
FUNCTIONALISM ANALYSIS IN JEANS CONVECTION BUSINESS IN WONOPRINGGO

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ABSTRACT

In Wonopringgo Sub-district, jeans are mostly produced by small businesses or home industries. As an informal business, home industry has functional needs for business continuity. This research aims to analyze the jeans convection in Wonopringgo Sub-district based on Talcott Parsons's functionalism theory. The research method used is a qualitative method with a case study strategy. Informants determined based on purposive sampling technique, with a sampling technique with maximum variation. Data collection techniques are observation, in-depth interviews, and documentation. The data validity used data source triangulation. The data analysis technique used an interactive model from Miles and Huberman. The results showed that the pattern variables of the jeans convection business were affective neutrality and affectivity, collectivity orientation, universalism, achievement, diffuseness, and instrumental values and norms. Four needs, namely Adaptation ('lempar order' process and 'pocokan' salary system), Goal attainment (completing the production process on time), Integration (social networks that include communication and trust), and Latten pattern maintaining (giving trust, checking production every day, and allow workers the salary in advance)

KEYWORDS: entrepreneurship, functionalism, home industry, jeans

1. INTRODUCTION

Fashion businesses development in the world goes so fast. In Indonesia, the development of fashion businesses supported by the existence of convection businesses. The development of jeans convection in Wonopringgo Sub-district, Pekalongan Regency, Central Java Province, Indonesia, supported by high market demand. The jeans convection includes the production and marketing process of jeans products.

Jeans are not just a fashion commodity. Jeans are also seen as a series of social relationships that exist between people involved in the jeans production process (Brooks, 2015). In Wonopringgo, the jeans production process carried out in a chain by the jeans convection actors called 'lempar order'. In the 'lempar order' process, no written contract made. Cooperation among jeans convection actors is only based on mutual trust. Meanwhile, in the process of marketing jeans products to customers, there is a written note containing an agreement between the boss-the jeans convection owner-and the customer in the market.

Most of the jeans convections in Wonopringgo are small businesses or home industries that do not have a business license. Convection runs without a formal organizational structure. The continuity of the jeans convection in Wonopringgo Sub-district requires a system that runs functionally. The continuity of the jeans convection provides income and welfare for the jeans convection actors.

Qualitative research by Faruq and Usman (2014) shows that the Scissors Convection business in Surabaya has opportunities, threats, strengths, and weaknesses, and there are alternative business strategies and alternative operating strategies that could be applied. Research with SWOT analysis by Hidayah (2016) discusses business strategies that could be applied to UD. Gina Ria in East Lombok. Wahyuningsih & Murwatiningsih's research (2017) shows that entrepreneurial networks have a positive effect on small business marketing performance and business excellence, and business excellence has a positive effect on small business marketing performance. Parasmo and Utami's research (2017) shows that the social network of antique merchants in Surabaya formed because of reciprocity, beliefs, social values and norms, and the existence of social relationships between actors.

When compared with earlier research, this research is trying to discuss the sociological business of jeans convection. The novelty of this research is in terms of the research location in Wonopringgo Sub-district, Pekalongan Regency, Central Java Province, Indonesia which has not been studied much before. Then in terms of methods using qualitative methods with a case study strategy with interactive model data analysis techniques. As well as using Parsons's theory of functionalism.

2. LITERATURE REVIEW

2.1 History of Jeans Convection Development

The person who created jeans is Levi Strauss □ a German immigrant (Masters, 2008: 7-8). Initially the jeans intended as work clothes for gold miners in America. Levi Strauss & Company was the only company that made jeans until its patent expired in 1890. Then dozens of garment manufacturers began to imitate the garment.

The word jeans itself refers to the pants made by Levi Strauss. The fabric used to make jeans is a tight fibrous cotton cloth woven in Nimes, France, so it is often called serge de Nimes which shortened to denim (Jerusalem, 2011: 6-7). In Indonesia, the use of jeans has spread in various circles. Jeans wear by men and women of all ages.

Convection is a mass-producing fashion business (Jerusalem, 2011:18). Convection is also known as a home industry. The jeans convection classified into small-scale businesses and medium-scale businesses. Small businesses play an important role, especially to create job opportunities and as a source of income for the community (Tambunan, 2003: 314).

