

## Spring Bed Business as a Livelihood for the People of Sei Semayang Village, Sunggal District, Deli Serdang Regency

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### Abstract

*The research aims to describe the reasons why the people of Sei Semayang Village chose the spring bed business as a livelihood, as well as outlining strategies for running a spring bed business as a livelihood. Qualitative research method with a descriptive approach, data collection techniques used in the research are interviews, observation, documentation carried out to add relevant data. The research method used from the research results is as follows: 1. Gaining knowledge from experience while working as an employee in a spring bed business owned by another entrepreneur is the reason people choose business as a livelihood. Fulfilling economic needs by choosing the spring bed business as a livelihood for people affected by the Covid-19 pandemic. Obtaining large profits is the reason why people run the spring bed business as a livelihood. The ease of making and obtaining raw materials by the community is the reason for choosing the spring bed business as a livelihood. 2. Business development strategy by improving the quality of raw materials for spring bed products, developing product designs according to consumer desires, entrepreneurs employing experienced employees in the furniture sector. Providing a guarantee for spring bed products to gain loyalty from consumers. Spring bed buying and selling transactions using a door-to-door system carried out by sales. Spring bed buying and selling transactions via social media Facebook and Tiktok.*

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### Abstrak

Penelitian bertujuan untuk medeskripsikan alasan masyarakat Desa Sei Semayang memilih usaha *spring bed* sebagai mata pencaharian, serta menguraikan strategi dalam menjalankan usaha *spring bed* sebagai mata pencaharian. Metode penelitian kualitatif dengan pendekatan deskriptif, teknik pengumpulan data digunakan dalam penelitian adalah wawancara, observasi, dokumentasi dilakukan untuk menambah data yang relevan. Metode penelitian yang digunakan dari hasil Penelitian Sebagai Berikut: 1. Mendapatkan pengetahuan dari pengalaman selama bekerja sebagai karyawan di usaha *spring bed* milik wirausahawan lain menjadi alasan masyarakat memilih usaha sebagai mata pencaharian. Pemenuhan kebutuhan ekonomi dengan memilih usaha *spring bed* sebagai mata pencaharian bagi masyarakat yang terkena dampak pandemi covid-19. Memperoleh keuntungan besar sebagai alasan masyarakat menjalankan usaha *spring bed* sebagai mata pencaharian. Kemudahan dalam membuat dan mendapatkan bahan baku oleh masyarakat menjadi alasan memilih usaha *spring bed* sebagai mata pencaharian. 2. Strategi pengembangan usaha dengan meningkatkan kualitas bahan baku produk *spring bed*, mengembangkan desain produk sesuai dengan keinginan konsumen, wirausahawan mempekerjakan karyawan berpengalaman dalam bidang meubel. Memberikan jaminan garansi produk *spring bed* untuk mendapatkan loyalitas dari konsumen. Transaksi jual beli *spring bed* dengan sistem *door to door* yang dilakukan *sales*. Transaksi jual beli *spring bed* melalui media sosial Facebook dan Tiktok.

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## 1. INTRODUCTION

At this time there are more and more needs needed in life, such as the need for household furniture which is important, can provide comfort and beauty to the home. Apart from that, household furniture consists of various types and different uses, household furniture that is needed and often used in the house, one of which is a mattress. A spring bed is a mattress made using layers of foam and springs, its function is to be used as a bed and to provide comfort when resting. Before the use of spring beds, kapok mattresses used to be people's main choice as a place to sleep, but as time went by the use of kapok mattresses began to be abandoned and they switched to using spring beds.

The current decline in the use of kapok mattresses is because spring beds are easier to obtain, and there are many traders selling spring beds both offline and online. Spring bed household furniture is increasingly increasing, apart from being easy to obtain, it also has a modern design, looks luxurious so that more and more people are interested in it. The need for spring bed products creates a demand that can be fulfilled, and can be utilized as a business opportunity for individuals who are able to see the opportunity to develop entrepreneurial abilities. An individual's ability to see these opportunities if pursued can produce domestically made spring bed products. So it is possible that the production results will have the potential to open entrepreneurs engaged in the household spring bed industry. Entrepreneurship can also be a livelihood for people who have the ability in the process of creation, growth and development. So that it can produce creative and innovative human resources, entrepreneurship has a role in economic development in Indonesia, as well as moving the wheels of the economy and as an effort to get out of a difficult economic situation.

Spring bed entrepreneurship can have the potential to revive the economy, open job vacancies, and create human resources who have entrepreneurial abilities. There are many definitions of entrepreneurship according to experts, but etymologically entrepreneurship comes from the two words *wira* and *business*. *Hero* means warrior, brave, hero, role model, superior man, and valiant, virtuous. Effort is an activity that uses the mind and body to obtain the intended goal. So it can be concluded that entrepreneurship is the attitude and ability to create something new and valuable for oneself and others.

