Bukit Permai tile industry in Kemuningsari village, Jenggawah regency, Jember regency in 1993 - 2018

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Abstract. Bukit Permai tile industry is a small and medium industry located in the village of Kemuningsari, Jenggawah District, Jember Regency. This tile industry is owned by a Kemuningsari villager named Pak Munawir. Pak Munawir's establishment of the tile industry was motivated by many things. Bukit Permai tile industry as a business entity certainly has tidal dynamics in its business. The problems examined in this study include: (1) the background of the Bukit Permai tile industry; (2) the dynamics of the Bukit Permai tile industry in Kemuningsari village in 1993-2018. The research method used is a historical research method which consists of four stages, namely heuristics, criticism, interpretation, and historiography. The establishment of the Bukit Permai tile industry was motivated by two reasons, namely direct and indirect causes. The direct cause of the establishment of the Bukit Permai tile industry is the availability of abundant clay. Because the indirect establishment of the beautiful hill tile industry is to market tile production and the environment around the industry. The dynamics of the beautiful hill tile industry can be divided into three stages, namely change, development, and continuity. Changes that occur in the beautiful hill tile industry include elements of income and human resources. The development of the Bukit Permai tile industry includes elements of production equipment and raw materials. Continuity of the Bukit Permai tile industry can be seen from the continuity of the tile industry which has been hereditary and survives to this day.

1. Introduction

Tile is the main part of a building as a roof covering house. The main function of tile is protection from the heat of the sun and rain [1]. Raw soil is found in rural areas, and is a potential for regions that have the clay's natural resources. One of the villages that have the potential of clay natural resources which is now a tile industry area is Kemuningsari Village, Jenggawah District, Jember Regency. The tile industry in Kemuningsari Village, Jenggawah Subdistrict, Jember Regency is the area of the tile industry center which is classified as a small industry criteria with an investment value of up to Rp. 200 million excluding land and buildings for businesses [2]. The small industrial sector is one of the alternative sectors that can be important in improving the economy, among others by increasing results, renewing employment and opportunities, or being self-employed [3].

The Tile Industry Center in Kemuningsari Village was established in 1993 under the name of the Permai Bukit Tile Industry, which is a continuation of the previously bankrupt Ngelayur tile industry, a bankruptcy suspended by the Ngelayur roof tile industry questioning the internal and personal negotiations of the industry owner. Then the Ngelayur tile industry workers finally moved to work in the Bukit Permai tile industry, the owner of the Bukit Permai tile industry named Mr. Munawir and was a friend of the Ngelayur tile tile owner named Pak Umar. The establishment of the Bukit Permai tile industry began with the interest of Mr. Munawir who wanted to open a tile business in the village of Kemuningsari due to the abundance of raw materials, Mr. Munawir learned from Mr. Umar who owned the first tile industry in the village of Kemuningsari. Mr. Munawir's tile industry went on to become the first successor tile industry that is still running until now. Until now there are about 25 tile industries operating in Kemuningsari Village, so the Bukit Permai Roof Tile Industry is the first lighting successor in Kemuningsari Village, but the industry now also tends to tend being the largest in the Kemuningsari area of Jenggawah District (Interview with Gayus and Fauzi July 1, 2018).

Modernization theory explains the transformation process from traditional or backward society to modern society. Modernization theory focuses on the way society becomes modern through the process of economic growth and changes in social, political and cultural structures. The process of
modernization of the irregularity of the structure of society that carries out various functions at the same time will be arranged in substructures for the execution of functions that are more efficient in their implementation. The community cannot be seen as a stand-alone thing, but as a whole in a community system in the Bukit Permai Genteng industrial sector in Kemuningsari Village, Jenggawah District, which in fulfilling their lives is one proof that every human will be able to carry out various activities that can meet the needs that are fulfilled. is desirable.

