

Research Article

The Dynamics of The Economic Life of Pottery Craftsmen in Precet Hamlet, Plumpungrejo Village, Kademangan Subdistrict, Blitar District

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Abstract: Natural resources that are utilized by the community as raw materials for production in the industry are no exception to the pottery craft industry. One of them is the pottery industry in Precet hamlet, where the majority of the population works as pottery craftsmen. The number of craftsmen in this village is certainly a business competition. Therefore, the focus of this research is to analyze the dynamics of the economic life of Precet village pottery craftsmen, which includes economic motives, economic activities and financial management. The method used is descriptive research through a qualitative approach with a case study research type. Data collection techniques through interviews, participatory observation and documentation. The results obtained from this study are 1) the economic motives of Precet village pottery craftsmen are to fulfill the needs of life, preserve pottery crafts, motives to get awards and social motives; 2) Economic activities carried out by pottery craftsmen include pottery production activities that are still manual. Furthermore, direct and indirect distribution activities carried out by Precet hamlet pottery craftsmen. As for consumption activities carried out, namely buying consumer goods to meet needs; 3) business financial management has not been fully carried out by craftsmen. In addition, pottery artisans also save as part of personal financial management.

Keywords: dynamics of economic life, pottery craftsmen, economic motives, economic activities, financial management

INTRODUCTION

Indonesia is a developing country that has abundant natural resources, so that people can utilize the natural resources available in the area where they live to be used as raw materials in industrial activities. Industry itself is an activity in the economy that has an important role to foster Indonesia's development (Fatimah, 2017). Therefore, the existence of industry will also provide opportunities for workers in overcoming unemployment, which has become a problem in the country of Indonesia. Natural resources that are utilized by the community as raw materials for production in the industry are no exception to the pottery craft industry. Pottery is a household tool made of clay and has gone through a burning process, so that the tool can be useful in helping human life (Alfarizi et al., 2016). This is in line with the opinion (Jehana et al., 2021) that pottery is a community craft because it is created by the community itself and not machine-made. From these two theories, it can be defined that the pottery industry is an

economic activity related to the manufacture of products from clay and then processed into an item that has functional value and provides benefits in daily life.

The pottery industry has spread in several regions of Indonesia and is one of the hereditary businesses of ancestors that are still preserved. This is evidenced by research (Jehana et al., 2021) that pottery made by ancestors in the past was only three types such as pots, cauldrons and jugs. Along with the development of an increasingly modern era and evidenced by the use of technology in every human activity, it does not affect the process of pottery production itself. This is emphasized by (Mujibah Siti et al., 2023) that the rapid pace of modern technology does not have a very important role in the aspect of pottery production, because many craftsmen still use traditional tools in the manufacturing process. As it is known that pottery is an item that has a functional value in its use such as cobek, cauldron and jug or barrel etc. But in the current era these items have been replaced by items made of plastic, stainless steel, aluminum or items made through machine technology such as people who used to smooth chili sauce with cobek now they use blenders or cooper tools because they are more practical and effective. This is in line with research (Alfarizi et al., 2016) that pottery is currently displaced by the emergence of household utensils that have similar uses.

The pottery industry also exists in the Blitar Regency area, precisely in Precet Hamlet, Plumpungrejo Village. The pottery in this hamlet is fairly numerous because the majority of the population works as pottery craftsmen. The number of craftsmen in this village is certainly a business competition. This is because pottery is one of the economic life supporters of some Precet villagers. The number of Precet hamlet pottery craftsmen is proven based on data from the Plumpungrejo village head office which states that the number of pottery craftsmen in Precet hamlet is 163 family heads. Meanwhile, the population in Precet Hamlet itself is recorded at 276 family heads, with a total population of 852 people consisting of 437 men and 415 women. So that the productive age community in Precet hamlet is 280 people, some of whom work as pottery craftsmen.

