible from peoples. The goals was to made a description or systematic, factual and accurate representation about facts, characters and relations between the phenomenas determined (Desrochers & Sautet, 2004; David, 2006).

Sampling

The method to selecting the samples (participants) in this study using census methods, with choose the wanted person to be a participants, in this case the "wanted people" selected were the 30 persons the craftman from Malumbi (David, 2011).

Data Type and Sources

Primary Data

The Primary data was the data obtained directly from the craftmans via interview and quisionnaire.

Secondary Data

The Secondary data was the data collected from references and preliminary research in same topic.

The Made of Quisionnaire

The quisionnaire made and adapted the real conditions in the field about the influential things affected to the bussines.

Data Analysis

After the external and internal aspects determined based on results of interview and quisionnaire, the next steps was to made details and scoring using the standar point in scoring (Hafsah, 2004; Sadik & Aid, 2011).

Internal Factor Evaluation (IFE)

The internal factors (strength and weakness) from the business predicted affecting to the bussines were scored to determine the magnitude of influence. The scoring methods showed at Table 2.

Table 2. Matrix of IFE

Internal Main Factor	Point	Rating	Score (Point x Rating)
Strength			
1		3 or 4	
2, etc		3 or 4	
Weakness			
1		1 or 2	
2, etc		1 or 2	
Total	1.00		1.00 u.t 4.00

Source : David, 2011

External Factor Evaluation (EFE)

The external factors (Opportunities and Threats) from the business predicted affecting to the bussines were scored to determine the magnitude of influence. The scoring methods showed at Table 3.

Table 3. Matrix of EFE

External Main Factor	Point	Rating	Score (Point x Rating)
Strength			
1		1, 2, 3 or 4	
2, etc		1, 2, 3 or 4	
Weakness			
1		1, 2, 3 or 4	
2, etc		1, 2, 3 or 4	
Total	1.00		1.00 u.t 4.00

Source : David, 2011

Matching of IFE and EFE

The methods using in this steps was made the Internal-External Matrix to formulating the strategies. In this matrix IFE parameters inputing to horizontal axis (X) and EFE to the vertical (Y) (Analia, 2015; Badrudin et al., 2017). IE

matrix separated to 3 parts indicated various specific strategy of each parts. 1th part at I, II and IV cell describe as growt and build with the choice strategy: “market development” and “products development” as suitable strategies. 2th part at III, V and VII cell describe as keep and maintain then the 3th part at VI, VIII and IX describe as company (David, 2011).

SWOT Analysis

The SWOT analysis made based on IFE, EFE and IE matrix to describe the Strength, Weakness, Opportunities and Threats along running the bamboo craft business. The Matrix of SWOT analysis showed at Table 4.

Table 4. Matrix SWOT

	Internal	Strength(S) List	Weakness(W) List
External Opportunity (O) List		S - O Strategi Use the Strength to reach the Opportunities	W - O Strategi Minimizing the Weaknes using Opportunities
Threats (T) List		S - T Strategi Use the Strength to avoid the Threats	W - T Strategi Minimizing the Weakness and avoid the Threats

Source : David, 2011

Diamond Porter Modeling

The conection of overall aspects related to the bamboo craft business modeling using “Diamond Porter Modeling”.

RESULT AND DISCUSSION

Bamboo craft home industry business at Malumbi was manufacture craft (Mesiyani & Superhatin, 2020; Wibhawa et al., 2017; Setiawan, 2010) located at Malumbi village/ward, in Kambera district, Eastern of Sumba regency, Eastern of Indonesian Southeast Archipelagos Province. The product of craftsmans at Malumbi dominated by table, chair, bench, couch, cage, and cupboard. Started by Mr. Hunga Remi Andung at about 1985 as the beginner with his family, until now many peoples of Malumbi following him became bamboo craftman. This bussines then continue by his son Mr. Dominggus Remi Djawa, the product of this business imitating the bamboo craft product from Java but modified by their own style. The initial capital of this business were ± Rp 500,000- at 1985 used to buy raw materials and supporting tools, this start-up capitals collected during Mr. Dominggus work in Java. In 2002 the bamboo craft bussines of Malumbi united in one groups called “*Lata Luri*” Farmer sconsist of 10 members at first but this groups not long exist because lack of attention of govermets then at 2007 this groups officially disbanded. The

craftsmen decided to continue with personal funds and borrow the money from cooperatives of Bank, to running this business the farmers borrow ± Rp 500,000.

