

Social Economic Brick Home Industry Community Mapping

Ami Dilham¹, M. Umar Maya Putra^{2*}
{UMAR_YAZLI@yahoo.com*}

¹Department Of Economic, Universitas Sumatera Utara, JL. Prof. T. M. Hanafiah, Medan, Indonesia

²Department of Economic, Universitas Al Azhar, Jl. Pintu Air IV, Medan, Indonesia

Abstract: This paper is aimed to analyze the social economic mapping with a case study: brick home industry community in the district of Kisaran Barat. The problem in this research is to analyze the needs and potential contained therein. The data used is primary data that have been obtained to do data entry based on the guidance obtained from the actors concerned. There is a transfer in the form of qualitative data into quantitative measurement techniques reference instrument activities. From the results of this study indicate that the need for dry printing machines to improve fast results, finding the market for normal prices as well as regular coaching for good unity that will make the industry more competitive.

Keywords: social, economic, brick, industry, Asahan

1. Introduction

Social economic community is one of the most valuable things to be able to improve the results of community empowerment to obtain the quality of development. Measurable results can be seen how the balance that occurs in the market of goods and money markets. The emerging competitive pattern can be seen in the Asean Economic Community (AEC).

Domestic market must also be considered to be a new sense of doing business takes advantage of the circumstances at the time of the AEC. If it had been penetrated in the Money Market (Capital Market) need to think about to become a player in going international with a good financial report (Dilham and Putra, 2016).

The data can represent the consumers chosen. Kisaran Barat business is mostly in the field of trade, hotels and restaurants as the largest choice. It is 8104 residents where 4203 males and 3901 females. From trading data there are 29 stores that are growing. It is necessary to take a more psychologically specific approach to increase consumer confidence in the social forces of society. (Central Bureau of Statistics, 2017).

Good communication in presenting something, must have a concept based on customer based. Customer based (customer approach) must certainly look at the psychology willingness by consumers such as packaging (Syarifah and Putra, 2017).

The best way to lead the effects of the market mentality, a more critical approach to Social Entrepreneurship is required. In terms of strengthening the bases of the businessman's mentality, it is necessary to introduce the marketplace as a rejectionist (Dian and Putra, 2017).

Existing social issues include the presence of vulnerable groups, the potential available from natural resources and human resources, financial, infrastructure, social capital (Putra and Dilham, 2017).

The innovation of the best brand products can make a diversified ones and has a high business value when competing on AEC. It comes to the business sector to make every community in Asahan regency becomes cracker mind (reformer) (Malawat and Putra, 2018).

From the concept of social entrepreneurship, vulnerable groups, the potential available from the innovation of natural resources from existing products that will create a diversified product for the business sector for Brick Home Industry Kisaran Barat Community that is a growing industry, it should be thought of to see the development occur and the best recommendations for social economic development.

The measure of the success of the of socio economic mapping program in the empowerment program that promotes moral values by taking into account the needs of society on social economic aspects of society continuously. Based on the fact mentioned, the researchers want to know what the things are becoming the needs of the surrounding community and the potential of any resources in human capital and empowerment ability contained in the surrounding environment for Brick Home Industry Kisaran Barat Community (Dilham and Putra, 2017).

The human capital has a positive effect for the performance of the firm. It is necessary to test a particular company's feasibility in order to be clearly understood. It is the main point in improving the quality of MSMEs as well as an entrepreneurship education support to be able to increase innovation as to be able to improve the performance of the company (Malawat and Putra, 2018).

Human capital gets many attractions with the globalization era as well as the boredom of the market reaction due to the recent fluctuations in the economic growth. Developed countries put emphases on a more development on it towards accelerating it (Maran *et al.*, 2009).

The R&D effect on large firm growth is through increasing levels of inter firm alliances in the first post-entry years. R&D efforts enable the exploitation of external knowledge. (Stam and Wennberg, 2009) .

The fact of present micro economic tends to a more breakthrough such as the leading business owners are responsible for the value added innovation in making the market progress in the entrepreneurship world (Praag and Stel, 2013).