Based on the above background, the formulation of the problems in this study are: How is the background of the Bukit Permai tile industry in Kemuningsari Village, Jenggawah District in 1993; How was the development of the Bukit Permai tile industry in Kemuningsari Village, Jenggawah District in 1993-2018. The purpose of this study is to study and analyze the background of the establishment of the Bukit Permai roof tile industry in Kemuningsari Village, Jenggawah District in 1993; To study and analyze the dynamics of the Bukit Permai tile industry in Kemuningsari Village, Jenggawah District in 1993-2018. The benefits of this research are: For researchers, this research is a research effort in exploring the local wisdom material provided by Kemuningsari Village, Jenggawah District; This can be used as a reflection to be sensitive to the environment that holds the potential of local wisdom for the region; For the community, this research is expected to develop the spirit to participate in developing the economic sector through the potential of local wisdom in the District of Jenggawah; For the alma mater, this research is expected to provide members with additional information, references and the development of useful knowledge as a manifestation of the Higher Education Tri Dharma and to add to the library of Jember University.

2. Methods

This study was designed as historical research, therefore the research method to be used is the historical research method. The historical method is a process that was published and analyzed by relics of the past [5]. The steps used in the historical research method consist of four steps, namely: (1) heuristics; (2) criticism; (3) interpretation and; (4) historiography.

The first step in this research starts from heuristics. For example heuristics, researchers try to find and gather sources relevant to research researchers. Researchers try to find and collect written sources about documents, archives, books, and reports. Researchers will conduct interviews with tile industry owners Bukit Permai is currently a witness and historical source. To get the credibility of the data, the researcher will also conduct an interview with one of the workers in the Bukit Permai tile industry who has worked in this industry since the Bukit Permai tile industry was built until now.

The second step in the historical research method is source criticism. Criticism is used to test the source of the source (authenticityCriticism is).carried out by researchers after researchers have succeeded in gathering sources. Historicalcollected into two types, authenticicycriticism is/ authenticity of sources or external criticism, and credibility/ trustworthiness or apprenticeship criticism. Researchers carry out external criticism with written sources about documents and written books on history as well as several sources support with physical appearance, and conduct research on the faces of the interviewees interviewing for sources obtained using orally. Internal critics conduct research by assessing the source used to see its relevance to the title of the research. Researchers also carry out internal criticism of oral sources by comparing information from several sources, so that researchers not only trust one source, but also compare information fromsources other.

The third step of the historical research method is interpretation. Interpretation is a researcher's step to carry out the process of interpreting the facts of historical stories found in source criticism activities. Interpretation has the aim that historical facts resulting from source criticism have certain meanings. Interpretation, recognizes two terms, namely analysis and synthesis. Analysis means describing historical facts that contain a lot of information, looking for then in looking for analysis using the facts of the research. Researchers in this fact compile historical facts that are raised that can become logical facts. Logical facts are then asked and arranged by chronological researchers into research facts relating to existing facts.

The step that illustrates or finally in the method of historical research synthesizes from sources obtained by trusted, called historiography [5], but does not reduce the nature of historical scholarship. Researchers try to assemble historical chronicles resulting from interpretation writing into beautiful historical writings and have a unique style of language, but do not eliminate the scientific nature of a
historical writing. Researchers will use language that is in accordance with the history to be written. This research is titled Bukit Permai Roof Tile Industry in Kemuningsari Village, Jenggawah District, Jember Regency 1993 - 2018, there is a chronology of the history of small industries that will use researchers who can help researchers who are looking for small industries in a village in Jember Regency so that they can be seen and searched the official report that was written.

3. Results and Discussion

3.1 The Establishment of Permai Village, Permai Village, Kemuningsari Village, Jenggawah District, 1993

Next to the Bukit Permai roof tile industry, the following Kemuning Village. Due to the Direct Establishment of the Bukit Permai industry the Bukit Permai tile industry, which was founded by Mr. Munawir, began with the move of Mr. Munawir as a farmer with large tracts of land, in 1992 Mr. Munawir studied the process of the tile industry in the Ngelayur tile industry which considered adjacent to Mr. Munawir's rice fields, from the learning process began Mr. Munawir changed his rice field into a tile industry called the Bukit Permai tile industry in 1993. The immediate cause of the establishment of the Permai hill industry was raw material and business capital.