Preliminary studies from research (Amelia, 2021) the results of his research show that the economic activities carried out by kris craftsmen in Aengtongtong village, namely producing krises, are then distributed directly and indirectly and for consumption activities come from the sale of kris products. Furthermore, the economic motives are influenced by profit-seeking, fulfillment and social motives. As for financial management carried out in the form of recording, saving and investing. In contrast to research conducted (Irmadhani & Hardaningrum, 2023), the results of his research show that the economic life of stone craftsmen has constraints in market demand, then not all stone craftsmen provide education for family economic education not all stone craftsmen provide such education and the provision of family economic education is more verbally emphasized, and based on the income received by stone craftsmen can be said to be prosperous.

Based on previous studies, researchers will conduct research on the dynamics of the economic life of pottery craftsmen in Precet Hamlet by raising issues and research subjects that are different from previous studies. Researchers conducted research in Precet Hamlet because most of the residents of Precet Hamlet work as pottery craftsmen. Even some of the pottery industries there are partly a pioneering business that continues to be developed. It is evident that from several houses that were passed, many kitchen utensils, flower pots, jars and other forms made of clay were displayed in the courtyard of the house. Based on initial observations to one of the craftsmen, it turns out that some craftsmen in this Precet hamlet have the main reason why they work as pottery craftsmen

to fulfill their daily needs. Especially during the Covid-19 pandemic, where people's activities were limited to the home and at that time clay pottery such as pots were in great demand, so that sales of clay pots at that time rose dramatically. From there they can get more income to meet their daily needs. This is emphasized by Jehana et al. (2021) that the existence of pottery crafts has a good impact, namely increasing the income of craftsmen's families. But after the pandemic ended, Precet Hamlet pottery craftsmen continued to work in this industry and the results of pottery sales were not as much as before, but it could still be said to be in demand in the market.

Then every industry, both large and small industries, is very necessary for financial management so that the industry that is run continues to grow. The income obtained from the sale of industrial goods in addition to meeting daily needs is also used to continue business continuity. Research conducted by Wardah et al. (2022) that MSME financial management has not been implemented optimally. As evidenced by the results of the percentage of each indicator which is still below 50%, due to the lack of understanding of pottery MSME players and the views of craftsmen on the importance of financial management. Therefore, based on this problem, researchers want to analyze how financial management is carried out by Precet village pottery craftsmen.

Based on the above problems, the focus of the research is to analyze the dynamics of the economic life of Precet Hamlet pottery craftsmen, which includes economic motives, economic activities and financial management carried out by craftsmen. So that researchers conducted this study entitled "The Dynamics of the Economic Life of Pottery Craftsmen in Precet Hamlet, Plumpungrejo Village, Kademangan Subdistrict, Blitar District".

LITERATURE REVIEW

Dynamics of Economic Life

Dynamics in KBBI or Big Indonesian Dictionary means motion, energy that moves or enthusiasm. In another sense, there are group dynamics in the KBBI, namely a change in the way of life of a society caused by the movement or strength that exists in a group of people in that society. While the definition of economic life comes from two words, namely life and economy. Life in KBBI means a way of life or condition. While the word economy in KBBI is things related to the principles of production, distribution, and use of goods and wealth such as finance, distribution and trade. So it can be concluded that the meaning of economic life is the way of life or the state of household managers in terms of economic activities in managing production, distribution, consumption and wealth activities, all of which are for their welfare. However, the definition of economic dynamics itself is a field of science that analyzes economic phenomena over time such as economic growth, business cycles and issues related to these phenomena (Sasaki, 2022).

Economic Motives

Economic motives according to Kosanke (2015) are the drivers of an individual to carry out economic activities, where the impetus is motivated by an individual's desire to meet his economic needs. The economic motives according to Dinar and Hasan (2018) are profit motives, reward motives, motives to gain economic power and social motives.

Economic Activity

Economic activity according to Ansar (2017) is the fulfillment of human needs and desires through investment activities, production, and distribution of goods and services carried out by consumers and producers, with transaction or exchange procedures that each of them will get satisfaction. So that to meet the needs of life for a good or service requires an economic activity that includes production, distribution and consumption, which is the study of economics (Suhardi, 2016). Therefore, production, distribution and consumption activities are a unity that is interconnected and cannot be separated (Prasetyo, 2016). This is emphasized by Ramli (2019) that these economic activities affect each other, but it needs to be understood that production is the most important of these activities, because distribution will not exist without production first.