The research about the social mapping included into the real fact in companies or activities of ones but none have evaluated the social value to the society as to economic value awareness. It can be said that there must be the breakthrough among it. (Fulgencio *et al.*, 2016)

To focus only on business profit ignores the other ways in which the value of a business may be measured. The costs, which are payments made to support the business creation, are a more suggestive measure than income because no matter the source, the payments are used to create and sustain the business as well as the progress in its capacity (Court, 2012).

The promotion of business ventures as well as venture capital is the critical value to increase the economic growth. The government policies can influence in the opportunities to make the ones. The excess must be anticipated to get best result. (Lerner, 2010).

The social economic can be measured in some measurements with the indicator values to explain in different aspects of the social and economic that can be tranfered into qualitative approach (Collan *et al.*, 2007).

The social capital derived from past oberrvations, on the start up business result. It can move the improvement by leading it into the best way in market strategy (Alexy *et al.*, 2012).

Customers are included in the marketing world. The profit is indicated with customers' need. Then, the companies will make the market stategy to get them as the loyal ones. (Dilham *et al.*, 2018).

The process in marketing aspect will get the profit in the long term. The companies try to make te relevan changing in the share of customers' heart to get the loyal ones (Dilham *et al*, 2017).

The market penetration among MSMEs will usually encourage them to move actively in making their products well known. What they input to make innovations, has made the strength in consumers based approach (Sofiyah and Ami, 2017).

The emerging markets will be the regional issue allows to the improvement in huge company, significant and made by the current economic condition in the process of social economic mapping (Elena and Midler, 2017).

2. Method And Material

By achieve the goals of social economic conclusion for the results of qualitative research conducted for Brick Home Industry Community in the year 2014 – 2015 in Kisaran Barat District of Asahan Regency. The following research problems were formulated provisions among the locations that directly contacted received an impact in terms of social cultural aspects, and economic activities of the community. The study involved a sample of random representatives of communities the Groups of actors involved in the socialization of Kisaran Barat District concerning various issues, both socially and economically. There was an individual indepth interview (IDI) conducted with each community.

3. Result And Discussion

3.1 Result

3.1.1 The Potential Contained in Brick Home Industry Kisaran Barat Community

Brick making is an industry located in Sidodadi village Kisaran Barat district. It had been going since 1970 and is a business conducted for generations. Many of the residents act the industry to the expertise position and the difficulty of finding new jobs. This business gets the direct results every three months. The bricks are also divided into 2 categories:

- Small Bricks are generated into small form. They are commonly used to build a house at least 10.000 ones as the market demand. Their problems in selling are using the middleman so that the price is only 180 Rupiahs. If it is compared to Kota Pinang one, It can get the 250 Rupiahs. We can see that Kota Pinang is better than Kisaran Barat price. A cart is the transportation to carry them to the customers.



Fig. 1. The Small Bricks

- Large bricks are commonly called *bencong* bricks because of its large shape. Their requests tend to the people who have much money to make huge house. The selling price is 290 rupiahs and it usually takes a relatively short time to make them.

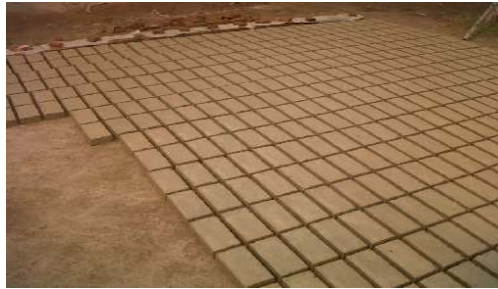


Fig. 2. Large (*Bencong*) Bricks

3.1.2 The problem identifications and needs of social and economic problem

Unpredictable weather conditions make bricks seller difficult to run the business process. It is done manually using stone maker so that it should pay attention to the weather conditions. If it is in the rainy conditions, The process should be stopped and covered with a large plastic. If the condition isn't dry, it will result the delayed orders. The Government Of Asahan hasn't made the innovation for this industry.

