

**THE ROLE OF PARENTS/FAMILY, THE ROLE OF  
EDUCATION, THE ROLE OF THE  
ENVIRONMENT AGAINST INTEREST IN  
CONTINUING THE FAMILY BUSINESS  
(Case Study Of Tofu Craftsmen In Kalisari Village,  
Cilongok District, Banyumas Regency)**

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**Abstract.** This study aims to analyze the role of the family, the role of education, and the role of the environment on children's interest in continuing the family business, using a qualitative descriptive analysis method which takes place in Kalisari Village, Cilongok District, Banyumas Regency. A village that has the potential for human resources to earn income from the tofu industry (home industry). The focus of the research is to find out the factors causing the low interest of children of tofu craftsmen who have completed undergraduate (S1) and two (S2) education to continue the family business, namely as tofu makers. From the results of the study it was found that the role of the family is bigger than the role of education and the role of the environment.

**Keywords:** The role of the family, the role of education, the role of the environment.

## **INTRODUCTION**

Family consists from father, mother, and child as well as paper relatives other form something bond lead back . Family as the smallest unit in society, in be family beginning start life someone . parents \_ role in coloring life child, also very role in planting values, as well future orientation. Function family wrong only one that is function economy, family have obligation look for income To use Fulfill needs his family (Khair, 2019).

States about not quite enough replied to the members family that family have more demands big and continuous than usual conducted by associations others, in times of crisis man must work slamming bones for his family (Tjptojuwono and Soemadi, 1995). Family direct man and woman that himself have tasks and not quite enough answer. A father as head

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family have obligation look for living for his family, as well a responsible child answer towards his parents (Khairudin, 1999) .

Business variant the more develop along walk time, plus the more rise needs life Public demand somebody for more work in a manner Up and have creativity as effort for Fulfill wish his life . Existing business variants available is results existing business down hereditary or in other words called as parental inheritance (Setiadiputra, 2017). A child because has used to see parents ' activities so usually choose effort or profession not far from his parents. Most Public still have interest for entrepreneurship or business, either that business scale small or big . Business scale kevil could as a cottage industry as well as the home industry household (home industry).

Industry people or often called as a home industry household (home industry) that is the type of industry being worked on by people with relatively little capital so big as well as generally use relatively simple equipment. Amount employee or power work range between 1 to 4 people. Home industry type can in form effort food, drink even, equipment house stairs. Food business wrong only one is known (Banowati, 2012). Tofu is a food product made from soybeans that has been known for a long time in Indonesia. Tofu has become a food that can be consumed by the lower and upper classes of society. Industry know generally is an industrial scale home with amount power work range between 2 to 6 people (Salim, 2013).

Center industry know in the district peek are in the village Kalisari. Production knows in the Village Kalisari obtained from form effort scale small so - called home industry. Partly big is effort down hereditary. Manufacturing process know still use draft traditional, where still use equipment simple with still operated on use power human . Industry know in the Village Kalisari already there is from the past, or during reign colonial Dutch and the colonial period japan . From industry know here it is needs economy Public Village Kalisari can fulfilled.

Education child is bridge supporting knowledge exists exchange knowledge between child descendant's craftsman know Village Kalisari part big has get education medium on and bachelor's degree, exchange process knowledge it is shared with encouragement or strong motivation \_from second party that is child and his parents, plus knowledge son, have great influence in develop potency effort family.

Existence industry know in the Village Kalisari from colonial times until now this naturally because an inheritance process effort family, the process can occur because line descendants direct from father to his son good child biological mapun child son-in-law , too occur because bequeath to the workers (Suharyat, 2009). industry know calibrated Keep going experience enhancement until moment this. The more many diversifications processed know and the more its popular know calyx in the eyes general Thing this make effect good to development Village Kalisari as center industry home based know. In the process of making know in the Village Kalisari produce waste liquid first waste the thrown away direct to connected river to rice fields. this naturally make pollution environment, however Thing this also be innovation for utilise waste such , so through help government so management unit is established waste liquid know yyang processed Becomes energy renewable namely biogas. That's what makes Village Kalisari planned as Village Independent Energy by Minister Research and Technology on 2013, So Village Kalisari many visited by various among, from start academics, practitioners business as well as stakeholders, visits the take effect positive to increasing sale know as food typical Village Kalisari .

Compared backwards with increasing sale know, amount craftsman knows in the Village Kalisari precisely experience decline. data on 2014 to 2021 mention amount craftsman

know in the Village Kalisari experience decrease, from amount craftsman know 284 units to 260 business units in 7 years' time . With exists decline amount craftsman know the potentially affect continuation industry home know Village Kalisari in the future came (source: Data Potency Village Kalisari Year 20 21).

Decline amount craftsman know it is also affected low interest, motivation and participation generation young to effort know. Only part small child craftsman knows who goes on effort his family and those who continue are children with secondary school education, junior high school and senior high school. Generation young especially child craftsman knows have important role in continue effort know this (Mujadid et al., 2019). A few factors could influence interest child for no continue effort family wrong only one exists factor interesting for work outside area, added exists perception that informal sector no profitable. With existing symptoms until moment this, however permanent still there is generation young good that child or permanent offspring attempted forward effort his family.