Financial Management

Financial management is an activity in managing financial funds in everyday life that can be made by individuals or groups of people who have the aim of obtaining financial prosperity (Alifi & Wibowo, 2022). According to Hayden et al. (2022) financial management includes planning and control that involves storing, analyzing and/or interpreting financial data. The steps of business financial management according to Mutiarawan (2022) are financial planning, financial recording, financial reporting and financial control.

Financial management for MSMEs according to Alifi and Wibowo (2022) consists of; separation between personal and business money, planning spending, recording finances, calculating profits earned appropriately, rotating cash flow, exercising good control of assets, debts and capital, and leaving profits to develop the business. Meanwhile, the meaning of personal financial management is the science that studies related to the utilization of resources carried out by a person or family in obtaining financial prosperity which consists of several financial management activities, spending, saving, protecting and investing (Lestari, 2020).

Pottery Handicraft Industry

Industry includes economic activities that play an important role in increasing national development. The existence of industry provides opportunities for labor that can ultimately reduce unemployment (Fatimah, 2017). While the definition of pottery itself is in the form of tools made from clay, then formed and then burned to become a tool that can help daily human life (Pratiwi, 2019). According to Fatimah (2017) the pottery production process includes; preparation stage, processing materials, forming the skeleton of pottery, drying, burning and the final stage of finishing. Thus, it can be concluded that the pottery craft industry is an economic activity in producing an item made of clay with a manufacturing process that takes a long time and the need for creativity in making innovative pottery shapes.

METHOD

This research uses descriptive research methods through a qualitative approach with a case study research type. Researchers chose this type of case study research because researchers are interested in analyzing how the dynamics of economic life occur in terms of economic motives, economic activities and financial management. Therefore, the subjects in this study are pottery craftsmen in Precet Hamlet, Plumpungrejo Village,

Kademangan District where the majority of the population works as a pottery craftsman. Then, for the determination of the subject itself using snowball sampling technique and research has been conducted with the number of informants as many as five pottery craftsmen.

Furthermore, the data collection technique used is through participatory observation by looking at the economic activities carried out by pottery craftsmen. Researchers also use interview techniques that are carried out by meeting directly with pottery craftsmen. In addition, researchers also conducted documentation obtained from the research location in the form of photos and videos. Thus, the analysis used in this study consists of the reduction, display and verification stages of the data findings which are the model of Miles and Huberman. As for checking the validity of the data using two ways, namely increasing persistence and using time triangulation obtained from the same informant at different times and situations.

RESULT

Economic Motives of Precet Hamlet Pottery Craftsmen

In the research conducted in Precet Hamlet with the subject of the research being pottery craftsmen, researchers can formulate through interviews and observation activities. The first question asked by the researcher is what is the motive or reason for artisans to run this craft industry and the answer from them is on average the same, namely to meet needs. In addition, one researcher also added the reason for running this industry to continue the family business. However, one researcher also said that he wanted to maintain the existence of pottery so that it still existed and according to him, pottery provides considerable business opportunities. Continuing to the next question, namely the economic motive for profit, where the five informants in running this pottery industry to get profits or profits from sales. Here is evidence of one of the statements from the informant "For sure, yes, if we work or produce something economically and then it is not profitable, there is no profit, we don't want to do it".

The next question is related to the economic motive to get the award to be achieved. Where the answers from four informants have economic motives in getting different awards such as making Precet hamlet an icon of pottery tourism in East Java, expanding pottery sales, improving the results and quality of pottery products and producing various kinds of pottery. However, one informant did not have a motive desire to get an award because according to him, the most important thing is to get money.