Malumbi Village has more than 10 craftsmen with various products and skills. Some farmers can make more than two bamboo craft products and some just specific for one product (Taru et al., 2017). This bamboo craft business still in home industries level until now because it's not has an accommodating organization to coordinating their activity. But even so, the Malumbi craftsman still optimistic that they can hold, running and developing their business, and they have an aim to promote their product in a bigger scope than nowadays, they want to promote their product in National scale not only in province level. Nowadays many bamboo craftsmen exist in Eastern of Sumba Regency such as at Kambaniru district and Warinding district but their product only used personally not for sale or distributed. They only produce woven and cage from bamboo. The craftsman from Malumbi has no worry about those other craftsmen from outside of Malumbi area because the craftsman of Malumbi prioritizing the quality of product not quantity then their consumers won't be disappointed when buy the bamboo craft from Malumbi. In another side the Malumbi more famous as center of bamboo craft making also already exporting their product outside of Sumba island such as Kupang and Timor. The craft product showed at Figure 1.



a. Bamboo Couch



b. Bamboo Chair



c. Bamboo Table

Figure 1.

Product of Bamboo Craft from Malumbi (Personal Doc.)

The craftsman of Malumbi mainly Junior and/or Senior High School graduate, then because of that academic levels they have not another supporting skills besides the skill of processing bamboo inheritance by their parents and elders. At 2011 the Malumbi Village got an award because claimed as "Achievement Village". Many craftsmen have side job as vegetables farmer distributed to the Eastern Sumba Regency especially Waingapu city and around. The craftsmen also make a farming to support their family when their craft still unsold yet, to concurrent work as craftsman and farmer they have good time managements.

Based on this conditions then due the interview and questionnaire including aspects predicted will affect the craft business at Malumbi, then those aspects separated in 2 factors, internal and external factors to describe the

excellence and waekness of this bussiness then made the prediction of magnitude influence of the factors to the business with scoring (Wibhawa et al., 2017; Setiawan, 2010). Scoring results of Intenal condition showed at Table 5.

Table 5. Internal Factor Evaluation (IFE) of Bamboo Craft Bussiness

Strength				
No	Description	Point	Rating	Score
1	Easy Acces to Main Materials (Bamboo)	0.09	4	0.36
2	Road Conditions	0.09	3	0.27
3	Price of Raw Materials (Bamboo)	0.09	3	0.27
4	Price of Bamboo Craft	0.06	3	0.18
5	Price of Supporting Tools (Hamer, Wire, Nail, Cleaver)	0.06	3	0.18
6	Availiability of Funds	0.06	3	0.18
7	Market to Marketing the Products	0.06	3	0.18
8	Skills of the Craftmans	0.09	4	0.36
9	Acceability	0.09	3	0.27
Weakness				
No	Description	Point	Rating	Score
1	Age of Craftmans	0.06	2	0.12
2	Graduate Academic Levels	0.06	1	0.06
3	Understanding and Knowledge about Technonogy	0.03	1	0.03
4	Inovation to advance level	0.03	2	0.06
5	Marketing targets	0.06	2	0.12
6	Information collected by the farmers (Curse, Social, etc)	0.06	2	0.12
Total		1		2,79

Source : Primary Data, 2022

The strength of bamboo craft bussines from Malumbi was the skills of craftmans with score about 0.36, the skills of the craftmans cause the bussines running well then the stock of bamboo craft always avialiable. While the weakness of this bamboo craft bussines was the age of craftmans, marketing target and information collected by the craftmans with score of each about 0.12. The total score indentify by the IFE Matrix was 2.79; more than standard 2.5 it mean that the bamboo craft bussines of Malumbi can use the strength to manage and solve the weakness. Next steps was External factor scoring showed at Table 6.