The business will run if there is demand, the result of the demand for spring beds has now become a business opportunity that can be utilized by some groups of people as a means of livelihood. One of the villages where the spring bed industry is located, and the people who run the spring bed business as a livelihood are now in the Sei Semayang village community, Sunggal District, Deli Serdang Regency. The spring bed business has become a source of livelihood for the community as a job and to fulfill their daily needs and now they have become a spring bed entrepreneur. Entrepreneurship is now a thing original work for the people of Sei Semayang village Sunggal District, Deli Serdang Regency, North Sumatra. The entrepreneur is a spring bed business actor and is a native of Sei Semayang Village who has opened a business to this day.

The first spring bed business was opened by one of the residents of Sei Semayang Village in 2005 who works as an entrepreneur, until now the number of business people is increasing. In the beginning, there were two household furniture businesses run by the village community, namely the kapok mattress and spring bed businesses. However, kapok mattresses are starting to be abandoned because the main raw material for making kapok mattresses is difficult to obtain, and there are fewer consumers who want to use kapok mattresses. So now, as a result of the raw materials for making kapok mattresses being difficult to obtain, finally the people of Sei Semayang village now prefer the spring bed business as a livelihood and it is run by entrepreneurs who are native people of Sei Semayang village, Sunggal District.

This is the focus of this research, people who prefer running a spring bed business rather than running other types of business as a livelihood. There are various reasons obtained by business actors for choosing the spring bed business as a livelihood, and strategies for developing the spring bed business carried out by the people of Sei Village as a livelihood. The spring bed manufacturing industry in the Sei Semayang village area is familiarly called Home Industry, or can be translated into Indonesian as Home Industry. Home industry is an economic activity that is not in the form of a legal entity and is carried out by one person or several household members. Activities in the processing of basic materials into finished or semi-finished products, and will become selling products with higher value (Suratiah 1991). Spring bed products produced from the home industry of Sei Semayang village are products made by the people of Sei Semayang village. The industrial location chosen by the community uses the house as a place for manufacturing, selling and administering spring bed production goods.

Spring bed products are formed from the innovation of business actors in obtaining creative ideas by producing goods that become valuable goods, entrepreneurs develop businesses to further

develop. Business actors from the spring bed home industry, who are residents of Sei Semayang village, are increasing and choosing to pursue business as a livelihood. Home industry products are not only spring beds, but some business actors also produce sofas as a product to attract consumers. Currently, Sei Semayang Village has approximately 12 entrepreneurs in Sei Semayang Village and 9 entrepreneurs have become informants in the research.

Consumers can come to the Sei Semayang village location, the most common spring bed home industry is located in XII Konggo Kongsi hamlet, so they can choose directly the spring bed and sofa products they want. In this research, the researcher is limited by only being guided and centered on business actors, but this research focuses on the reasons why spring bed entrepreneurs choose the spring bed business as a livelihood and the strategies used in business development. The livelihood as a spring bed entrepreneur was chosen as a job to meet the necessities of life by the people of Sei Semayang village. This is what we want to study in order to find out the reasons behind deciding to run a spring bed business by linking James Coleman's rational choice theory.

Running a home industry is important to have experience and knowledge about the type of business chosen, needed to develop the business. Business actors choose and run businesses based on various different reasons for choosing a business. Each Sei Semayang village community choosing a spring bed business gets different reasons for choosing and business development strategies. So it is very important to know the reasons entrepreneurs choose spring bed businesses and business development strategies as a means of livelihood. The researcher made this a topic in the research. Based on the researcher's initial observations, the home industry, spring beds and sofas, is a source of livelihood for the people of Sei Semayang Village. Therefore, researchers are encouraged to research further regarding the spring bed business as a livelihood for the people of Sei Semayang village. The researcher planned the research with the title "Spring Bed Business as a Livelihood for the Community of Sei Semayang Village, Sunggal District, Deli Serdang Regency"

## 2. RESEARCH METHOD

In this research, the author used a qualitative research method with a descriptive approach using interviews, observation, documentation as data collection techniques which were carried out to obtain information on the reasons why the people of Sei Semayang village chose the spring bed business as a livelihood and to examine the strategies of business actors in running the spring bed business as a source of income livelihood. With subjects as many as 9 informants who are native residents of Sei Semayang village who run a spring bed business as a livelihood. Data collection was carried out through interviews, documentation, and direct observation regarding the spring bed business as a livelihood for the people of Sei Semayang village, Sunggal District, Deli Serdang Regency. The interview instrument was created by including questions related to research and aims to find out 1) What are the reasons why business actors choose spring bed businesses as their

livelihood.2) What is the business actor's strategy in running a spring bed business as a livelihood?