Clay which is the main raw material in making tiles is very abundant in the Kemuningsari village. Pak Munawair is one of the few people who has clay in the village. The abundance of clay in the village of Kemuningsari, Jenggawah district, Jember Munawir is the most important factor in forming the industry Bukit Permai tile which is owned by Mr. Munawir (interview with Mr. Gayus, August 25, 2018).

The capital used by Bukit Permai Industry can be classified into 2 types of capital, namely capital money and equipment capital. The money capital used by Pak Munawair when the Bukit Permai industry was established in 1993 was Rp 5,000,000. The next mode is capital tile production equipment. While the equipment needed to produce building tiles was added, the tray as a tile printing tool.

3.1.1 Indirect Causes of the Establishment of the Bukit Permai Industry

Indirect cause behind the establishment of the tile industry consists of 2 reasons, namely marketing and the environment. High market demand for tile production is one of the factors that Pak Munawair founded the Bukit Permai tile industry (interview with Mr. Gayus, 25 August 2018). The demand for roof tiles is increasing every year because tile is an object classified as human needs. Because it is impossible for a house that does not use tile as its roof (interview with Pak Gaius, August 25, 2018).

Mr. Munawir wants to see the condition of the surrounding community, Mr. Munawir wants to empower the people of Kemuningsari by utilizing the resources from the village namely clay as a material for tile production and people who have worked in the Ngelayur industry

3.2 Dynamic Industry of Bukit Permai Village, Kemuningsari Village, Jenggawah District, 1993-2018

According to Kuntowijoyo, dynamics can be seen from three points of view of change, development and sustainability. Change occurs when people change massively and in a relatively short time. The assumption of change is the presence of influence from outside. The development that occurs when it is carried out - involves the community moving from one form to another. All societies will move from a simple form to a more complex form, development assumes there is no external change that causes displacement. While continuity occurs when a new community only adopts old institutions [4]. Based on the dynamics concept according to Kuntowijoyo above, the following will discuss the dynamics of the Bukit Permai tile industry in Kemuningsari village from 1993-2018.

3.2.1 Changes in the Bukit Permai Roof Tile Industry

Changes reviewed by the tile industry consist of 2 things displayed and human resources. The average income in 1993-1996 which was the beginning of the establishment of the Bukit Permai industry. The average net income per year was Rp 4,650,000. The year 1997-2003 became the golden age of the Bukit Permai tile packaging industry with 16,142,857 per year. The next change is the change in human resources related to
workers in the Bukit Permai tile industry, the addition of the number of workers in the Bukit Permai tile industry also affects production output which is increasing significantly. Increasing the number of workers, the tile making work becomes more quickly completed. If in the previous year the Bukit Permai tile industry owned by Mr. Munawir only had 15 workers. In 1997 Mr Munawir increased the number of workers to 20.

3.2.2 Development of the Bukit Permai Roof Tile Industry

The development of the Bukit Permai Roof Tile Industry expanded the development of production and raw materials. In the early establishment of the Bukit Permai industry using traditional wood production tools and requiring a lot of workers to produce roof tiles, tools these trading were then replaced with more modern iron production tools. With these various tile presses, the number of tile production produced can be quite high, namely as many as 10000 tile every month. From the previous year can only produce 4500 tile each month.

In 1993 the main raw material used to make clay roof tiles was still Pak Munawir's own. In 1995 land owned by Mr. Munawir to mine clay for the main raw material for making tiles was running low, then Mr. Munawir bought land owned by his neighbors to add land and add industrial raw materials needed by Mr. Munawir. Bukit Permai Roof Tile Industry. From the results of the research conducted by the author, the efforts made by craftsmen in maintaining the sustainability of the tile industry by taking into account several aspects, namely: capital, raw materials, marketing, technology, labor. This aspect was published so that the tile industry, which had existed since 1993, continued to produce tile for generations.

The establishment of a business has a capital of Rp 50,000,000 to Rp 150,000,000. The capital comes from their own capital from the sale of land / other assets that they own or belong to family support from neighbors. With their own source of capital from family or neighbors they can develop their business, take a little from the sale and spend back to buy raw materials with equipment tile production without having to involve credit institutions with the bank. The main raw materials for this tile production process are clay (grumusol) and sea sand, the source of clay raw material and supporting raw materials and other supplements such as firewood needed to get good coverage. The chosen clay is not carelessly imported directly from the area of Jember even outside the city and sea sand imported from Situbondo. Almost all tile industries in Kemuningsari Village take raw materials from both places.