Small businesses often experience problems with lack of business capital. For example, according to Perdhanawati's research (2017), the way convection business owners in Probolinggo overcome the lack of capital, namely borrowing money from banks or simply relying on savings as business capital.

2.2 Entrepreneurship

Entrepreneurship involves the courage of a person to do business and non-business independently (Daryanto and Cahyono, 2013: 3), be creative and innovative to create added value for goods and services (Aviati, 2015: 21), and dare to take risks to open a business with an efficient way of working (Kasmir, 2006: 19; Suryana and Bayu, 2013: 29-30). An entrepreneur must have good entrepreneurial ethics because he plays a role as a leader in his business activities. For example, an organization should consider leadership as a force to deal with various complaints within the organization (Mackillop, 2018).

In every business, various resources or production factors needed. Production factors according to Sugiarto, et al. (2002: 15-18), namely: 1) land or business location; 2) labor, including manual labor (uneducated or low educated and without ability in a particular field of work), skilled labor (having ability from work experience or education), and educated labor (having high education and ability in certain fields); and 3) capital (not only money, but also various other resources needed to produce goods and services).

2.3 Marketing

Identification of community needs could be seen from three sides, namely 1) the ideal side of the community for certain goods and services, 2) identification of the real needs of the community by considering the level of community income, and 3) in terms of the number of other producers already in the market (Noor, 2007: 511-512).

In addition to direct marketing by offering jeans products to markets or consumers, convection entrepreneurs also market their products through e-commerce. According to Goldsmith (2009: 26), e-commerce is "general term referring to exchange transactions that take place on the internet, such as buying and selling goods, services, and information". Examples of e-commerce are the marketplace or online shopping such as Lazada, Bukalapak, Shopee, and so on; and through social media such as Facebook, Instagram, and so on.

Social media is a new way for small businesses to do business flexibly (Jagongo and Kinyua, 2013). Indonesians not only use social media to connect with friends, but also to shop online (Wahyono, et. Al., 2017). Barhemmati and Ahmad (2015) show that social network marketing in Malaysia occurs when a customer who has an emotional attachment to a favorite brand recommends the brand to other internet users. Study conducted by Zafar, et. al. (2017) also support that social media helps remove boundaries and make a product or service popular around the world.

2.4 Parsons's Functionalism Theory

According to Talcott Parsons (Susilo, 2008: 118), the orientation of the actors explained through pattern variables that explain the social system. The pattern variables according to Parsons (Poloma, 2000: 173-174) are: 1) affectivity (based on impulsive urges and emotional levels) VS affective neutrality (determining how far the impulse is controlled); 2) self orientation (fulfillment of personal interests) VS collectivity orientation (fulfillment of public interests); 3) particularism (act based on special standards) VS universalism (act based on general standards); 4) ascription (based on inherent characteristics) or achievement (based on achievement); and 5) specificity (relationship in a limited situation) VS diffuseness (everyone involved in the interaction process). Cuff & Payne (in Susilo, 2008: 119) adds 6) expressive values and norms (emphasis on emotional satisfaction) or instrumental values and norms (achieving goals and accomplishing tasks).

According to Parsons (Poloma, 2000: 180), every system that fulfills certain functions or needs. This functional requirement relates to the system's requirements when it comes to its environment and relates to achieve goals and the means needed to achieve these goals. Parsons creates four connected functional requirements, namely adaptation (A), goal attainment (G), integration (I), and latent pattern maintenance (L). In everyday life, AGIL could be used to analyze a system. For example, local culture-based education with the AGIL scheme could be an alternative model for implementing educational programs in educational institutions where functionalism in the education scheme prioritizes order and balance between systems and sub-systems (Rusydiyah and Rohman, 2020).

Adaptation (A) is the capability of the system to guarantee what it needs from the environment. The system must have high adaptability to various conditions, including changes. A system must adapt to the environment and adapt the environment to its needs. Goal attainment (G) is fulfillment of system goals and priority setting. A system must formulate its main goals. (I) Integration is coordination of the suitability of the parts of the system so that they are all functional. A system must able to manage the relationships between elements for the continuity of the system, it must also process three other functions (A, G, L). Latten pattern maintenance (L) is how to make sure continuity of actions in the system agree with existing rules. The system must equip, maintain, and improve individual motivations and existing cultural patterns (Poloma, 2000: 180-181; Ritzer, 2014: 117).