## 3. RESULTSSTUDYAND DISCUSSION

The results of research activities by carrying out interviews to obtain data and information so that researchers obtain the following results:

### **Interview with resource person Reasons for Choosing a Spring Bed Business**

#### **a. Results of Work Experience**

Interviewer :Did you learn how to make spring beds by yourself or did you use other methods?

Source person : I chose this business because I had worked in someone else's spring bed business in 2000-2003 in Padang as a sales person so I already knew more or less how to make them, so I used that knowledge capital to start my own business. Then I thought that when I worked as a salesperson, my job at that time was only specifically for the selling part. Finally, I took the initiative to

learn how to make it. After I learned it, I finally thought about why I was just a worker, why not open my own business.

#### **b. Fulfillment of Economic Needs**

Interviewer : Did you start your Spring Bed business with interests/talents or life needs/demands?

Source person : When I first opened this business it came from a necessity for life because I opened it in 2019, at that time I was about to enter the Covid pandemic, at that time I was actually still working in a factory, but because I worked in a factory there were no permanent employees and work was often closed. Finally my son helped us by selling other people's spring beds. At that time, I hadn't thought about opening a business because my child was still at school and part-time in sales. Then my son saw that I was also working, often taking days off from the factory, my son suggested that we open a spring bed business instead of working in the factory. Long story short, I finally told my husband and in the end my husband agreed. We also opened a spring bed business and my husband also no longer works as a traffic driver because of business.

#### **c. Big Profits**

Interviewer : Is your current spring bed business enough to meet your living needs?

Source person : When I first started opening a spring bed business, I didn't need a lot of capital, before I had capital of IDR 30,000,000, I could buy materials such as wood, springs, fabric and other equipment. Then, before I opened my business, I also had a pedicab, so it was from that pedicab that I transported goods. The results from the spring bed business so far, thank God, are very sufficient, even more so for my living needs. Now I also have a car that I use to deliver goods.

#### **d. Ease of Making a Spring Bed**

Interviewer : Is making a spring bed easy for you?

Source person : Initially I founded this business when I was still in sales, my field was only selling so I didn't really know how to make it in general. So I have a place finally I called someone who knows how to make it finally I was able to make it myself, and I learned how to make it one week was possible. Actually, making a spring bed is quite easy if you already know how to make it, but if you're not used to it, you definitely won't be able to prepare it quickly, but in my opinion, if you learn, you can get good at it quickly.

### **Interview with resource person on strategies for running a spring bed business as a livelihood**

#### **e. Improving Product Quality**

Interviewer : What are the special features/advantages of your spring bed products compared to other people's spring bed products?

Source person : Our spring beds are made from good wood because they are selected from old wood and often use meranti wood.

#### **f. Developing Product Design**

Interviewer : Do you offer/look for pictures of the latest spring bed/sofa models so that buyers are interested in your spring bed results?

Source person : I took all the design inspiration from Google from the Sofa Interest website and I noted that buyers usually like dark colors while the light colors are gold and green

#### **g. Hiring Experienced Employees**

Interviewer : Can you explain when you set up your spring bed business, what were the toughest obstacles you experienced?

Source person : The problem that employees often face is that they are a little slow, because making a sofa is more complicated than making a spring bed. So it's easier to make a spring bed than a sofa.

**h. Give Guaranteed Product Guarantee**

Interviewer : What are the special features/advantages of your spring bed products compared to other people's spring bed products?

Source person : The difference between my sofas itself is that it is neater and more beautiful, especially if I made it a jumbo size, so the buyer is really satisfied. I also give a guarantee for sofas for a maximum of 3 years.

**i. Door To Door System Sales by Sales**

Interviewer : Can you explain how you started the spring bed business

Source person : Initially I founded this business when I was still in sales, my field was just selling so I didn't really know how to make it in general. So I have a place finally I called someone who knows how to make it finally I was able to make it myself, and I learned how to make it one week was possible. I set up a spring bed business because I had the principle that if I can sell, why not make it myself? I can produce but I can't market my production, it's the same as zero, if I can sell it, I also have to be able to make it myself. Because I also sell door to door, because currently sales have to pick up the ball, you can't wait for the ball, so it's easier. Instead of waiting for customers to come. Every business definitely has obstacles and for me that is an obstacle, yes, but also everyone has different fortunes and if you can, just be good at running a business. But for me, I don't have too big of a problem because currently the way I get lots of orders is by using a lot of sales, so if many people open this business, if I don't have a lot of sales it's the same, sales is the key. I have a lot of sales, there are around 20 of them. Spread in various areas such as Aceh, Padang Sidempuan, Toba area

**j. Buy and Sell Transactions Via Social Media**

Interviewer : How do you offer your products to buyers?