The next question is related to the economic motive to gain power, namely by opening branches. Based on the answers from the five informants, currently the five informants have not or do not establish branches. The last economic motive asked is the social motive in helping others carried out by the five informants in the form of alms such as the first informant giving alms to people on the streets, the third informant giving alms to orphans, the third informant also giving alms to people in need, the fourth informant giving alms or donating some money when there is community service and the fifth informant giving alms in the form of providing sand and cement assistance in road repairs.

Economic Activities of Precet Hamlet Pottery Craftsmen

Economic activities carried out by Precet village pottery craftsmen include production activities, distribution activities and consumption. Based on the findings that have been carried out, it states that all pottery craftsmen can make various forms of

pottery according to their respective expertise and creativity. Although all informants can make all kinds of pottery forms, the first informant stated that *cuwo* or rabbit feeders are the most dominating pottery products in his industrial place. Likewise, the fifth informant stated that flower pots are the best-selling products in his industry. The production process from clay into various kinds of pottery carried out by the five informants is the same, namely purchasing raw materials, grinding the soil, making pottery, drying, burning and finishing.

Making pottery is done manually using hand skills with the help of a turntable based on the results of observations and documentation conducted at the four informants' places. One of the informants, namely the fifth informant, stated in his interview that in the process of smoothing pottery using a machine assembled by the informant's brother, so as to speed up the production process. In this production process, two informants were assisted by family members in the production process and two informants had employees, so the amount produced could be large compared to informants who worked alone. Like the fourth informant where the amount of pottery produced is uncertain due to other activities. Furthermore, the constraints experienced by all pottery craftsmen are rainy weather, besides that the third informant stated that money is also an obstacle in the production process. As for the target market of the five pottery craftsmen, namely housewives, the general public and resellers or retailers according to the pottery products made.

The Precet village pottery craftsmen have carried out distribution activities to several regions of Java island and outside Java island. Distribution activities carried out by Precet village pottery craftsmen are direct and indirect. Direct distribution is that end consumers come directly to the pottery production site or end consumers order to be sent. As for indirect distribution, there are retailers or resellers who order or come directly to the production site where the pottery will be resold to end consumers. Based on the fourth informant's statement, the selling price for consumers who directly buy to places such as housewives, the selling price follows the selling price of the retailer. The marketing strategies carried out by the first, fourth and fifth informants use social media such as Whatsapp, Facebook and Instagram to market pottery products.

When the fourth informant was asked which is more profitable marketing online or offline, the fourth informant answered that online marketing is more profitable because the income is better and the selling price is quite more than at home. As for the second and third informants, they do not market their pottery products because they have regular customers. In addition, the fifth informant also markets products offline when there are buyers who come directly to the place. The obstacle in distributing pottery according to the first informant is the high price of shipping when using expedition services. Meanwhile, the second informant and the fifth informant did not experience obstacles in distribution but the demand for pottery was small because it depended on the season.

Moving on to consumption activities carried out by Precet village pottery craftsmen. Where the income earned by each Precet village pottery craftsman from their production is uncertain because the income they get can be per day or per month. Even so, the results of this income are sufficient to meet daily needs. Consumption activities carried out by the five Precet village pottery craftsmen are on average the same, namely to meet daily needs at home such as eating which is a primary need and the rest for secondary needs. The following is a snippet of the results of an interview with one of the informants: “yes income must be to fulfill the needs of daily life, yes, eating is the primary need, later yes collected for secondary as well, ...”

Financial Management Performed by Precet Hamlet Pottery Craftsmen

Related to financial management, five pottery craftsmen stated the importance of managing finances. Here is a snippet of one of the informants “Very important, if we run out of capital, we can't work, later if the clay is the main clay, if the money runs out, we can't buy it, we can't continue, so we have to manage it.” When researchers asked whether informants made plans, the five informants stated that they as craftsmen made plans but they did not write them down only they planned according to their needs. Furthermore, the researcher asked whether the craftsmen made financial records of business income and expenses, the answers from the four informants were that they did not make financial records for the reason that according to the first informant because he thought that village people like this made recording complicated. While the second informant has no time to take notes.

