

## **Implementasi Prinsip-prinsip Program One Village One Product (OVOP) dalam Mengembangkan Jiwa Wirausaha Pengrajin Sangkar Burung Desa Jaddih Kabupaten Bangkalan Masa Pandemi Covid 19**

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### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui implementasi prinsip-prinsip program OVOP dalam mengembangkan jiwa wirausaha pengrajin Sangkar Burung di Desa Jaddih Kabupaten Bangkalan Masa Pandemi Covid 19.

Program OVOP menjadi salah satu upaya pemulihan ekonomi Nasional dengan mendorong sektor UMKM, dimana sector ini memiliki kontribusi penting dalam perekonomian nasional. Tulisan ini mengkaji kondisi UMKM terdampak pandemi Covid-19 serta upaya pemerintah dalam memulihkannya. Secara umum Pandemi Covid-19 berdampak negatif dan terpukul pada sektor UMKM yang menyebabkan para pelakunya terpuruk dan harus beradaptasi dengan cara meningkatkan saluran penjualan/pemasaran. Salah satu strategi pemerintah dalam mendukung UMKM menghadapi tantangan global tersebut yaitu dengan melaksanakan program One Village One Product (OVOP) sesuai Instruksi Presiden (INPRES) No.6, Tahun 2007 pada tanggal 8 Juni tentang kebijakan mengenai percepatan pengembangan sektor riil dan pemberdayaan UMKM. Program ini merupakan salah satu solusi untuk meningkatkan produk unggulan suatu daerah yang memiliki potensi besar dalam upaya peningkatan perekonomian masyarakat khususnya pengrajin sangkar burung di Desa Jaddih Kabupaten Bangkalan. Hasil penelitian menyatakan bahwa pada dasarnya ketiga prinsip program OVOP masih perlu penyesuaian dengan kebutuhan para pengrajin khususnya pada masa pandemi COVID 19 yang melanda Dunia.

*Kata Kunci : One Village One Product (OVOP). Wirausaha, Pengrajin Sangkar Burung.*

### **ABSTRACT**

*This study aims to determine the implementation of the OVOP program principles in developing the entrepreneurial spirit of bird cage craftsmen in Jaddih Village, Bangkalan Regency during the Covid 19 Pandemic.*

*The OVOP program is one of the efforts to recover the national economy by encouraging the MSME sector, where this sector has an important contribution to the national economy. This paper examines the condition of MSMEs affected by the Covid-19 pandemic and the government's efforts to restore them. In general, the Covid-19 pandemic had a negative impact and hit the MSME sector which caused the perpetrators to slump and had to adapt by increasing sales/marketing channels. One of the government's strategies to support MSMEs in facing these global challenges is to carry out the One Village One Product (OVOP) program*

*according to Presidential Instruction (INPRES) No. 6, 2007 on June 8 concerning policies regarding accelerating the development of the real sector and empowering MSMEs. This program is one of the solutions to increase superior products in an area that has great potential in efforts to improve the community's economy, especially bird cage craftsmen in Jaddih Village, Bangkalan Regency. The results of the study stated that basically the three principles of the OVOP program still needed adjustments to the needs of the craftsmen, especially during the COVID 19 pandemic that hit the world.*

*Keywords: One Village One Product (OVOP). Entrepreneur, Bird Cage Craftsman.*

## **INTRODUCTION**

**The impact of the Covid-19 pandemic has not only occurred in the manufacturing sector, but also in the MSME sector since April 2020. One of the efforts to recover the national economy that must be carried out by the government during the Covid-19 pandemic is to encourage and awaken the MSME sector, which has an important role in the economy. National because workers are directly involved. In a critical economic situation like this, the MSME sector really needs to get special attention from the government because this sector is the largest contributor to GDP as well as being a mainstay in absorbing labor, substituting the production of consumer goods or semi-finished products. Especially in the midst of positive sentiment that economic conditions will improve this year, the MSME sector must be able to take advantage of the current economic growth momentum to rise from adversity. This paper examines the condition of MSMEs due to the economic slowdown that has arisen due to the Covid-19 pandemic and how the government's efforts to encourage MSMEs by taking advantage of the momentum of national economic recovery in the Covid-19 virus pandemic.**