Source person : My sales method of offering spring beds is definitely by showing the goods first, they use a pedicab and bring a spring bed, then come to the house and show the goods to the buyer. Then if it sells then they come back here, if they are clever they can go home and bring another order which is even better. I also made a post on Facebook so that lots of people would buy it.

**Discussion**

Based on the results of the author's interviews regarding the reasons why business actors choose the spring bed business as a source of livelihood, which was conducted with several informants. Based on the results of the interview presented by the author, it can be understood that the reasons for choosing the spring bed business as the first livelihood are:

**A. Reasons for Choosing a Spring Bed Business as a Livelihood**

**a. Work experience**

Work experience is a measure of the length of time an individual has carried out the work they have undertaken so that they understand a job and the tasks they have carried out well and with experience. The work experience gained will be useful for improving human resources and providing knowledge for each individual to be able to use for work in the future. The longer an individual works in a field of work, the more likely it is that the individual will gain more knowledge. Work experience is an entrepreneur's first capital in choosing a spring bed business. The formation process in gaining knowledge in the spring bed business sector is obtained by business actors from experience while working in businesses owned by other entrepreneurs. Before starting a home industry, the entrepreneur was an employee who worked in the spring bed industry owned by another entrepreneur. Then gain knowledge while working in the business, knowledge in the process of making frames, wrapping, wrapping cloth, and knowing how to sell spring beds.

As was the case with the first informant, Nikson Tampubolon, who previously worked

in the spring bed industry in the city of Padang, the job that the informant used to do was as a spring bed salesman. Work as a salesperson is part of the activity of selling goods from the seller to the buyer and carrying out the buying and selling transaction process. This is similar to the seventh informant, namely Ijun, who also chose to run a spring bed business because he gained experience while working as a salesperson for someone else.

The informant explained that he decided to start a spring bed business because he had gained experience while working as a spring bed salesman. The informant gained work experience while working in the spring bed business for seven years. As a result of the experience, knowledge was finally gained about how to sell and the process of making spring beds, which was learned over a short period of time. The informant finally chose to open his own business because he had studied and knew how to make spring beds.

The same opinion was also expressed by informant Sriwahyuni, the seventh informant who opened his first business in 2017. The informant is the third business actor. The informant said that he chose the spring bed business in the first place because he was invited by his late younger sibling who was previously an employee and worked at a spring bed factory which is quite well known nowadays. Before starting the business, the informant was a cendol ice seller and chose to stop running the business due to an invitation from his own younger brother. The entrepreneur chose the spring bed business together with the informant's younger brother. The informant's late younger brother was previously a spring bed salesman and decided to leave the company where he worked. So he had experience and finally chose to open a business together with his older sibling, namely the informant himself,

The next informant, an informant named Lamhot Marbun, said that the reason for choosing a business was because he worked as a spring bed salesman and finally decided to open his own business directly because he already knew how to sell it and how to make it. It is felt that expertise in making and selling can be the main capital for business people who ultimately have the courage to make the decision to open a business independently. All nine informants, six informants, said that the main reason for choosing the spring bed business was that they had acquired knowledge in manufacturing, packaging and selling. The informant also explained that the decision to run a business was due to boredom from just being a worker in someone else's business and the feeling of opening his own business.

The experience and personal skills possessed by entrepreneurs ultimately gain the ability to run a business. The ability to work is encouraging. Individuals choose their own spring bed business because they already have the capital knowledge gained while working as a salesperson in the spring bed industry. There are signs that show if someone has worked before. This sign helps us know that someone has experience in doing a job. The length of the work period refers to the time an individual spends while doing their work (Foster, 2001). The working period is also a reference for individuals to become experts in their field of work. This was also obtained from informants who worked in the spring bed business industry for several years. The more you know and how good you are at pursuing a job, the more you know and gain experience in the industry you work in.

#### **b. Fulfillment of Economic Needs**

The economic needs that must be met are increasing and the lack of job vacancies means that many human resources still do not have a livelihood. So that the community tries to create and obtain jobs to meet economic needs. Village communities in general still have a low level of education, so home industry is able to reduce seasonal unemployment, or visible unemployment. It can be seen that there is still real unemployment, the unemployment experienced is also caused by the Covid-19 pandemic, so that village people who work as factory workers are finally stopped working as a result of companies experiencing the impact of the Covid-19 pandemic.

Villagers who already have jobs still have low incomes, so they feel it is still not enough to meet their daily needs. Actions taken by the people of Sei Semayang village to

meet their needs and obtain job vacancies by running a spring bed business. This is in accordance with the results carried out by informant Rasmi Manalu and informant Nova Natalia Sitohang who both work as factory workers in the coffee industry, who explained that they chose to run a spring bed business for the reason of subsistence because in 2019 the beginning of the Covid-19 pandemic was where The informant experienced being dismissed from his place of work as a laborer and did not have a job. Finally he chose to run this business as a livelihood, which initially only got a few orders.