The fourth informant stated that he had bookkeeping, but based on the results of observations and documentation, there were only records related to buyer orders. So it can be concluded that the fourth informant did not record financial income or expenditure. To the next question whether craftsmen make financial reports the answers from the five informants stated that currently do not make financial reports. The reason for the fifth informant because it is not painstaking in making financial reports, but according to him one day if it already has its own financial section will be easier. The next question is whether craftsmen in controlling financial management archive sales notes, the answers from three informants stated no, the fourth informant stated that if online sales archive notes and the fifth informant also stated that the notes of the sales results are stored.

Continuing to the next question, namely the separation between business money and personal money. In this study, four informants stated that they did not separate business and personal money so they mixed the finances. Meanwhile, the fourth informant stated that if the production was busy the informant would separate business and personal finances, because when it was quiet the money earned was not much, so it was used for kitchen and school needs. In addition to digging up information related to business financial management, researchers also examined personal financial management. Researchers asked how craftsmen manage personal finances and the answers of the five informants in managing their personal finances were spent on daily needs. the first informant also added for capital needs and the second informant if the money was left over then the rest would be saved. When asked about urgent expenses, the four pottery craftsmen stated that they used existing money first, such as taking from savings or savings. In addition, the fifth informant's statement stated that the income received is not every month so there must be some income coming in. Related to this, the researcher also asked whether the craftsmen also save, the result of the research is that four informants do saving activities or set aside some of their money.

DISCUSSION

Economic Motives of Precet Hamlet Pottery Craftsmen

Economic motive is the drive or reason for an individual to carry out an economic activity to achieve prosperity. This is in line with the statement (Kosanke, 2015) that the economic motive itself is the impetus that exists in individuals to carry out economic activities, where the impetus is motivated by the individual's desire to meet economic needs. The general motive or reason for Precet Hamlet pottery craftsmen to run the pottery craft industry is to meet the needs of their daily lives by making clay into

functionally valuable items. So that by working to make various kinds of pottery that they will eventually sell, they will get income. From this income, they can support the family economy in meeting their daily needs. This is in line with the Alexandro et al. (2021) that natural resources in the environment are closely related to economic activities. It is also in line with research conducted (Patampang & Pasoloroan, 2019) that the results of income from economic activities, namely sales, can meet the needs of artisan families every day. In addition to making ends meet by working as craftsmen, some of them want to preserve the pottery craft that has existed in Precet hamlet for a long time. This is evidenced by one of the Precet village pottery craftsmen who wants to continue his family business.

Every entrepreneur's main goal of opening a business is to get the maximum profit from sales. This is evidenced from the results of the study that Precet village pottery craftsmen as an entrepreneur have a motive to get the maximum profit from the sale of pottery made. In line with the statement (Adenan Ginting & Lubis, 2020) the reason someone wants to get a big profit is because it is based on the desire to change the circumstances of a better life. Some of the Precet village pottery craftsmen also have a motive to get awards. The awards that pottery craftsmen want to achieve through this craft industry are making Precet hamlet an icon of pottery tourism in East Java, expanding pottery sales, improving the results and quality of pottery products and producing various kinds of pottery. The award that the pottery craftsmen want to achieve aims to attract the public that the pottery industry in Precet Hamlet has good quality pottery products.

In addition, the Precet village pottery craftsmen in running the pottery industry in addition to meeting the needs of themselves and their families are also driven by social motives. Economic motives in social activities mean that the income earned by Precet village pottery craftsmen is used to help others in various forms. This is in line with the theory of (Dinar & Hasan, 2018) social motives emphasize more on the economic activities of an individual who appears not for his own needs but for social action. So that some of the income from the sale of pottery made by Precet hamlet craftsmen is allocated to help others in the form of money or goods. Based on the results of the research, the forms of social activities carried out by these pottery craftsmen are different. Like giving alms to orphans or providing goods in the form of sand for road repairs.

