

ABSTRACT

Sarongs are a textile product that is popular with the public. Process Sarong production has several stages that must be carried out. Starting from spinning yarn, knitting yarn, cutting yarn to the stages packaging of sarong products. The research method used is analysis

qualitative descriptive. The research subject is Majalaya Regency woven sarongs Bandung. This research focuses on factors that influence production Majalaya sarongs include raw materials, labor and capital and processes

marketing of sarongs and competitors' products. Data sources were obtained from research

go straight to Padamulya Village, Majalaya District, Bandung Regency, Java

West, as well as interview results. Sample selection was carried out using the sampling method

Saturation/census is a determination technique where the entire population is used as a population

sample. Data collection was carried out using distributed questionnaires directly to sarong entrepreneurs with 15 questionnaires. Data were analyzed with qualitative descriptive analysis techniques, namely data analysis, data presentation and withdrawal

conclusion.

The research results show that (1) raw materials, labor and capital influence the number of sarong production. (2) Competitor sarong products from outside province (3) the marketing process for Majalaya sarongs still relies on the media electronics such as Facebook so that the market share is only in the province of West Java Meanwhile, the marketing of competing sarong products is through various mass media

electronics such as television advertisements, magazines, etc. (3) there are fluctuations in sarong sales

Majalaya due to the development of competing products from outside the province. (4)

comparison between Majalaya sarong products and sarong products outside the province shows that the competitiveness of Majalaya sarong products has decreased due to lack of innovation in motifs, colors and types of sarongs.

Keywords: sarong entrepreneurs, capital, raw materials, labor, marketing, competitor products.