Problems often faced, such as :

- The existence of the middleman causes the market price be disrupted.
- The need for machines for dry printing to improve the fastest results.
- The need to find the market for normal price.
- Periodic coaching and good union of brick making will make this Industry more competitive.
- Marketing via the Internet can be globally competitive

3.2 Discussion

Brick home industry community needs some breakthroughs to become a successful one to compete in international trade with the best financial strategy. The lowest attention of government makes them present the products with target based. It must certainly look at the willingness by consumers such as packaging for the customer need. Its ability needs to be improved with the superior strategy in marketing. They can get the segmented education to be more creative like the ideas Alexy *et al.* (2012), Collan, *et al* (2007), Court (2012), Dian and Putra (2017).

The market education such as making the cracker mentality as a critical approach to community entrepreneurship is required. The progress of the middleman in the market needs the invisible hand assistant. The existing social issues had included the vulnerable group so that they can't get the potential available from human capital and other factors of production. Its willingness must be immediately done to get the high quality development like the comments Dilham and Putra (2017), Dilham and Putra (2016), Fulgencio *et al* (2016), Lerner (2010), (Dilham *et al.*, 2018).

Sometimes, the inspiration and imitation, can do the process of innovation in getting the valuable results. The machines for dry printing become the need to create a qualified ones and have a high business value. They can be the cracker to create the empowerment program that

promotes moral values in the aspects of society. The high quality ones can make the best human capital as the entrepreneurship education support to increase the innovation like the comments Malawat and Putra (2018), Malawat and Putra (2018), Maran *et al* (2009), (Dilham *et al*, 2017).

For empowerment, interaction among employees and management should be wise to be introduced and employees should be allowed to interact freely. It can be improved by finding the market for normal price. As the real action, as well as a process or a set of managerial practices. A segmented approach to transform their lives through a brand awareness in getting the market share. The best coaching and union make them adopt of digital technologies among these marginalized businessmen. The effect of initial R&D on high-tech firm growth is needed to give the inspiration so that they can adopt to follow the world of business like the comments Putra and Dilham (2017), Praag and Stel (2013), (Sofiyah and Ami, 2017).

The R&D can make the breakthrough in implementing the marketing theory that can increase the investments in knowledge. As the real fact may lead to a more dynamic view: especially the educated owners are responsible for the cracker value in business such as marketing through Internet that can be globally competitive result such business communication. It can get the buyers know the real needs especially the ones who want to build a house. It is the way to improve its relevant like the comments Stam and Wennberg (2009), Syarifah and Putra (2017), (Elena and Midler, 2017).

4. Conclusion

There are several conclusions:

1. Brick home industry community needs some breakthroughs that need the high attention of government so that making them in good communication in presenting something to customers.
2. The existing social issues had been including the vulnerable their group so that they can't get the potential available from natural resources and human resources, financial, infrastructure, social capital and to get the mentality to make ideal price to diminish the middle man.
3. The machines for dry printing become the need to create a diversified product and has a high business value. They can be the cracker to create the empowerment program that promotes moral values by taking into account the needs of society on social economic aspects of society.
4. As an organizational phenomenon, as well as a process or a set of managerial activities and practices. Frequently, it can be exposed though the community link and match so that it can get the normal one that can be felt among them. Periodic coaching and good union makes them adopt of digital technologies among these marginalized users were not motivated by a shallow acknowledgement.
5. As the real fact approach may make the best owners are responsible for the cracker in marketing via the Internet can be globally competitive result.

Some recommendations can be made such as :

1. From research mentioned among community, some and government actors must make the commitment to do an achievement of the results of social economic mapping with Memorandum Of Understanding (MOU).
2. The pattern of empowerment activities that should be implemented in the short term for Kisanan Barat brick home industry needed a dynamic invisible hand from the government to create invention, innovation and the synergy with the long term.

3. The need for support from the expectations of the community from all from natural resources and human resources, financial, infrastructure, social capital.

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