In order for tile products to be increasingly recognized and continue to be tile craftsmen, it is necessary to market the products they have produced. From the results of research that the authors have done tile craftsmen have promoted through print, radio and marketing by word of mouth or WOM (word of mouth). In addition, tile craftsmen do marketing with a system of cooperation with several partner agents outside the Banyumas area, such as in Cilacap, Tegal, Bumiayu, Tasik, Brass, and Slawi regions. The partner agent is usually a building shop, while marketing is sent by relatives or relatives of the craftsmen to offer tile for construction and housing projects.

The technology used in the tile production process is still simple and even traditional. Tools used such as: tile press machine, molen, and tobong. Such a device is indeed common as it is, still simple. With the simplicity of the tools used, human resources are still needed to operate it. In addition, the production process is still dependent on natural conditions as well as the cost to dry the roof and the contribution of firewood to the tile repair process. Molen is used to grind clay and sea sand. The time needed for the production process is quite a long time. The distribution itself uses transportation either cabbage / truck or truck depending on the number of tiles ordered and the distance required. 90% of the workforce in the tile industry involves and empowers communities around Pancasan Village. An industrial location located in a residential area to find labor. In the tile industry, this workforce is not of a minimum or maximum age. The selected workers are those who have a high work ethic, are able to work with targets and are still in productive age. In addition, there are no specific criteria such as education level. This is done because the production process is still simple and does not need special expertise.

4. Conclusions

Based on the discussion in this study, it can be concluded that first, the Bukit Permai tile industry is the forerunner of the Ngelayur tile industry. After 5 years, the Ngelayur roof tile industry then went
bankrupt began to open in 1997, the Ngelayur bankruptcy is concerned with internal problems and the owner of the private industry. Then the Ngelayur tile industry workers finally moved to work in the Bukit Permai tile industry, the owner of the Bukit Permai tile industry named Mr. Munawir and was a friend of the Ngelayur tile tile owner named Pak Umar. Ceritra's initial establishment of the Bukit Permai tile industry stems from Mr. Munawir's interest in wanting to start a tile business in Kemuningsari village due to the abundance of raw materials, Mr. Munawir learned from Mr. Umar who owned the first tile industry in Kemuningsari village. Mr. Munawir's tile industry went on to become the first successor tile industry that is still running today.

Until now there are around 25 tile industries running in Kemungsari Village. Bukit Permai Roof Tile Industry is the first successor in Kemuningsari Village, but this industry is not currently the largest in the Kemuningsari area of Jenggawah District. Second, Bukit Permai Roof Tile Craftsmen have been running since 1993 which was founded by Mr. Munawair as a pioneer and the establishment of this business, in this business sector including manufacturing business activities that process raw materials so that these products can be processed or sold to the market, the establishment of the Bukit Permai Tile craftsman company originated from his parents who had founded the Bukit Tile craftsman business, the experience of Mr. Munawir was that he used to work in the field of transportation. driving skills. Mr. Munawir thought to start his parents' business in the capital tile industry which obtained work in the truck transportation sector and also represented the capital Mr. Munawir needed through the bank, and he began to buy tools for the manufacture of these tiles, he became a tile entrepreneur starting in 1993 the expertise gained from the family environment is still underway, Mr. Munawir's tile industry, which is named the Bukit Permai roof tile craftsman.

Based on the conclusions of the above results, as for the advice that can be given in this study to: To the prospective history teacher students, this research is expected to be able to hone and relate to the development of the Genteng Bukit Permai center industry in Kemuningsari Village, Jenggawah District, Jember Regency; To the alma mater, it should provide opportunities for students to conduct research, priorities that are in their own territory, will have an impact on the love of the homeland, nation and country. For readers, it can add knowledge and understand the dynamics of the Bukit Permai tile industry in Kemuningsari Village, Jenggawah District, Jember Regency.

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