The Dynamics of Economic Life Seen from the Economic Activities of Precet Hamlet Pottery Craftsmen

Economic activities in this study are economic activities carried out by Precet Hamlet pottery craftsmen which include activities in producing pottery, distribution activities or distribution of pottery and finally consumption activities. Based on the results of the study, the kinds of pottery made in Precet Hamlet include klowong, cuwo/rabbit feeder, souvenirs, placenta's pots, cauldrons, mortar, flower vases, gold heating bowls, flower pots, coffee fritters, jars and other forms. Although the average pottery craftsman can make various forms of pottery, it is still adjusted to the capabilities possessed by the craftsman. So that not all pottery craftsmen can make good pottery and according to the buyer's request. In addition, each production site has a pottery product that dominates, for example, one of the pottery craftsmen from the first informant's best-selling place is cuwo/rabbit feeder.

Production is an activity carried out to increase the benefits or usefulness of an object and can also be interpreted as an activity to produce new objects that are useful for meeting needs (Rahmatullah et al., 2018). This is in line with the results of the study that

the production process carried out by pottery craftsmen is to change what was originally limited to clay into a form of pottery that has functional value. The way of production carried out by the average pottery craftsmen is the same, namely first preparing the clay, then the clay is ground with a machine, the process of making pottery shapes, drying which is only aerated, drying under direct sunlight, burning and finally finishing. In this production process the pottery craftsmen do it manually, namely using hands with a turntable tool, but one of the craftsmen in making pottery using *anjung*, where hands and feet simultaneously move. The use of technology in making pottery such as the use of *anjung* is very efficient and effective in producing pottery. In addition, based on the results of interviews with one of the craftsmen that in making pottery is still done manually, but to smooth the semi-finished pottery products this industry uses self-assembled machines. So that the use of machine technology in the industry is very effective because it does not take much time in the process of smoothing pottery. This is the same as the opinion (Ngafifi, 2014) that technology provides opportunities for convenience or new ways when doing an activity.

Furthermore, the amount of pottery produced each week by each pottery craftsman itself varies depending on the busyness of the craftsmen and the size of the pottery. This is in line with research that has been done (Mujibah Siti et al., 2023) pottery craftsmen in working are not bound by rules so that whenever craftsmen can do production. In addition, there are also some Precet hamlet pottery craftsmen in making pottery assisted by family members and employees. This is in accordance with the statement (Nata & Soesilo, 2021) that the existence of MSMEs is an opportunity for employment so that it can minimize unemployment and provide welfare for workers.

Every business, both large and small, must have obstacles in the production process. It is evident from the results of the study that the craftsmen's constraints from pottery production are that when it rains the process of being able to burn pottery will wait a long time. In addition, one of the pottery craftsmen has constraints on capital so that to overcome this the craftsmen borrow money so that they can continue to produce pottery. It should be noted that capital is the most important thing for an entrepreneur to be able to continue production. This is in line with the statement of Khasanah (2021) that capital and investment are needed during the industrial process to improve the industrial sector. Apart from these problems, in the production process an entrepreneur must have a target market to sell his products. If the target market is right on target, it will affect the number of products and income earned. Based on the results of research related to the target market or who benefit from clay pottery products from Precet village pottery craftsmen, namely the general public, housewives, middlemen/retailers and restaurants / hotels.

Turning to the distribution activities carried out by Precet Hamlet pottery craftsmen when the products they produce are ready to sell and can be used by consumers. Distribution itself is the activity of distributing goods and services from producers to consumers (Dinar & Hasan, 2018). There are two distributions carried out by this pottery craftsman, namely direct and indirect distribution. Direct distribution is by means of consumers coming directly to the production site to buy these goods (Westriningsih, 2018). Based on the results of the research that has been done, the pottery craftsmen state that there are usually consumers who come directly to buy such as housewives buying kitchen utensils, even though consumers only buy a few seeds. However, there are some pottery craftsmen who distribute their pottery products by delivering them directly to the consumer's place.