Table 6. External Factor Evaluation (EFE) of Bamboo Craft Bussiness

Opportunity				
No	Description	Point	Rating	Score
1	Cooperative Between the Craftmans	0.08	2	0.15
2	Source of Funds to Running Business	0.08	3	0.23
3	Continuity of the Main Materials (Bamboo) Availiability	0.12	4	0.46
4	Location/Affordability of the Consuments	0.12	3	0.35
5	Coorporation and Education ff Goverments	0.08	3	0.23
6	Venture Capital Assistance of Government	0.08	3	0.23
Threats				
No	Descriptions	Point	Rating	Score
1	Amounts of Distributors	0.08	2	0.15
2	Competitors Existence	0.12	3	0.35
3	Price Competition Between the Craftmans	0.08	3	0.23
4	Perception of Craftmans Against Timbers	0.04	2	0.08
5	Price of Timber Crafts	0.04	2	0.08
6	Unstability of Economicals Condition	0.12	3	0.35
Total		1		2.88

Source : Primary Data, 2022

External factor analysis showed that therev were 6 opportunity and 6 threats must be manage. The main opportunity of the craftmans was availiability of main (raw) materials with score about 0.46 so expected that the craftmans can use this opportunity to running their business. While the main threats was the existence of another competitors (craftmans from outside Malimbi) and economical stability (mostly unstable) with each factor has 0.35 scores. The total score of EFE Matrix showed 2.88 higher than standard 2.5 it mean the bamboo craft business of Malumbi already responsible well to the opportunities and threats, they can utilize the opportunities to avoid the threats.

After analyzing the IFE and EFE factors then the IFE and EFE Matrix will matching to formulating the alternative strategy of bamboo craft bussines of Malumbi. The matching levels was the "Key" to formulating the suitable alternative strategies, this steps starting with inputing the total score of IFE and EFE Matrix. The total score of IFE shewed 2.79 and EFE 2.88 it mean that this business position belongs to IV cells in the Matching Internal Eksternal (IE) Matrix. This position mean that the business has strong internal condition with high external conditions, then the alternative strategy suitable with this condition was "*growth and build*" then the suitable strategy to applied nowadays was "*intensive strategies*" with market penetration, market development, and product developments by *integration strategies*) (Desrochers

& Sautet, 2004; Syafira et al., 2022). The Figure 2 showed the IE matching results.

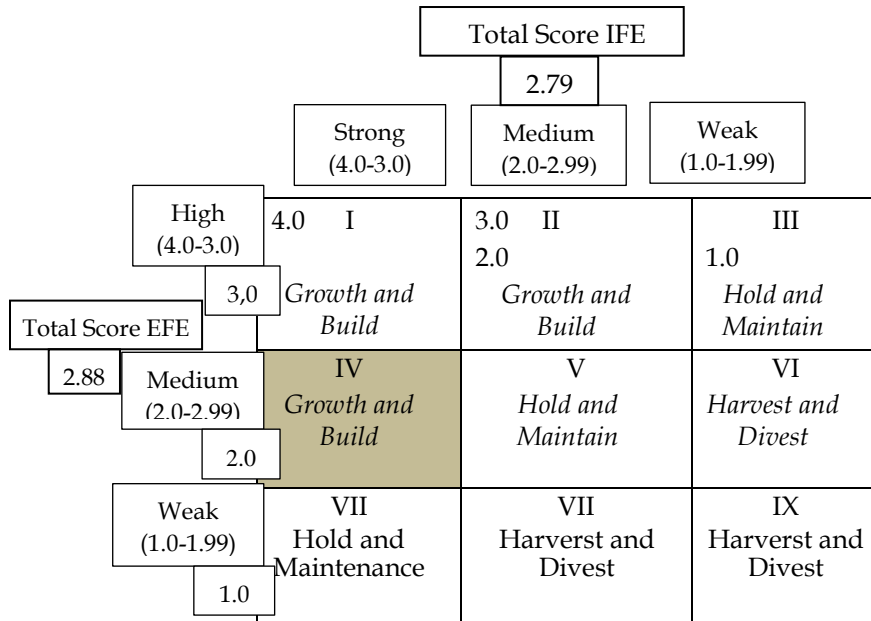


Figure 2. Matrix IE Matching of Bamboo Craft Bussines of Malumbi

This bamboo craft bussines can use *growth and build* strategieas with *intensive strategies* showed by:

Market Penetrating

The way to penetrating market by the craftman showed by increasing the promotion of their products to outside of Malumbi in order to more famous as central of bamboo craft making.

Market Developing

Another alternative strategy was market developing then the craftmans marketing ther product to another regency outside of Sumba islands.

Product Developing

In another ways, the craftmans incrasing the quality and variants of their product using technology then made the more advance style products.

Future integration

The future integration already due of the craftmans from Malumbi was made a network for outside Malumbi, the networks including distributors, contributors, trainers, and consuments.

