

BUSINESS CONTINUITY OF MALANG SANDANGAN LIVESTOCK HUSBANDRY BUSINESS

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ABSTRACT

Entrepreneurship is considered as an alternative to earn a lot. Entrepreneurship process starts from the challenges that arise ideas, will and the urge to take the initiative to establish a business. Establishing a business requires the ability and hard work, creativity and mental readiness to bear all the risks. An entrepreneur can expand its business by expanding the scope of business opportunities in the market. Malang Ranch Clothing Company is a company engaged in the service and production. Event services performed is a services penyablonan different types of items to be printed or carried by the subscriber. While the production activities of the Company's Ranch Clothing Malang is producing various kinds and forms of t-shirts, banners. Based on the data source of this research is a qualitative research is research that has been done with being directly on the object, especially in the data collection effort and a variety of information. In research methods, the author uses qualitative research. Namely research aimed at understanding the phenomenon experienced by the study subjects. The presence of investigators in this study as planners, observations, interviewers, data collectors, data analysts, and report research data regarding business continuity Employers Sablon Cavalo. Inc. Malang. From the research Convection and business management before sandangan farm in Malang run into two management screen printing and garment management. Management prefers a stronger priority in the planning and supervision of production operations. Business management functions that do screen printing and konfeksinya sandangan farms include planning, organization board, and supervision.

Key words: Family Environment, Entrepreneurship Education, Self-Efficacy, and Entrepreneurial Intention

INTRODUCTION

Malang Ranch Clothing Company is a company engaged in the service and production. Event services performed is a services penyablonan different types of items to be printed or carried by the subscriber. While the production activities of the Company's Ranch Clothing Malang is producing various kinds and forms of t-shirts, banners and cards in relatively high amounts ordered by the customer. A company requires an appropriate management system and production management of creative shirts in business. As well as management functions of each company are not equal to each other, namely depending on the needs of companies as well as creativity in this t-shirt screen printing memprokusi must have tenacity new innovations. Based on the elaboration of the above background, the researchers plan to find out and learn about the "Business Continuity Employers Sablon Ranch Clothing Malang". So that researchers can explore on business continuity Employers Sablon Ranch Clothing Malang.

METHOD

This research data source using qualitative research is research that has been done with being directly on the object, especially in the data collection effort and a variety of information, The qualitative research was based on building the views of those who have been specified, is formed by the words, holistic and complex. This definition is more perspective of EMIC in research that is looking at an effort to build a detailed view of the research subjects, formed by the words, holistic picture.

Data collection techniques as follows:

- 1) Observation
Data collection method using observations of the research object
- 2) Interview (interview)
Data collection techniques conversations with informants in order to find the information berkaitan with this research study
- 3) Documentation
Is a record of events that have already passed, which may take the form of text, images, or the monumental works of a person?

RESULT

Entrepreneurship is considered as an alternative to earn a lot. Entrepreneurship process starts from the challenges that arise ideas, will and the urge to take the initiative to establish a business. establish a business requires the ability and hard work, creativity and mental readiness to bear all the risks. Business management system is divided between the garment and printing management. The division aims to make it easier to run the business performance.

The picture Management Function in Company Ranch sandangan Sablon:

a) PLANNING AREA

Site planning and building a very important support business continuity. Selection of the right location and building the business to make it easier to operate. From the results of observations conducted by researchers as presented by business owners as follows:

"Before my business is located at Jl. Arjuno and Jln. Joyo utomo V block B, 504L, Merjosariafter it developed I moved on Jl. Dams Sutami Malang ".

b) FINANCIAL PLANNING

The capital required in the production process of convection to generate a minimum of 15 pieces of shirts around Rp.500.000 - Rp5.000.000”

c) PRODUCTION PLANNING

Sandangan farm production planning screen printing is done when the order comes either in convection and in the printing business for enterprises Ranch sandangan Sablon only manufactures screen printing and T-shirts when orders are coming so that new production planning is done when the order comes

d) MARKETING PLANNING

Confections and screen printing sandangan farms do not have a specific marketing plan for this foam does not have a special place to sell their products except in Instagram and word of mouth marketing. Sandangan farm business printing only serve the market based on demand and target marketing order

e) ORGANIZING

An activity to determine the distribution of jobs in an effort so that the task be clear and effective. Organizing consists of the organizational structure and division of labor employees. Livestock enterprises organizational structure sandangan consists of 2 authority that authorized the garment and authorize the printing of supreme authority that business owners fully responsible for his efforts

f) IMPLEMENTATION TOOLS AND MATERIALS

Management tools in the farm there is a convex si sandangan include sewing tool that will be used in the production process orders.

g) IMPLEMENTATION OF PRODUCTION

Implementation of the production is an activity to produce goods or products. Implementation sandangan production in livestock business is divided into two convection production and printing production. Implementation of production at enterprises Ranch sandangan consists of material supply and production process.

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