

# BAB I

## INTRODUCTION

### A. Background of Study

Indonesian people have always known clay craft as part of local history and culture. The activity of making clay crafts has indeed become an industry and is used in bulk. The history of the emergence of this craft if described one by one is quite long, even this clay craft is the oldest work of art. As written in Campton's Interactive Encyclopedia on Pottery and Porcelain, it is said that ceramics or clay vessels are one of the oldest works of art in the world, as follows: "The craft of ceramics, or making clay vessels, is one of the oldest arts in the world".<sup>1</sup> The ceramic industries that exist in several regions in Indonesia are said to be industries that maintain the nation's culture because many products have an artistic and cultural value from the images and shapes produced. Ornamental ceramics production is a medium to preserve national cultural values.<sup>2</sup>

The Director-General of Small and Medium Industries, Gati Wibawaningsih considered that the Small and Medium Industrial sector producing pottery and ornamental ceramics has great potential and opportunity to be more competitive in national and global scopes. One of Indonesia's strengths in the effort to grow Small and Medium Industry of pottery and ornamental ceramics is because it is supported by the availability of abundant raw materials such as clay, feldspar, silica sand, dolomite, limestone, granite, and other natural resources. The Ministry of Industry noted that the number of pottery and ornamental ceramic SMEs is more than 5,200 business units which absorb up to 21,470 people. Pottery

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<sup>1</sup> izki Caturini. "*Sejarah dan Perkembangan Sentra Gerabah Plered*", (diakses pada 28 Februari 2017, dari situs <https://lipsus.kontan.co.id/v2/gerabah/read/340/Sejarah-dan-Perkembangan-Sentra-Gerabah-Plered>).

<sup>2</sup> Achmad Widjaya. "*Profil Industri Keramik Indonesia*", Teraju (Anggota IKAPI), Jakarta, 2009, p. 175.

and ornamental ceramic products in Indonesia have been able to compete internationally. This is proven by the achievement of its export value which exceeded USD 25.4 million in 2018 or increased compared to the acquisition of the previous year which penetrated USD 25.2 million.<sup>3</sup>

The Center for Small and Medium Industries of pottery and ornamental ceramics that are scattered in Indonesia include the ceramic craft center of Kasongan Yogyakarta, the ceramic craft center of Malang Dinoyo, the ceramic craft center of Pulutan Minahasa in North Sulawesi, and the ceramic craft center of Plered Purwakarta. Among the ceramic craft centers, the Purwakarta Regency Government in the Regional Technical Implementation Unit Ceramics Center of Plered received an appreciation from the General of Small and Medium Industries of the Ministry of Industry of the Republic of Indonesia for consistently developing and continuing to encourage the clay-based ceramic handicraft industry. This is proven by the end of 2018 there were 108 containers of ceramic products from Purwakarta exported to various countries in the United States. This achievement is supported by the quality of Plered brown clay which is a mainstay of abundant raw materials and is recognized by various countries.<sup>4</sup>

Purwakarta Regency is famous for the beauty of its tourist objects namely Plered Ceramic Center Tourist Attraction in Purwakarta, West Java. This tourism object is a cultural attraction that is very popular with the people of Purwakarta and surrounding areas, even to foreign levels.<sup>5</sup> In the

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<sup>3</sup> Humas Kemenperindo, “*Ekspor Tembus USD 25 juta, IKM Gerabah dan Keramik Hias Masih Prospektif*”, (diakses pada hari Kamis, 11 April 2019, dari situs <https://kemenperin.go.id/artikel/20565/Ekspor-Tembus-USD-25-Juta,-IKM-Gerabah-dan-Keramik-Hias-Masih-Prospektif>).

<sup>4</sup> Dede Nurhasanudin, “*Pertahankan Gerabah Keramik, Dirjen IKM Apresiasi Pemkab Purwakarta*”, (diakses pada hari Senin, 08 April 2019, dari situs <https://www.ayobandung.com/read/2019/04/08/49134/pertahankan-gerabah-keramik-dirjen-ikm-apresiasi-pemkab-purwakarta>).