As for indirect distribution, namely through intermediaries such as agents or retailers. Based on the results of the study, ready pottery is usually taken by middlemen or retailers who will later resell it in their shops. However, there are also buyers from outside the island or areas that cannot be reached, so that pottery craftsmen in distributing their goods through intermediary agents or delivery services to deliver these goods to consumers. Even so, there are some craftsmen who state that when they get consumers from out of town, these consumers come directly without going through agents or intermediaries of goods delivery services. Therefore, craftsmen must be smart in using and choosing the right distribution channel so that the goods sold can reach consumers. This is in line with the statement (Asniwati et al., 2023) that distribution channels can be successful if producers use appropriate, effective and efficient distribution strategies in their distribution.

Before the process of distributing these goods, there must be a marketing strategy carried out by the craftsmen. Based on the results of the study, some pottery craftsmen market their products online via WhatsApp and Facebook. This is evident from some craftsmen posting their pottery sales via WhatsApp Instastory. Online pottery sales have a fairly wide range, so they can attract buyers. This is in line with research (Mujibah Siti et al., 2023) Pottery crafts used to be sold by traveling or expecting consumers to come to the store, but for now online sales are the method used. However, based on the results of the study there are some pottery craftsmen who do not do online marketing, so consumers come directly to the craftsmen's place to take the pottery. This is because the Precet hamlet pottery craftsmen already have regular customers, so that every few months the retailer comes to pick up the goods or the manufacturer sends the goods through an agent. This is evidenced by research conducted by (Mujibah Siti et al., 2023) that craftsmen are more comfortable if they sell their pottery to collectors so that craftsmen can focus more on production activities. In addition, one of the Precet Hamlet pottery craftsmen also conducts direct marketing which is done by offering his products when consumers come to the place.

Turning to the consumption activities of Precet village pottery craftsmen. Consumption is the activity of spending an item that is caused by the needs to be achieved. This is in line with the definition of consumption, namely activities whose purpose is to reduce and even spend the use of an object in order to fulfill life's needs, but it must be ensured that we use objects that fall within the scope of consumption, because other purposes of objects other than consumption are also used for production objects (Rahmatullah et al., 2018). Hence, consumption in this case is a consumption object that can meet daily needs and not an object for production. Based on the results of the research that has been done, the income earned by the pottery craftsmen in Precet hamlet is used for consumption activities, namely meeting daily needs. Consumption activities carried out by Precet village pottery craftsmen are related to economic needs, namely for primary needs such as eating, paying for electricity, wi-fi, gallons, other home needs and the needs of school children, if these primary needs have been met then pottery craftsmen can fulfill their secondary needs.

Financial Management by Precet Hamlet Pottery Craftsmen

Alifi and Wibowo (2022) states that financial management is an activity in managing financial funds in everyday life that can be made by individuals or groups of people who have the aim of obtaining financial prosperity. Therefore, both an entrepreneur and a person must have a fairly deep understanding related to financial management so that nothing untoward happens. Based on the results of the study, the

pottery craftsmen of Precet Hamlet really understand the importance of financial management, because according to him, financial management can determine the amount of profit earned and can manage the amount of income earned for daily and business needs. Actually, the craftsmen understand the importance of financial management, but only some of them have implemented financial management even though it is incomplete. This is reinforced by the opinion (Lestari, 2020) that financial knowledge is a person's understanding related to financial plans, principles and technology needed to manage finances that a person can do in attracting financial considerations. Like the pottery craftsmen of Precet hamlet, they have made financial plans but they are not written down, only estimated the expenses needed to make pottery. However, some craftsmen have also detailed finances for production needs, to pay bank debts and for living needs.

Furthermore, for financial recording, only a few pottery craftsmen have made financial records such as recording sales transactions. Financial recording itself is very useful for minimizing excess finance because with financial recording can see the amount of money in and out. Recording sales transactions is done by pottery craftsmen in ordinary notebooks. As for the pottery craftsmen who do not make financial records, the reason is because they do not understand financial records, there is no time to record and impatience in doing the recording. Thus, it has an impact on non-existent business financial reports. Whereas an industry in advancing the business requires a complete financial report, namely to see how much profit is earned and how much capital is used. There are several pottery craftsmen who also carry out financial control by keeping a sales receipt. With an entrepreneur keeping a duplicate sales note, the industry has carried out financial control if a problem occurs later. This can be evidence when there are buyers who complain about the number of items ordered, then the craftsmen can provide evidence of the sales note. Meanwhile, craftsmen who do not carry out financial control by keeping a sales note because the buyer immediately asks for a total without a note and some craftsmen do not have a note. This is in line with research conducted by (Wardah et al., 2022) that not having a note and even a lost note archive is an obstacle in controlling the finances of a business because there is no cash withdrawal guide.