The informant said that he worked only as a factory worker and ultimately was not prioritized because he only worked as a contract employee, where only as a casual daily worker the company could dismiss him. The income from working as a factory worker is still not sufficient for living needs. Finally, when the pandemic hit, he stopped and didn't have a job so he switched to opening a spring bed business to make ends meet. Running a business also feels comfortable, because business actors can open a business location in their yard and work freely without being regulated, unlike when working in a company from here, business actors also feel comfortable running a business.

Informant Sriwahyuni who chose the spring bed business came from an interest in fulfilling the life needs felt by the informant's siblings, from an interest in the field of spring bed work and chose to run a spring bed business to meet the economic needs of life. The informant was previously a cendol ice seller and chose to leave his job as a trader to run a spring bed business because of the talent that emerged in the informant's late younger brother.

Life's needs can be achieved through effort, the results of these efforts are made and rely on the ability to meet life's needs, business can be a form of activity that village communities can carry out to survive, running a business is one form of meeting economic needs. It can be seen that the name of the business carried out by the people of Sei Semayang village is the spring bed home industry. A home industry is a small scale micro business that has a production system to obtain added value to meet life's needs by running a spring bed business as a livelihood. Running a spring bed business is a real action taken to reduce unemployment, overcome inequality, and help the economic needs of the community (Rumapea, 2020).

### **c. Big Profits**

Income is income obtained by individuals in carrying out work activities such as sales which earn income in the form of money and objects. Running a business as a livelihood is carried out by the people of Sei Semayang village to obtain income which is used to make ends meet and save for the future. There is a desire that arises and is felt to earn income so they choose to run a spring bed business. The income obtained from running a spring bed business is a reason for the Sei Semayang village community to produce material and sufficient means to meet their living needs.

There is hope for entrepreneurs to get higher income, so to get this income business actors choose to run a spring bed business. The income from running a spring bed business is felt by people who start working as sellers who sell their products to consumers. The results you get as an entrepreneur are considered to be quite large in terms of making a profit, when you become a worker, a prospective business actor already knows the costs involved in making one unit of spring bed product. The desire to earn a higher income arises, it is felt that greater profits will be obtained if you open your own business rather than just working as an employee in someone else's spring bed industry.

So the reason for earning a high income influences people to choose to run a spring bed business. As is the case with the informant, namely Lamhot Marbun, who has experience working in other people's businesses and has now quit and prefers to become a spring bed entrepreneur. The profits obtained are more than enough to meet living needs. Currently the informant also has a car which he bought in full with the proceeds from business profits. Similar to informant Bungaran Kudadiri who runs a spring bed business

starting in 2016 until now, the informant explained that running this business is enough to meet daily living needs. It can be seen that business actors already have small trucks which are used by informants to make it easier to sell their products. The results from purchasing a vehicle are obtained from approximately one year of running the business.

The results of exposure to business actors in practice to obtain high income in Running a spring bed business must be carried out with great care and in depth and understanding of the ins and outs of the business being carried out. This is a visible reflection of the entrepreneur, from the ability within the entrepreneur to deepen knowledge of the spring bed business, as well as having the courage to take risks and skills in managing the business as a result of the experience gained while running the business. The application of running a spring bed business can be done by implementing good administration on financial reports for both income and expenses which of course affects the management of expenses and income. Financial factors related to cost reports can have a good effect on business (Hyun, 2015). The sales results of spring beds and sofas that business actors can sell in one month can be seen from the results in the table below.

**Product Sales Results Table**

No.	Name	Number of Sales per month
1.	Nikson Tampubolon	100 units
2.	Lamhot Marbun	60 units
3.	Sri Wahyuni	100 units
4.	Nova Natalia Sitohang	60 units
5.	Basaria Sitanggang	30 units
6.	Official Manalu	30 units
7.	Ijun	20 units
8.	Bungaran Kudadiri	40 units
9.	Tumpak Parsaulian Sitohang	60 units

Source: Author's personal data, 2023

Data from the sales results table for spring beds and sofas above can be seen that two business actors can sell a maximum of 100 units in one month, and three business actors can sell 60 units in one month. One business actor can sell 40 units, and two business actors can sell 30 units, while the smallest can sell 20 units in one month. More or less sales are influenced by big holidays such as Eid al-Fitr, and as the New Year approaches, consumers order more spring beds and sofas. This was conveyed by informant Nikson Tampubolon who was able to sell 100 units of spring beds in one month.