**The economic development of a region is influenced by the pattern of economic growth that differs from one region to another. Therefore, planning for the economic development of a region needs to recognize the economic, social and physical characteristics of the region itself, including its relationship with other regions. In this case, the government is trying to increase community efforts so that they can seize opportunities to be competitive and independent, so that they can improve and produce regional superior products, one of which is through Micro, Small and Medium Enterprises (MSMEs).**

**Indonesia through the Ministry of Cooperatives and SMEs began implementing the OVOP program in 2008-2009. Bangkalan Regency is one of the areas implementing the OVOP program with the current focus on developing the potential of bird cage craftsmen in Jaddih Village. The author found several conditions or obstacles in the implementation of the OVOP program, for example from the government side, in terms of empowering craftsmen they faced several obstacles such as weaknesses in creativity, capital structure, limited network of cooperative businesses between craftsmen, and the coaching that was carried out was still not acceptable to craftsmen. This weakness is possible due to the**

**limitations of each party in responding to the environmental and cultural conditions of the people of the region.**

**Micro, Small and Medium Enterprises (MSMEs) are a sector that has been proven to contribute as a driving force for regional economic growth, as well as being able to absorb labor, especially from the surrounding environment. The One Village One Product (OVOP) program is one of the government's strategies in an effort to support MSMEs in facing the challenges of the global era, namely by carrying out according to Presidential Instruction (INPRES) No. 6, 2007 dated June 8 concerning policies regarding the acceleration of real sector development and MSME empowerment. This program is expected to be one of the solutions to increase the superior product of an area that has great potential in efforts to improve the local community's economy. Regarding the ability in terms of marketing production results, bird cage craftsmen are classified as low. Besides that, efforts are also needed on how to provide satisfaction to consumers, so that the products produced are truly in accordance with market desires. Thus, creativity and continuous innovation are needed so that the products produced can be accepted by consumers. The Jaddih Village Bird Cage product marketing areas include Surabaya, Malang, Jogyakarta, Bali which are regular customers.**

**Based on the description above, the researcher became interested in taking the title "One Village One Product (OVOP) Program for the Development of the Entrepreneurial Spirit of Bird Cage Craftsmen in Jaddih Village, Bangkalan Regency during the Covid 19 Pandemic.". This study aims to determine the principles of implementing the OVOP program in developing the entrepreneurial spirit of bird cage craftsmen in Jaddih Village, Bangkalan Regency.**

## LITERATURE REVIEW

### 1. One Village One Product (OVOP)

One Village One Product (OVOP) is a regional development approach aimed at advancing the regional economy.

"One Village One Product (OVOP) is an approach to developing regional potential in one region to produce a global class product that is unique to the region by utilizing local resources. (Regulation of the Minister of Industry of the Republic of Indonesia Number 78/M-IND/Per/9/2007 article 1 paragraph 5)".

One Village One product (OVOP) is a term for one village, one product is an approach to developing regional potential in one region 40 to produce a global class product that is unique to the region by utilizing local resources. One village referred to can be expanded into

sub-districts, districts and cities, as well as other regional units in accordance with the potential and economic scale of the business.

According to Noor in Segar (2018: 100) states that identifying several important factors that have a major influence on the implementation of OVOP include:

- a. Internal factors namely Organizational Capability, Marketing Capability, Technical and Financial Capability, Entrepreneurial Nature.
- b. External Factors namely Government Support (financial and subsidies), Information and Technology, Competitive Environment, Social Infrastructure.