Then an entrepreneur also needs to separate personal money from business money. So that it can make it easier to manage business and personal finances better. However, this has not been done by the pottery craftsmen of Precet hamlet, because they still mix personal money for daily needs with business money. This is because the income they get is uncertain, the needs that suddenly increase and the business they have is a home business. This is in line with the results of research by Risnaningsih (2017); Alifi & Wibowo (2022) that the business built is not a big business, the income earned from sales is uncertain and financial management is taken care of by themselves so that there is no separation between personal and business money. However, there are some pottery craftsmen in Precet hamlet who separate personal money from business money when production is busy and when they have debts. The absence of separation between personal money and business money will have an impact on personal financial management which is difficult to manage. When there is an urgent need to use the existing money first. However, some of the Precet village craftsmen in managing their personal finances are done by setting aside money from pottery sales to be saved or stored which one day if needed can be taken. Because each individual or family really needs to save some money to be used when one day there is an unexpected event.

CONCLUSION

The results of the above discussion can be concluded that “The Dynamics of Life of Precet Hamlet Pottery Craftsmen, Plumpungrejo Village, Kademangan District, Blitar Regency” are as follows: (1) The economic motives that exist in pottery craftsmen in running this industry are to fulfill the needs of life, preserve the pottery that has existed for a long time in Precet Hamlet, the motive to get awards and social motives, namely some of the craftsmen's income is allocated for social activities. (2) Economic activities, namely production activities carried out by Precet hamlet pottery craftsmen which include purchasing land, grinding land, making pottery shapes, drying, burning and finally finishing. The making of pottery carried out in Precet hamlet still uses manual tools, namely with a turntable using human labor. Furthermore, Precet hamlet pottery craftsmen have also carried out distribution activities by distributing their products directly and indirectly. In addition, consumption activities carried out by Precet village pottery craftsmen are to buy consumer goods in meeting primary needs and the rest can be used for secondary needs. (3) Financial management such as planning has been carried out by Precet hamlet pottery craftsmen. But for financial recording, financial reporting and financial control are still not realized by Precet Hamlet pottery craftsmen. In addition, the pottery craftsmen have not fully separated personal money from business money. So that this also has an impact on personal financial management. However, pottery craftsmen do personal financial management by saving or saving some of their money.

Implication

The research results obtained have a contribution in the field of economics, namely providing deeper insights related to the application of economic concepts such as economic motives, economic activities and financial management in a real context that can be used as learning and teaching materials in the field of economic education. In addition, the results of this study can be taken into consideration in making policies that can be carried out by the Precet hamlet apparatus to improve pottery crafts through the provision of counseling or socialization.

Limitation and Future Direction

Some Precet hamlet pottery craftsmen have limitations in marketing products so it is hoped that craftsmen can take advantage of social media and market places to market these pottery products to be seen and interested by the wider community which can increase demand. As for the limited knowledge of financial management that has not been fully carried out by pottery craftsmen, it is therefore expected that Precet hamlet pottery craftsmen first separate business and personal finances by dividing the income earned for personal and business needs. In addition, it is also expected that pottery craftsmen can manage finances at least by keeping records of income and expenses. So that in this way the business being run can run and develop. This research only focuses on analyzing the dynamics of the economic life of Precet hamlet pottery craftsmen which includes economic motives, economic activities and financial management. So that future researchers can conduct similar research with other research subjects and can develop a broader research focus such as analyzing consumption behavior and welfare levels or other coverage.

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