The informant's account explained that running a business certainly requires sufficient capital, because on big days the raw materials for making spring beds and sofas will definitely increase. So business actors will choose to buy a larger quantity of raw materials than usual to avoid an increase in the price of spring bed and sofa materials. Selling prices for spring bed products informants sell at an average price ranging from IDR 1000,000 to IDR 3000,000 for premium type spring beds and this price is not included in shipping costs to consumers. So income from high profits is the reason business actors choose the spring bed business, because the results obtained are actually sufficient to meet daily needs and can become additional savings for business actors.

**a. Ease of Making and Obtaining Spring Bed Materials**

The reason business actors choose the spring bed business as their next livelihood is because of the ease of the manufacturing process and obtaining raw materials for making spring beds and sofas. The process of making spring bed products does not take a long time, it only takes a relatively short time to make the largest and smallest sizes. There are business people who first started their business and still didn't know how to make a spring



bed, in the end they chose to learn it self-taught and bought a ready-made spring bed frame, then followed and studied independently. Entrepreneur Rasmi Manalu explained that it is not difficult to make a spring bed if you diligently learn how to make a spring bed, both by making the frame and wrapping, which can be learned quickly.

The ease of making a spring bed was explained by informant Ijjun who learned that in just one week he could master making a frame. The results of studying for one week have now persisted to this day. The informant explained that making a spring bed is not difficult, if you follow it seriously you will definitely be able to master it quickly. As explained by the informant named Ijun and informant Lamhot, a business actor who is starting out still doesn't know how to make a spring bed and learns and knows how to make it.

Making spring beds is quite easy for prospective business actors to learn, this is the reason business actors choose the spring bed business, it is easy to make and obtaining raw materials for making spring beds is also very easy to obtain. The results of this research found that the reason for choosing this business was also driven by the ease of obtaining raw materials for making spring beds which were sold from shops located not far from the home industry location. Now it is very easy to find shops that sell raw materials for making spring beds, there are seven shops that sell tools and raw materials, making it easier to obtain sources of raw materials for making spring beds.

#### **b. Developing Product Design**

Developing a product design into a planor design carried out before the manufacture of a product, dessayA product is a totality that influences the appearance, feel and function of a product in response to customer needs (Kotler, 2012: 332). The strategy used by business actors in developing spring bed products is to develop product designs that are as attractive as possible, so that consumers are interested in the products produced. Business people find out the color, model, size, fabric motif of spring beds and sofas that are often ordered by buyers. Everything will be collected into one and will be identified by business actors to be developed into products that suit the many demands of consumers. Business actors will carefully record what consumers want, then the manufacturing process will be carried out according to the consumers' wishes. The design concept for spring bed and sofa products was obtained by business actors via the internet who collected them in the form of pictures and photos. Business actors also explained that the method used to get buyers to glance at the products was by maximizing beautiful spring bed and sofa models. The choice of attractive models and colors in the materials for making spring beds and sofas can also be obtained from material stores. Fulfilling consumer desires, business actors record every wish in terms of color, model and size that consumers want and will look for spring bed and sofa materials in stores.

Business actors explain that buyers not only choose good quality goods but also need a beautiful model appearance, when the materials used are good but the model is not attractive, buyers will not glance at the product. So that business actors maximize by making products with beautiful and attractive product designs.

#### **Spring bed and sofa product display design**



Source: Author's personal documents (2023)

Note: Spring bed price IDR 1,3000,000 and sofa price IDR 3,000,000

In the picture of the spring bed and sofa above, it can be seen that the design of the spring bed and sofa product above is a product of business actors Basaria Sitanggang and Tumpak Parulian Sitohang, it looks attractive in terms of appearance, color and pattern. Developing a product design is a strategy for developing a business, as stated by a business informant who explained that a good appearance will attract the hearts of consumers and become a feature of the resulting design appearance so that it becomes its own attraction.

### c. Hiring Experienced Employees

The next strategy used by business actors in developing the spring bed business is by selecting experienced workers, the same as previous business actors before starting the business. There are skills gained when working with spring bed and sofa entrepreneurs owned by other entrepreneurs, because they gain experience working as employees in the spring bed industry. Hiring experienced employees in the wood sector is a strategy for business people, especially for sofa business people, this is because making a sofa is less difficult than a spring bed. However, researchers found that this is a strategy used by business actors in developing home industry businesses. It has been proven that if a worker already knows about the furniture sector then when working on making spring beds and sofas he will also be proficient. Making a sofa is different from the way a spring bed is made, although both have similarities in raw materials, but the frame and shape patterns are very different. There are indentations on sofas so workers in this field must know the area of furniture wood so that workers don't have difficulty making the product. As explained by informant Tumpak Parulian Sitohang, there are problems with employees in the labor sector because there are still workers who are less skilled.