The next steps was making SWOT (*Stregth, Weakness, Opportunity, Treats*) analysis of Malumbu’s bamboo bussines. The SWOT matrix will made 4

strategies, S-O (*Strength-Opportunities*), W-O (*Weakness-Opportunities*), S-T (*Strenghts-Threats*) and W-T (*Weakness-Threats*) strategies (Lantarsih, 2011; Muryantini & Rahatmawati, 2021; Harlan et al., 2021; Wan-rong et al., 2013; Muhammad, 2018; Musthofa et al., 2019; Rahayu et al., 2020; Erlina et al., 2021; Taslimi & Ommeyr, 2014; Leunupun et al., 2020). The SWOT analysis showed at Table 7.

Table 7. SWOT Analysis of Bamboo Craft Business at Malumbi Vilage

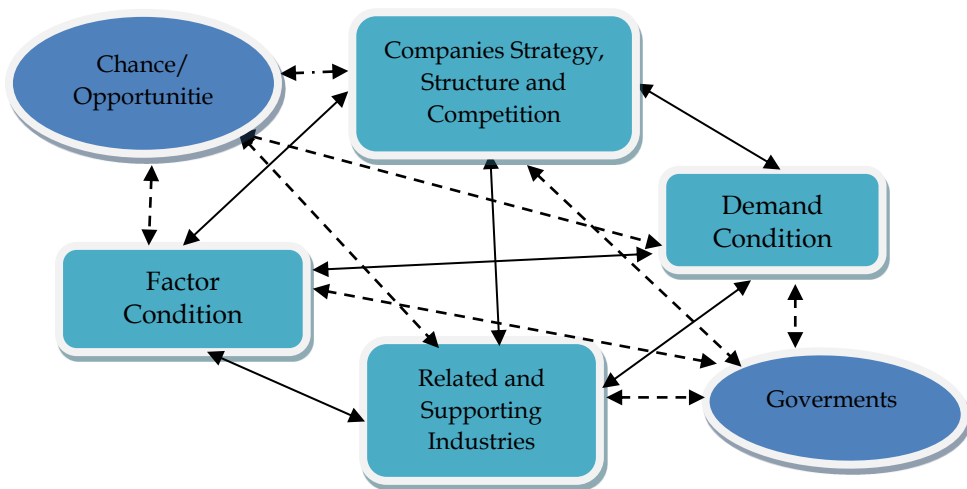
Internal	Strength:	Weakness:
	<ol style="list-style-type: none"> 1. Skills 2. Road Condition 3. Price affordability 4. Price of Supporting tools 5. Financial Funds 6. Amount of Markets 7. Easy of Main Materials 8. Accesibility 9. Product Price 	<ol style="list-style-type: none"> 1. Age 2. Education 3. Technology knowledge 4. Advance inovation 5. Marketing Targets 6. Information collected about markets
External	Opportunities:	Threats:
<ol style="list-style-type: none"> 1. Cooperation of Craftmans 2. Source of Funds 3. Avaiabiliti of raw material 4. Affordable of Consuments 5. Government's cooperation 6. Assistance of Government 	Strategy S-O	Strategy W-O
	<ol style="list-style-type: none"> 1. Work Coordination 2. Job Spesification Classification. 3. Maintenance of resources (Bamboo farming). 4. Investor search 5. Introducing and Promoting Malumbi as Central of Bamboo craft making. 6. Teach the craftmans about "Market Pick-up" Strategies. 7. Increasing the quality by innovation to get attention from investor and goverments. 	<ol style="list-style-type: none"> 1. Teach about continuity bussines paradigm. 2. Training, Sharing and Educating from professional craftman. 3. Curse and Training to another region facilitated by goverments. 4. Transfer of knowledge to the young generation. 5. Teach to using technology to accesing internet for collecting informations.
	Strategy S-T	Strategy W-T
<ol style="list-style-type: none"> 1. Distributors 2. Perception about existence of Timber product 3. Perception about quality of Timber product 4. Price of Timber product 	<ol style="list-style-type: none"> 1. Provided the location or space (besides the amusement park) and market for the craftmans marketing their product wth suitable price. 2. Teach about "sense of Belonging" for the craftman products so their still optimistic to their product. 3. Award for craftmans to build their passion. 4. Produc certification (quality certification) to makesure the quality of craftman and their 	<ol style="list-style-type: none"> 1. Promotion and education about Malumbi by the academics and goverments about knowledge inheritage. 2. Teach the young craftman to promoting using social media. 3. Award for the young who learn about bamboo craft processing. 4. Teach about base knowledge in bamboo processing, and if using technologi, the methods must also taught. 5. Provided the actual information about bamboo processing in

product.

advance levels. The information can also collected from recommended souches like Nat.Geo or etc.