<sup>5</sup> Abdul Ghofar Adi Mugroho. “*Pesona Keindahan Objek Wisata Sentra Keramik Plered di Purwakarta Jawa Barat*”, (diakses pada tanggal 15 Juni 2017, dari situs <https://ihategreenjello.com/pesona-keindahan-obyek-wisata-sentra/>).

data potential of Tourism Objects and Attraction in Purwakarta Regency in 2017, the Center for Plered Ceramics is one of the cultural tourism managed by residents of ceramic craftsmen groups, which facilitates various ceramic souvenirs consisting of traditional ceramics such as repeats, jugs, and etcetera. While decorative ceramics and ceramic functions such as flower vases, flower pots, cups, cups, plates, umbrella cases, and so on. However, the tourism climate will not significantly influence economic development in general, if it is not supported by the availability of good accommodation facilities.<sup>6</sup>

In realizing village industrialization, the government implemented a program to improve community welfare by increasing community income through productive business activities. One of the activities is carried out by increasing the value of regional superior products that have market opportunities in the domestic and export markets. The program is a One Village One Product (OVOP) program issued through Presidential Instruction No. 6, 2007 June 8. The main objective of the OVOP program is to provide the welfare of the Indonesian people, especially for those who are in the countryside and the local area to be used as an OVOP program.<sup>7</sup>

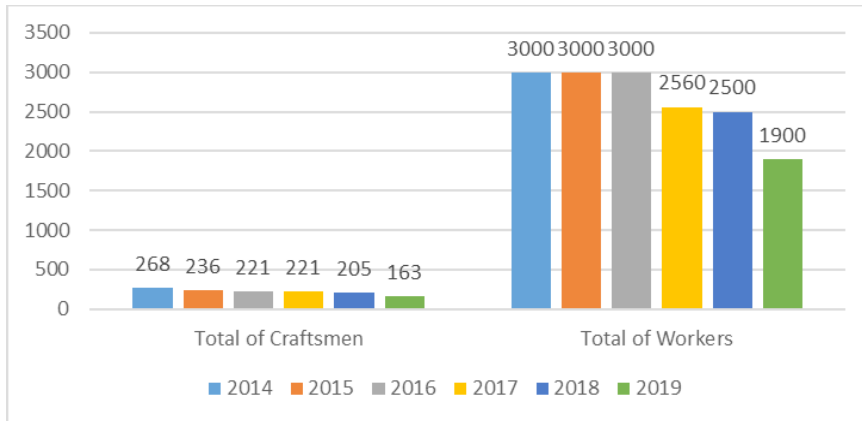
The Plered Ceramics Industry Center is one of the centers of the ceramic processing industry that has received a touch of guidance by the Ministry of Industry and Trade in the One Village One Product program. The making of ceramics in Plered has been going on for generations, it is estimated that it started from 1904 until it exists to day which is able to meet local and national demand.<sup>8</sup> However, a decline in the population of ceramics and labor artisans in 2018-2019 can be seen in the figure below:

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<sup>6</sup> Laporan Bupati Purwakarta. “*Data Potensi Objek dan Daya Tarik Wisata (ODTW) di Kabupaten Purwakarta*”, (Data: Dinas Kepemudaan dan Olah Raga Pariwisata dan Kebudayaan). 2017, p. 23-24.

<sup>7</sup> Menteri Negara Koperasi dan UKM RI. “*Blue Print One Village One Product*”, Jakarta: Kementrian Koperasi dan UKM, 2010, p. 15.

<sup>8</sup> Hendy Rosadi. “Keramik Plered, Purwakarta, Jawa Barat Riwayatmu Kini”, *Dimensi*, Vol. 14 No. 2, Februari 2018, p. 115.



