

## **ABSTRACT**

**ASRI DARMAWATI. 2023. *Adaptation of the Potential of the Bamboo Wicker Craft Business Environment as a Creative Industry in Community Development in Rajadesa District, Ciamis Regency.* Department of Postgraduate Education, Siliwangi University, Tasikmalaya.**

*The background of this research is that in Tanjungsukur Village, Rajadesa District, Ciamis Regency, it is very easy to find bamboo trees in residents' gardens as raw material for woven bamboo. Therefore, woven bamboo craftsmen are almost spread throughout Tanjungsukur Village. Woven bamboo is one of the business opportunities that can improve the community's economy. The characteristics of the Tanjungsukur community are that most of them have their main livelihood as woven bamboo craftsmen, the results of the woven bamboo handicrafts of the Tanjungsukur Village community have one characteristic because in the past they only produced one convenient type of bamboo, namely sieve, this is because the skills possessed by the community came from their parents or from generation to generation, the marketing of this sieve is spread to various regions, namely Bogor, Tasikmalaya, Kuningan, Cirebon, Majalengka and other areas. The income earned by woven bamboo craftsmen in one week averages around Rp. 120,000.00. With the growing bamboo woven industry, it is hoped that it will have a positive impact on the people of Tanjungsukur Village, Rajadesa District, Ciamis Regency, namely increasing the number of variations of the woven shape. The method used in this research is descriptive qualitative method. Data collection techniques with observation, interviews, literature studies and documentation. The population in this study were 1,419 families of woven bamboo craftsmen. Sampling in this study was using snowbow sampling with a total of 55 samples of artisans. The results showed that the adaptation of woven bamboo craftsmen in Tanjungsukur Village, Rajadesa District, Ciamis Regency was abundant raw materials, simple manufacturing process, low skills, limited/low types of woven production because they only produced sieve. However, as time goes by, the creativity of the webbing is increasing, judging by the large number of requests. So several times the community conducted training to increase creativity so as to increase the production of woven from only a sieve into multi-purpose containers, multi-purpose baskets, lamp containers and so on. Of course this increases production and high marketing. Improving welfare for the community in Tanjungsukur Village, Rajadesa District, Ciamis Regency is sufficient income, adequate fulfillment of needs, low savings.*

*Keywords: Adaptation, Woven Bamboo, Craftsman Community.*