## **RESEARCH METHODS**

This research is a type of qualitative research. All data obtained in this study is presented in the form of descriptive analytic means that the author focuses on the form of sentence descriptions and not in the form of numbers as in quantitative research. Data obtained through the process of interviews, observation and documentation.

The type of research conducted refers to the description by Bodgan and Taylor regarding qualitative research. According to Bodgan and Taylor, qualitative methods are used as research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior. The author performs various processes in obtaining research data, to draw conclusions. The research location is in Kalisari Village, Cilongok District, Banyumas Regency, because it is one of the villages that has a tofu industry center.

This research focuses on three things, namely as follows:

1. The role of parents in children's interest in continuing the family business
2. The role of education in children's interest in continuing the family business
3. The role of the environment in children's interest in continuing the family business.

The data used is divided into two data, namely (1) Primary data obtained from interviews and the author's observations in the field, and (2) secondary data obtained by the author from data sources owned by the Kalisari Village Government, Cilongok District, Banyumas Regency.

## **RESULT AND ANALYSIS**

### **1.1. Geographical Conditions**

Kalisari village is one of the villages in the Banyumas district which is located in the western part. The distance from the capital city of Banyumas Regency, namely the city of Purwokerto, is around 17 kilometers to the west. Administratively, Kalisari Village is included in the Cilongok District area. Village roads are paved. The distance between the village and the sub-district center is around 4 kilometers, with easy access and transportation using both public and private vehicles. The area is a blend of lowlands and highlands on the edge of the Cipendok mountains.

## 1.2 Demographic Conditions

**Table 1.** List of age ranges of Kalisari Village residents

No	Age Range	Amount
1	1-5	247
2	6-10	343
3	11-15	347
4	16-20	344
5	21-25	357
6	26-30	356
7	31-35	320
8	36-40	328
9	41-45	345
10	46-50	345
11	51-55	353
12	56-60	303
13	60-64	292
14	65-69	230
15	70-74	189
16	$\geq 75$	297
<b>Total</b>		<b>4996</b>

**Source: Kalisari Village Potential Data for 2022**

From the data above, it shows that graduates or levels of education in Kalisari village are dominated by graduates from elementary schools. This shows the low interest of children to continue their studies to a higher level, such as the tertiary level.

**Table 4.** Educational level of tofu craftsmen in Kalisari Village

No	Education Level	Amount
1	Not completed in primary school	11
2	SD	204
2	junior high school	33
3	high school	11
4	Grade I	1
5	Grade II	-
Total		260

**Source: Data of Sari Delai Tofu Group in 2022**

Based on table 5 above, it can be shown that the largest number of tofu producers in Kalisari Village are from the elementary school education level, then number two is the first advanced level. Meanwhile, for Strata I higher education level, there is only one tofu maker.

Education can make people have more knowledge; the education curriculum continues to be developed to be able to answer the challenges of changing times. Entrepreneurship education is no exception, which has begun to be introduced at the senior secondary education level. This is evidenced by the fact that there are special subjects, namely entrepreneurship subjects, in which there is material about changing mindsets from previously students who preferred to be workers were directed to choose careers as entrepreneurs. Then it is also budgeted to carry out entrepreneurial practices, be taught about marketing strategies and so on.

The author himself communicates directly with several tofu craftsmen who have children who are or have graduated from tertiary level schools, from these conversations several descriptions are generated, namely as follows:

- 1 Parents want their children's fate better
- 2 Parents do not direct their children to continue their business as tofu craftsmen
- 3 Children prefer to work as civil servants and or BUMN employees
- 4 Children tend to prefer office jobs
- 5 Low child effort mentality.

The tofu craftsman's environment has provided instinctive knowledge about the tofu business. Verbal and non-verbal information has been obtained by the children of tofu craftsmen. However the role of parents is greater in directing their children to want to continue the family business that has been pioneered for generations

**CONCLUSION**

Tofu craftsmen in Kalisari Village have been around for a long time, according to a source from the Kalisari Village Government, that tofu was brought into Kalisari Village since

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the colonial/colonial era by a Chinese person named Babah Menang. And then it was passed down from generation to generation by the members of the Kalisari village community until now.

Tofu business, the income earned by tofu craftsmen is more than the regional minimum wage standard for Banyumas Regency, which is Rp. 1,900,000.-. It can be said that the tofu business has prospects of making ends meet, and the children of tofu craftsmen can already continue their education to the tertiary level. However, in reality, those who attend college after graduation have little interest in continuing their parents' business as Kalisari tofu craftsmen.

Several factors have been analyzed by the author, namely the fact of education, which has been explained in the world of education that has implemented a curriculum that is in accordance with the times, one of which has led to the subject of entrepreneurship, the next factor is the living environment, as explained above, tofu businesses already exist. since colonial times it means that the environment supports to foster children's interest in continuing the parents' business, the next factor is the role of parents, from the communication that the author has done with parents who have tofu businesses addressing the factor of parental support to direct their children to continue their business.

From these factors, the authors conclude that the role of parents is greater in fostering children's interest in continuing the family business, in this case the tofu craftsmen in Kalisari Village.

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