So the strategy in carrying out *home industry* by selecting workers who have expertise in wood crafts, the same as research obtained from Muhammad Ilham which explains that selecting employees who have work experience is to increase the efficiency of human resources within the company, the aim of doing this is to obtain effective work results for the employees themselves and improve work efficiency. The longer employees work, the more experience they have, employees gain extensive work experience, the better the employee's ability to have skills in the field of work, work more motivated and perform better (Muhammad Ilham, 2022). So the strategy used to develop this business must be to choose workers who are experts in furniture, business actors get workers who are experts in the field of furniture.

### d. Give Guaranteed Product Guarantee

When buying products, consumers definitely want to get the best results on products that are certainly not found to be damaged. The next strategy for business actors is to provide guaranteed product guarantees to consumers. This is done to provide satisfaction and comfort to consumers. Product guarantee service guarantee to consumers from buyers for the use of goods that have been purchased, provides a guarantee provided by business actors by repairing the product when it is damaged, the guarantee is limited to a certain period that is valid. However, transactions between buyers and sellers regarding guarantees are not written through letters but only verbally, starting from the date the consumer buys the spring bed and sofa. The business actor Lamhot Marbun said that he provides a spring bed product guarantee for 2 years and for the Tumpak Parulian Sitohang sofa business actor he provides a product guarantee for 3 years. When a product is used and damaged, consumers receive repair services from business actors. Business actors explain that this product guarantee is given to consumers only specifically for purchasing super quality products, the guarantee is provided by business actors to consumers. The following are the results of the narrative from informants Lamhot Marbun and Tumpak Parulian Sitohang.

Business actors provide product guarantees so that consumers have more confidence in product quality guarantees and buyer loyalty. This strategy can attract customers to prefer products. However, business actors only provide guarantees for super quality products, for premium quality, business actors still provide guarantees for premium quality. So this is a strategy for business actors in developing home industries to further develop and provide confidence in the products produced to be of high quality and give confidence to consumers.

**e. Door To Door System Sales by Sales**

Business actors have a strategy in selling products, namely the strategy of using a door to door sales system. What is meant by this term is selling using a door to door system by going around carrying spring bed and sofa products, where the sales process is carried using a pedicab and pickups. This sale will be carried out by workers who have a sales section, where the sales person will carry the spring bed product using a goods tricycle to get around the location that has been planned in advance. The choice of location for selling using this system will be considered first, such as locations where there are many residents, including housing complexes around Sei Semayang village, sales will go around each existing location. Business actors make sales strategies with this system by looking at sales not only through one opportunity, but business actors believe that there are other ways to sell using a ball picking system. This means that business actors cannot just sit around waiting for consumers to come to buy, but must come to consumers with spring bed and sofa products. The business actor explained that in order to sell the product optimally, informant Nikson Tampubolon had a lot of sales and the informant also sold the most spring beds out of all the informants. The use of sales is an important strategy in getting buyers and is an effective strategy in selling spring beds because the product will be sold and taken to locations where there are lots of people. So that potential buyers can see the results of the products available, so that they can attract interest.

This strategy is also more effective in terms of time, as informant Ijun explained that sales cannot only be done in one way, there are many ways that can be done to develop a business even though every business industry experiences problems, especially in sales. So business actors must be required to have various ways to overcome this. Because every good fortune from business actors will definitely not be exchanged if they are serious about trying.

**f. Buy and Sell Transactions Via Social Media**

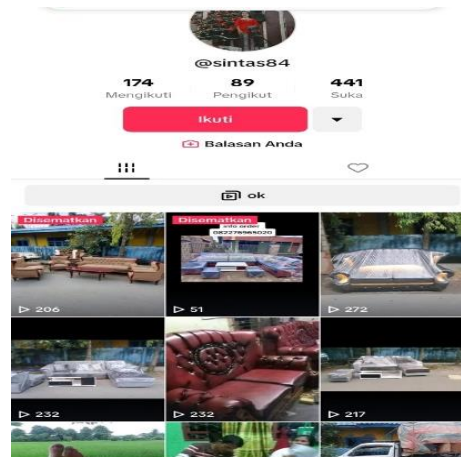
Buying and selling transactions via social media is the latest strategy carried out by business actors to develop their home industry. Business actors use social media for buying and selling transactions with consumers. Social media becomes an intermediary platform for sellers and buyers in carrying out the buying and selling process and communicating online. Social media becomes an intermediary in buying and selling transactions between business actors and consumers. The social media used in buying and selling transactions by business actors is Facebook from the available Marketplace feature. Business actors will send photos of spring bed and sofa products on Facebook and share them with all online buying and selling groups.