*Figure 1. 1 Data on the Number of Craftsmen and Workers in Plered District 2019*

*Source: UPTD Plered Ceramics Development Center,  
Purwakarta Regency*

The data above shows that the number of craftsmen and workers in the district of Plered in 2014-2019 has decreased. The number of craftsmen in 2018 totaled 205 craftsmen from the previous year which amounted to 221 craftsmen, and in 2019 it was reduced to 163 craftsmen. Likewise in the data on the number of workers in 2018, amounting to 2,500 workers from the previous year which amounted to 2,560 workers, and in 2019 it was reduced to 1,900 workers. This is due to the younger generation who lack the interest to continue their parents business as ceramics craftsmen. The next cause is the competition between craftsmen in producing and marketing ceramics, which made some of the craftsmen change their ceramics business into other business units such as food stalls, internet cafes, clothing stores and pulse counters, so that the number of craftsmen and workers is now reduced to 163 craftsmen and 1,900 workers.

Nevertheless, the development of the ceramics business in the Plered District is still able to carry a role to support the empowerment of craftsmen in improving the welfare of life. Basically al-Qur'an has mentioned three basic types of human needs namely the needs of clothing, food, and shelter

which as a whole must be achieved with effort and hard work, because it is essentially an obligation for the husband as the head of the household.<sup>9</sup> These need will lead humans to continue to improve social welfare in life to maintain the continuity of human existence in this world. Equipment needs in the form of goods and services. The majority of the population in the District of Plered, especially the craftsmen and workers are entirely Muslim. The following data is the number of residents according to religion adopted by the community in the District of Plered:

**Table 1. 1 Population According to Religion Adhered to in the District of Plered 2018**

| No.          | Village      | Islam         | Kristen   | Katolik | Budha | Amount        |
|--------------|--------------|---------------|-----------|---------|-------|---------------|
| 1            | Rawasari     | 2,810         | -         | -       | -     | 2,810         |
| 2            | Gandasoli    | 3,250         | -         | -       | -     | 3,250         |
| 3            | Gandamekar   | 3,324         | -         | -       | -     | 3,324         |
| 4            | Cibogohilir  | 7,094         | -         | -       | -     | 7,094         |
| 5            | Palinggihan  | 5,390         | -         | -       | -     | 5,390         |
| 6            | Babakansari  | 3,429         | 6         | -       | -     | 3,435         |
| 7            | Plered       | 5,040         | 8         | -       | -     | 5,048         |
| 8            | Sindangsari  | 5,410         | 3         | -       | -     | 5,413         |
| 9            | Citeko       | 4,748         | 21        | -       | -     | 4,805         |
| 10           | Citekokaler  | 3,961         | -         | -       | -     | 3,961         |
| 11           | Linggarsari  | 4,578         | -         | -       | -     | 4,578         |
| 12           | Pamoyanan    | 5,786         | -         | -       | -     | 5,786         |
| 13           | Liunggunung  | 6,356         | -         | -       | -     | 6,356         |
| 14           | Anjun        | 4,220         | 5         | -       | -     | 4,225         |
| 15           | Cibogogirang | 7,509         | -         | -       | -     | 7,509         |
| 16           | Sempur       | 5,378         | -         | -       | -     | 5,378         |
| <b>Total</b> |              | <b>78,361</b> | <b>43</b> | -       | -     | <b>78,361</b> |

*Source:* Badan Pusat Statistik “Kecamatan Plered dalam Angka 2019”

The table above shows that Plered subdistrict has a high enough Muslim population, especially in Anjun Village which is the center of the ceramic handicraft industry, with 4,220 people. While the overall Muslim population in the Plered District reached 78,361 people. This is supported

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<sup>9</sup> Zaki Fuad Chalil. “*Pemerataan Distribusi Kekayaan Dalam Ekonomi Islam*”, (Jakarta: Erlangga, 2009), p. 110.

by information that the customs and culture of the community in Plered subdistrict about religion is quite strong, such as holding assemblies of religious studies assemblies, routine recitation, regular thanksgiving events, social activities of mosque construction, contributions between residents for underprivileged families, and rituals other worship.<sup>10</sup>

There are many factors that encourage people to work as ceramics craftsmen. One of these factors is due to the environment around where they live is available abundant clay resources and otherwise will not be used up. The clay resources are obtained from paddy soil which is used not only for ceramic base material, but also for the basic material for making tiles and red bricks.<sup>11</sup> So in terms of production, ceramic handicraft raw materials are available at relatively low cost. So that ceramic crafts are expected to become one of the commodities of economic value as a source of community income to improve family welfare.