3. RESEARCH METHODS

This study used qualitative research methods. The research strategy used is a descriptive case study. Descriptive case studies attempt to define cases that limited or described in certain parameters (Creswell, 2014: 137). The informants in this study determined based on purposive sampling technique, namely by selecting informants who considered to know information and problems in-depth and could be trusted as data sources (Sutopo, 2002).

The sampling technique in this research is a sampling technique with maximum variation, based on differences in the characteristics of the informants (Herdiansyah, 2010: 107). The research informants

consisted of 1) one key informant, namely the jeans convection entrepreneur, 2) 18 main informants, namely people involved in the production and marketing process of jeans, and 3) 2 supporting informants, namely the family of the research informants.

Data collection techniques are observation, in-depth interviews, and documentation. The validity of the data in this research used triangulation of data sources. The data analysis technique uses an interactive model according to Miles and Huberman (1999). The stages of data analysis according to the interactive model are data collection, data reduction, data presentation, and conclusion or verification.

4. RESEARCH FINDING

4.1 Jeans convections business in Wonopringgo

Most of the jeans convections business in Wonopringgo Sub-district are small businesses or home industries. This jeans convection business is not a legal organization and does not have a business license. The number of workers is around 5 to 12 people including business owners. In this jeans convection business, there is no organization with formal structures and regulations. The work contract is only a verbal agreement.

Entrepreneurs or business owners, commonly called 'boss', act as leaders who divide tasks among other workers. Furthermore, in the jeans production process, the boss works closely with a pattern maker and a cutter, an embroidery worker, a tailor, a washer worker and a finishing worker. They are the foremen who are responsible for their respective duties. Each of these foremen has several employees. The boss also hired an ironing man. The boss also has three porters. These transporters tasked with transporting goods from each foreman. Meanwhile, for making a brand label, the boss asked a brand label maker to make a brand label. Because of the long process of producing these jeans, the jeans convection in Wonopringgo absorbs a lot of labor in neighborhood.

The production factors in the jeans convection include, first, the location of the business. A strategic business location will support the smooth running of the business. Second, labor. The workers in the jeans convection include manual labor, namely washing workers and transporters of goods; skilled workers which include pattern artisans, fabric cutters, tailors, embroidery workers, and brand label makers; and educated workers or scholar who become the boss of the jeans convection business. Third, capital. Home industry usually does not borrow money from banks. The jeans convection business actors in Wonopringgo get business capital from internal capital, usually from personal savings and borrow money from close families.

The process of producing jeans from one business actor to another in Wonopringgo, called 'lempar order'. The process of 'lempar order' orders is only based on trust between the parties involved. After getting an order from the market, the boss will buy denim fabric from the owner of a cloth shop in Pekalongan. This denim fabric sent to pattern makers and cutters. After finishing cutting, the denim

fabric brought by the transporter to the embroidery worker, if the jeans model requires embroidery. Then the denim fabric transported to the tailor's house. After stitching, the product brought by the transporter to the washer for coloring process. After washing, the product transported to the ironing place. Then the product brought to the finishing section where buttons attached, brand labeled, and packaged. In the last process, the jeans transported to the boss's house to arranged and shipped according to the order from the market.

Jeans products from Wonopringgo marketed offline and online. Convection jeans products marketed offline to traditional markets such as Tanah Abang market in Jakarta and Klewer market in Solo, and to modern markets such as Ramayana and Solo Grand Mall. Jeans convection products are also marketed online through e-commerce, namely through social media applications such as Facebook, Instagram and WhatsApp, as well as online shopping applications such as Shopee.

4.2 Jeans Convections Functionalism in Wonopringgo

Based on the research results, we found the pattern variables of the jeans convection business as follows.