**Sales through Facebook Social Media Groups**



Source: Author's personal documentation (2023)

### Sales through Social MediaTikTok



Source: Author's personal documentation (2023)

Business actors choose social media using TikTok which sends videos and photos of products. Video editing is done using songs that are paired to attract consumers and make them look more attractive. Like the Tiktok accounts belonging to business actors, who share product results via social media. The use of social media as an intermediary for buying and selling transactions has in fact become a strategy carried out by business actors. There were nine business actors who became informants in the research. The strategy for buying and selling transactions via social media was carried out by eight informants using social media Facebook to carry out buying and selling transactions and sharing them with online buying and selling groups on Facebook. As explained by the informant, the choice of Facebook was based on business actors knowing that currently more buyers use this application than other social media applications. Selling via social media helps business people.

Rational choice theory will essentially look at the benefits that are obtained the most and are most comfortable for the actor's condition, then based on the rational explanation that arises from the actor's determination that there are obstacles that must be faced, the actor chooses the option that is most profitable for him and in accordance with his conditions (White, 2002). Each individual choice has obstacles that the actor will face, but the actor chooses the more profitable option. Actors act to achieve goals, namely by producing rational choices, to choose a livelihood, actions that are formed from actions with various rational and comfortable choices so that they suit the actor's conditions. The community is faced with the situation of choosing a livelihood, as in Sei Semayang village, the livelihoods of the community are generally dominated by farmers, casual daily laborers, private employees, construction workers, traders/entrepreneurs. The livelihoods above are a choice of several livelihoods, there are various reasons behind the people of Sei Sei Semayang village choosing to run a spring bed business. Business actors who act as actors who take action by choosing the livelihood that they feel is the most rational choice

Rational choice theory explains that a person (actor) acts because there is a goal, in achieving this goal the actor will use all the resources he has to achieve the goal. Everyone who acts focuses their interests on fulfilling their goals. This research examines the reasons for choosing a spring bed business as a livelihood, so that the results obtained show that the reasons for choosing a spring bed business as a livelihood come from the resources available to the community. The results obtained from experience while working as a spring bed employee in fact become knowledge capital obtained by knowing how to make spring beds, knowing how to manage materials into a product. Making spring beds is not

difficult to learn, and getting raw materials is relatively easy, these two things are the resources and capital that encourage people to choose this business.

The work experience gained by gaining good knowledge of manufacturing and management strategies in running a business is considered to be a resource for prospective spring bed business actors. Running a spring bed business is a rational choice that is the driving force for making quite large profits and in fact enough to meet the living needs of the people who choose to run this business. So this is where running a spring bed business is a rational choice for the community, rather than choosing other livelihoods, business actors who are relatively new to starting a business choose to run a spring bed business based on these two things, this also creates an increase in new spring bed entrepreneurs. .

#### 4. CONCLUSION

Based on the results of research conducted by the author regarding the spring bed business as a livelihood for the people of Sei Semayang Village, Sunggal District, Deli Serdang Regency, it can be concluded that the reason for choosing the spring bed business as a livelihood for business actors is that they have gained knowledge about the spring bed business gained from experience while working as employees. In a spring bed business owned by another entrepreneur, the people of Sei Semayang village, who experienced the impact of the Covid-19 pandemic, experienced layoffs and did not have a permanent job, finally abandoning their livelihood as casual daily laborers and preferring to open a spring bed business as a source of income. It is felt that the spring bed business is sufficient to fulfill economic needs. The benefits of high income are the reasons why business actors choose to run a spring bed business. The profits obtained are not only enough for daily needs but can help in purchasing vehicles that can encourage business progress. The ease of softening and the ease of obtaining raw materials for spring beds are the reasons why business people choose a business. Making spring beds can be quickly understood because it is easy and you can learn how to make them. Getting raw materials for spring beds is quite easy because there are seven spring bed furniture shops available

The strategy for developing the spring bed business as a livelihood is carried out by business actors by improving product quality from the main materials for making wood and foam as the main materials for making spring beds and sofas. These two ingredients are important factors that can improve product quality. Business actors develop designs and models that are no less good than those made by large industrial factories. In developing product designs, business actors look for inspiration via the internet for models and shapes of spring beds. Obtain raw materials that suit consumer desires and orders from spring bed furniture stores. Good product results also result from painstaking workers, so business actors choose employees who are experienced in the furniture sector to maximize product results so that they are even better. Gaining trust from consumers, business actors also provide product guarantees to consumers for 2 years for spring beds and 3 years for sofas. Products that receive a product guarantee are given for the super quality type of spring bed. The sales strategy chosen by business actors is to sell products using a door to door system carried out by sales workers. This system is used to attract buyers to become more aware of product results and the sales system is introduced through internet social media Facebook Marketplace and sharing uploads in online buying and selling groups.

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