Source: Primary Data, 2018

The strategies from SWOT analysis as S-O, W-O, S-T and W-T strategies very important to decided the innovative strategies to apply at Malumbi to developing the bamboo craft bussines (Muhammad, 2018; Abidin et al., 2017). This steps claimed important because to solve the problem causing by the lack of attention from local (and regional) government in appreciating donating the business, limited of information acces, and less of promotion causing the bamboo craft product still not have a specific market yet. Based on this condition then recommended the craftmans to preparing: (1) innovation education for the product, (2) innovation by applying technology to supporting the process and quality of products and (3) Promotion facilities more advance than before. Those 3 parameters predicted the craftmans can following the actualy information related, then supporting by promotion facilities the investors can be found to donating the business. The connectivity of overall element (around Malumbi) to supporting the developing of bamboo craft business representing using Diamond Porter Modeling showed as (Porter, 1998; Primiana, 2010; Rangkuti, 2015; Woodward et al., 2009):



Description :

———— = shows the relationship between the main components that support each other.

----- = shows the interrelationships between supporting components that support the main components.

Figure 3.
Diamond Cluster Modeling Of Bamboo Craft Bussines From Malumbi
(Porter, 1990)

To analyze the relation between of overall factors supporting bamboo craft bussines, due the factor analysis represented by Diamond Porter modeling (Porter, 1998; Primiana, 2010; Rangkuti, 2015; Woodward et al., 2009) which showing 4 main parameters: (1) Companies strategy, (2) Factor conditions, (3) Demand conditions, and (4) Related and supporting industries connecting by the clear line mean that those 4 parameters has significant connection (affecting and supporting each other), while the 2 supporting structures (5) Chance and (6) goverments existences, only connecting by the stripe lines to the 4 main parameters showed that the supporting parameters has no significant effect (or significant connection) to the bussines, whatever the bussines situation and condition the chance to reach the markets still open because proved by the EFE Table (Table 6) showed that the existence of competitors nof affecting the bamboo craft productions because the intervension score only about 0.04 mean it not has significan effect to the business. While if considering about craftsmens profiles, with or without the existence of goverments the production of Bamboo craft still running. The result of Diamond Porter Analysis showed as:

Table 8. Results of Analysis *Diamond Porter*

Component		Analysis	Condition Identification			
			S	W	O	T
Companies Structure and Competition	Strategy, and	1. Human Resources data collection to determine the production capacity	✓			
		2. Knowledge Inheritance from elder to youngers	✓			
		3. Sponsores and Investores invitation			✓	
		4. Increasing the variant of products		✓		
		5. Advancing innovation		✓		
		6. Promotion to another region (or outside of island)			✓	
		7. Standarization of product quality			✓	
Factor Conditions		1. Training and Education for craftsmans			✓	
		2. Maintenance and conservating the raw materials (Bamboo)			✓	
		3. Craftmans Skills specification				✓
		4. Coordination in small scope area (RT/RW)			✓	
		5. Activate the corporation of each craftsmans			✓	
		6. Lack of appreciation and attention of goverments				✓
Demand Conditions		1. Items ordered from another region	✓			
		2. The product not only decoratives but also interiors	✓			
		3. The promotion still in minimal levels so the information distribution shared from individu to individu				✓
Related and Supporting Industries		1. Suply of raw materials (bamboo) from another village	✓			

Component	Analisis	Condition Identification			
		S	W	O	T
Government Existence	2. Shops which sale the instrument need (hamers, cleaver, saw, etc) and supporting compounds (glue, wire, etc)	✓			
	1. Provided the promotion facilities (or space) such as amusemet park or Taman Hiburan Rakyat (THR)			✓	
Chance	2. Promotion by goverments (besides THR)			✓	
	1. Supporting Road	✓			
	2. Strategic Location because coordinated to only one Village	✓			
	3. Competitors from Timber				✓

Source: Primary Data, 2018

Table 8. also showing the same way with SWOT analysis (Table 7) that the craftmans need education about innovation and technology to increasing the quality of their products, also the promotion to introducing their product (and their existence as bamboo craft maker) to inviting the interesting investors. This bamboo craft bussines potentially to donate the regional incame if handling by good managements even without the government intervention.

