

## INTISARI

**PERSEPSI PENGRAJIN TERHADAP MODEL PENDAMPINGAN YAYASAN APIKRI UNTUK PENGEMBANGAN USAHA MIKRO (Studi kasus pengrajin batik kayu topeng di Kabupaten Bantul). 2016. Amrol Kamel (skripsi dibimbing oleh Dr. Aris Slamet Widodo, SP. M.Sc dan Ir. Lestari Rahayu, MP).** Penelitian ini bertujuan untuk mengetahui profil pengrajin batik kayu topeng, persepsi pengrajin terhadap model pendampingan Yayasan Apikri motivasi wirausaha pengrajin dan keuntungan usaha kerajinan batik kayu topeng. Penentuan lokasi penelitian dilakukan secara sengaja (Purposive), karena pengrajin batik kayu topeng dampingan Yayasan Apikri terbanyak berlokasi di Kabupaten Bantul. Pengambilan responden dilakukan secara sensus berjumlah 24 pengrajin batik kayu topeng dampingan Yayasan Apikri, pengumpulan data dilakukan dengan wawancara kepada responden untuk selanjutnya dianalisis secara deskriptif. Hasil penelitian menunjukkan bahwa profil pengrajin batik kayu dampingan Yayasan Apikri berumur antara 33–55 tahun. Pekerjaan responden sebagai pengrajin batik kayu, tingkat pendidikan responden terbanyak yaitu SMA/SMK. Total penerimaan batik kayu topeng lokal dan ekspor sebesar Rp. 9.870.150 dengan jumlah produksi 165 unit. Keuntungan batik kayu topeng lokal dan ekspor sebesar Rp. 6.058.845. Motivasi wirausaha pengrajin batik kayu topeng di Kabupaten Bantul tergolong tinggi, baik dari kebutuhan prestasi, berafiliasi dan kebutuhan akan kekuasaan.

**Kata kunci:** Profil pengrajin, Persepsi, Pendampingan Yayasan Apikri, keuntungan dan motivasi wirausaha.

**PERSEPSI PENGRAJIN TERHADAP MODEL PENDAMPINGAN  
YAYASAN APIKRI UNTUK PENGEMBANGAN USAHA MIKRO  
STUDI KASUS PENGRAJIN BATIK KAYU TOPENG DI  
KABUPATEN BANTUL**

*The Perception Of Craftsmen To Accompaniment Model Of Apikri  
Foundation To Development Of Micro Bussiness. A Case Study on  
Wooden Mask Batik Craftsmen in Bantul District*

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**ABSTRACT**

This study aims to discover the profile of wooden mask batik craftsmen, the perception craftsmen to accompaniment model of Apikri Foundation, discover the entrepreneurial motivation and to discover the business profit of wooden mask batik. The research location was conducted purposively because most of the wooden mask batik craftsmen who become the accompaniment of Apikri Foundation are in Bantul district. There are 24 respondents who become the accompaniment of Apikri Foundation, they were chosen based on census. The data gathering was conducted using interview which was continued with descriptive analysis. The result of the study shows that the profile of wooden batik craftsmen who are the accompaniment of Apikri Foundation aged 33 -35 years old. The respondents' job is wooden batik craftsmen, most of them are senior high school graduates (*SMA/SMK*). The total of wooden mask batik revenues for either local and export is 9,870,150 IDR with the productions are 165 units. The profit of wooden mask batik from either local or export is 6,058,845. The entrepreneurial motivation of wooden mask batik in Bantul district is considerably high, either from the need of achievement, the need to affiliate as well as the need of authority.

**Key words:** Craftsmen's profile, Perception accompaniment model of Apikri Foundation, profit and entrepreneurial motivation.