The level of welfare is one indicator to determine the socioeconomic condition of a family. Even the level of welfare is also a local indicator of a district and a sub-district to monitor each other's efforts to achieve targets in reducing the proportion of the population at the level of income below the established standard. As is known that welfare in a concept of the *maqāshid syarī'ah* of Imam al-Ghazali perspective in his book *Ihya' 'Ulum al-Din* he revealed that the welfare of a society will only be realized if it maintains five basic objectives, namely maintenance of religion (*hifdzu din*), maintenance of soul (*hifdzu nafs*), maintenance of mind (*hifdzu 'aql*), maintenance of descent (*hifdzu nasl*), and maintenance of property (*hifdzu maal*). Through these five basic objectives, he then divides the three levels of individual and social utility, namely *dharūriyyat* (needs), *hājiyyat* (pleasure), and *tahsīniyyat* (luxury).<sup>12</sup>

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<sup>10</sup> Information from Mr. Jujun by telephone, as an employee at UPTD Sentra Pengembangan Keramik Plered, Purwakarta, at 16.15, Ahad, 8th of Oktober 2019.

<sup>11</sup> Hendy Rosadi. "Keramik Plered...", p. 119.

<sup>12</sup> Lilik Rahmawati, "Konsep Ekonomi Al-Ghazali" *Maaliyah*, Volume 2, No. 1, Juni 2012, p. 332.

Based on this phenomenon, makes the author want to know the level of welfare of most Muslim ceramic craftsmen in the District of Plered by using five indicators of the welfare of the *maqāshid syarī'ah* of Imam al-Ghazali perspective, including *hifdzu din*, *hifdzu nafs*, *hifdzu 'aql*, *hifdzu nasl*, and *hifdzu maal*. Thus, the title in this research is “Analysis of the Level of Welfare of Muslim Ceramic Craftsmen in *Maqāshid Syarī'ah* Perspective in Plered District, Purwakarta Regency”.

## **B. Problem Formulation**

The formulation of the problem in this study is “How to analyze the level of welfare of Muslim ceramic craftsmen in Plered District, Purwakarta Regency in the *maqāshid syarī'ah* perspective ?”

## **C. Purpose of Study**

Based on the formulation of the problem above, the purpose of this study is to analyze the level of welfare of Muslim ceramic craftsmen in Plered Subdistrict, Purwakarta Regency in the *maqāshid syarī'ah* perspective.

## **D. Limitation of Study**

In order to make this research more focused, the authors limit this research to the level of welfare of ceramic craftsmen from the constraints of meeting the needs of suboptimal production both locally and internationally, due to the reduced interest of the younger generation to become ceramics craftsmen. In fact, many of the craftsmen have changed their ceramics making business into other business units, so that the number of craftsmen in 2019 was reduced to 163 craftsmen from the previous number in 2018 of 205 craftsmen. Then this is the reason for authors to try to use *maqāshid syarī'ah* welfare indicators in assessing the level of welfare of Muslim ceramic craftsmen in Plered district, Purwakarta regency.

## **E. Benefit of Study**

The expected benefits of the formation of this research are:

1. Academic Benefits
  - a. This research can add to the study material in the field of development economics, especially regarding the level of community welfare.
  - b. This research is expected to be information material for further research.
2. Practical Benefits
  - a. It is expected that the results of this study can be useful for the Regional Government of Purwakarta Regency as a matter of consideration for making policies in the context of fostering ceramics craftsmen in Plered District, Purwakarta Regency in particular and for small and medium business operators in the Purwakarta district area generally.
  - b. This research contributes information in the form of examples of the life practices of Muslim ceramic craftsmen which are measured based on the indicators of the welfare of sharia maqashid. So that other craftsmen can also emulate the positive side practiced by Muslim ceramic craftsmen in Plered District, Purwakarta Regency.