For the government, this research can be used as material for consideration in determining policies, guidance and development, especially those related to bamboo craft businesses. For bamboo craftsmen, it is hoped that this can be used to add information and contribute ideas for developing a bamboo handicraft business. For other research, it is hoped that it can be used as further information, reference, and comparison.

Based on the repositioning of the Diamond Porter Model in the SWOT analysis, the priority strategies that are suitable for implementation in household-scale bamboo handicraft businesses in Malumbi Village, Kambara District, East Sumba Regency based on the SWOT analysis and the Diamond Porter Model are obtained, namely "Grow and Build", namely with an intensive strategy (intensive strategies), namely market penetration, market development, forward integration strategies, backward integration strategies, horizontal integration strategies and product development or use integration strategies (integration strategies). Strategies that can be carried out to develop a household-scale bamboo handicraft business in the Malumbi sub-district are expanding the sales area for handicraft products by expanding outside the island of Sumba, innovating more modern and quality types of products, ensuring the availability of raw materials remains stable and the price of raw materials (bamboo) can be reached, increasing the production capacity of bamboo handicraft businesses and establishing cooperation with potential distributors and investors to increase market share.

CONCLUSION AND SUGGESTION

Conclusion

The Conclusions of this research were:

1. The bamboo craft home industries business at Malumbi inheritance following generations and still unexposed yet also less of government attention causing the business still less of investor although it already has marketing in the local market. Because less of investor then the craftsmans running their bussines using personal funds. The appreciation of goverments only about providing the promotion in amusemet park called Taman Hiburan Rakyat (THR), this way not much affected to the business then need the SWOT analysis to decide the alternative strategies solve the problems.
2. The internal aspect of bamboo craft business of Malumbi showed the strength from the skills of the craftsmans wit about 0.36 scores causing this bussines can running well because the stock of product always available, while the main weakness came from age of craftsmans, marketing target (export), and the information collected to running the business (from training, course, etc) with score of each other about 0.12. Total score of internal factor evaluation (IFE) showed 2.79 higher than standard 2.5 mean that this home industries bussines able to utilizing the strength to manage the weakness.
3. The external aspect of bamboo craft business of Malumbi showed the main opportunities came from the availability of main (raw) materials, the bamboos with scoreabout 0.46. With this opportunity expected that the craftsmans can enlarging their creativity. While the aspect can became a threats for this bussines came from the existence of another competitors from timber products and unstable economical conditions of the craftsmans, those two parameters has point about 0.35 of each others. The total score of external factor evaluation (EFE) showed 2.88 highest than the standard 2.5 mean that this bamboo craft home industries has good responsibility against the opportunity and threats. This bussines has already able to utilizing the opportunity and avoid the threats.
4. The matching of internal-external (IE) results of bamboo craft home industries at Malumbi showed that this bussines position in cell IV showed the internal and external condition belongs to middle conditions but potentially to increasing to the higher level. In this conditions, the bamboo craft bussines can apply the *Growt and Build* strategies, The alternative strategies suitable with this conditions was *Intensive Strategies* with: Market penetrating, market and product developing or *Integration strategies*.

Suggestion

Based on the overall research then suggested as:

1. For the researchers: to the descriptions and interpretation of the scoring based on the interview of the craftmakers as source persons, need the statistical analysis to strengthen the results also for data inference. The statistical test suitable with this research were regression and correlation test to determining the answer patterns of the craftmans, SWOT parameters, and the correlation with the Diamond Porters structure scaters. But because the methods (statistical analysis) were not concepted in the goals of this research then not prioritized then expected able to consider for the next research related.
2. For the governments: needed the more intense promotion of the goverments side to introducing Malumbi District as a central of bamboo craft production because if considering the SWOT scater this business can supporting the income of the regency if building with good maintenancing. Besides, the intense promotions can providing the market facility for the craftmans so the craftmans can entering the more large trade. Beside the intense promotion, expected that the goverments support with financial donation to solving the financial impasse mainly to offsetting the demand of production after intense promotions.

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