Table 1. The pattern variables for the jeans convection effort

No.	The Pattern Variables	
1	Affectivity The parties involved in the production process 'lempar order' have an emotional connection with each other. The boss who receives orders from the market also has an emotional relationship with consumers.	Affective neutrality The parties involved in the production process 'lempar order' prioritize work relations. If there is a mistake in work, of course the boss will give a warning, even dismiss.
2	Self orientation The jeans convection actor only thinks about personal gain.	Collectivity orientation The jeans convection actor oriented towards mutual benefits.
3	Particularism Jeans convection actors act based on a special relationship / emotion.	Universalism The jeans convection actors acts on a general principle.
4	Ascription	Achievement

	Jeans convection actors choose work partners based on personal closeness.	Jeans convection actors choose work partners based on their ability.
5	<p>Specificity</p> <p>The jeans convection actor only plays a role according to their work and does not establish other social relationships.</p>	<p>Diffuseness</p> <p>The jeans convection actors act as work partners, as friends, as neighbors, and in various other roles in society.</p>
6	<p>Expressive values and norms</p> <p>The jeans convection actor works according to his mood.</p>	<p>Instrumental values and norms</p> <p>The jeans convection actor works according to the agreement even though there is no work contract.</p>

Source: Research results, 2020

Based on the table 1, the pattern variables of the jeans convections business in Wonopringgo are affective neutrality, collectivity orientation, universalism, achievement, diffuseness, and instrumental values and norms. In the first variable, apart from affective neutrality, the affectivity variable also applies to the jeans convection business actors in Wonopringgo.

Furthermore, four functional requirements of the jeans convections business in Wonopringgo are presented in the table below.

Table 2. Functional requirements (AGIL) of the jeans convection

Functional Requirements		Description
A	Adaption	<ul style="list-style-type: none"> - ‘Lempar order’ → the existence of ‘lempar order’ has a positive impact on the jeans convection actor, because it could be done at any time without the need to make a long work contract. - ‘Pocokan’ is a salary payment system made by the boss every Thursday afternoon. Then on Friday, business actors get a day off from work.
G	Goal attainment	Meet market needs, especially complete the production process on time
I	Integration	<p>The existence of a social network among business actors. Social networks are supported by:</p> <ul style="list-style-type: none"> - Communication → there is good communication between business actors, including between bosses and consumers. Communication does not only

		<p>discuss work matters, but also discuss about daily life to create emotional bonds.</p> <ul style="list-style-type: none"> - Trust → the existence of trust among business actors. Trust is very useful because there is no work contract. If the boss and the foreman agree to work together, the boss will send the sewing machine to the tailor's house or the embroidery machine to the embroidery worker's house.
L	Latten pattern maintenance	<ul style="list-style-type: none"> - In the 'lempar order' process, the boss entrusts the foreman and porters to complete production. The boss also checks the 'lempar order' process every day by visiting the production site. If there is a production problems, then the boss will give a warning, even stop the work contract if the problems continues. - In the 'pocokan' system, the jeans convection business actor may take a salary first. On the 'pocokan' day, which is Thursday, the person's salary will deducted.

Source: Research results, 2020

'Lempar order' is a very useful adaptation for the home industry because it can increase work efficiency. Then in the 'pocokan' system, each person's salary varies depending on their performance. The jeans convection business actors paid by the boss after their work has done. The boss as an entrepreneur puts forward work professionalism. If the boss is trustworthy and committed to work, of course the foremen, and other work partners, as well as consumers will be willing to work together. This functional requirement required for the jeans convections as a system when dealing with the environment and achieving goals.

5. CONCLUSION

Most of the jeans convections business in Wonopringgo Sub-district are home industries. 'Lempar order' is a local term to describe the jeans production process from one business actor to another. 'Lempar order' can increase work efficiency. The pattern variables from the jeans convection business in Wonopringgo are affective neutrality and affectivity, collectivity orientation, universalism, achievement, diffuseness, and instrumental values and norms. Then the four functional requirements of the jeans convection business are 1) Adaptation in the form of a 'lempar order' process and a 'pocokan' salary system, 2) Goal attainment is completing the production process on time, 3) Integration in the form of a social network that includes communication and trust, and 4) Latten pattern maintenance, which is to give trust, checking production every day, and allow workers to the salary in advance.

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