## 2. OVOP principle

Morihiko believes that OVOP has 3 principles, which include:

- a. Local yet global; namely how people can think global by acting locally. In the beginning, people developed unique/unique products with superior quality, good packaging, extraordinary benefits that cannot be replaced with other products/product differential. Gradually these products can have fanatical consumers in the country which will then develop into the export market. Shitake in 2009 has been exported as much as 30% of the total marketing.
- b. Independent, creative and innovative; The government provides various facilities only for product development with strictly selected competitive programs. One Village One Product is meant not for one village for one product, but for each selected village one product facilitated by the government to be developed. Programs that reflect the independence, creativity and innovation of the community are prioritized for facilitation. Conversely, facilitated OVOP programs avoid assistance that will undermine the community's spirit of independence, creativity and innovation which hinders the long-term success of OVOP programs. The APEC study concluded that government subsidies created community dependency and reduced entrepreneurial spirit. The government should focus on creating a conducive business climate such as regulation, R&D, capacity building and product promotion.
- c. Capacity Building: The third principle according to Morihiko is that capacity building must always be carried out to keep up with the times; technology, product, fashion, and design. Capacity building in the application of cloud computing technology will reduce product development costs with a joint provider/web/provider plus other services. Capacity building in increasing the spirit of cooperation continues to be developed. Sharing the best experiences in business development-how to develop products and market penetration- at lunch/dinner events with cooperative members continues. Furthermore, collaborative efforts in cooperative forums among cooperative members are

very important, for example in Yufin, a cooperative has only 700 members, most of whom have been to Bali, already have assets of up to IDR 23 trillion in the agricultural business sector, have 5 mini markets, 5 restaurants. The chairman of the management of the cooperative graduated from a doctoral degree in economics with very good leadership.

### 3. Entrepreneurial Spirit

According to Carol Noore quoted by Bygrave, the entrepreneurial process begins with innovation. These innovations are influenced by various factors, both personal and external, such as education, sociology, organization, culture and the environment. These factors form the locus of control", creativity, innovation, implementation, and growth which then develops into a great entrepreneur. Internally, innovation is influenced by factors that originate from the individual, such as locus of control, tolerance, values, education, experience. Meanwhile, factors originating from the environment that influence include role models, activities, and opportunities. Therefore, innovation develops into entrepreneurship through processes that are influenced by the environment, organization, and family. business or to channel one's creativity, then used as a field to earn income. Basically, the entrepreneurial spirit is instilled since someone starts to realize that skills or ideas are to produce something such as goods or services that can be sold and make money and can meet their needs. Thus it will motivate a person to learn to be more independent, think critically, and progress even though they often face challenges. If the entrepreneurial spirit is instilled from an early age, then he will think about how to process the results of skills or results that have a will in realizing innovative ideas into the real world creatively. Meanwhile, according to Suparyanto in Farah (2015: 2) "an entrepreneurial spirit can be owned by someone as an innate talent from birth". the learning that he has been doing so far to turn it into a work that can be sold, whether it's food, clothing, services, or other goods.

According to Hartanti in Widiyatnoto (2013: 5) "The entrepreneurial spirit is the soul of life in entrepreneurship which is basically an entrepreneurial attitude and behavior shown through the nature, character and character of a person

#### 1. Entrepreneurial Spirit and Attitude

Entrepreneurial spirit and attitude include the nature, character and behavior of a person who has the talent to be poured into life to seek profit through continuous creation and innovation and a sense of satisfaction. The characteristics of people who have an entrepreneurial spirit in general are:

- A. Thirst to always learn in order to grow and develop.
- B. Have a strong will never give up

- C. Be brave and thorough in analyzing the risks faced
- D. Optimistic and adaptive
- E. Creative, innovative and able to analyze the market (appetite and purchasing power)

Meredith (2002), suggests the essential essential values of the entrepreneurial spirit are:

- a. Confidence (self confidence).
- b. Task and result oriented.
- c. Courage to take risks
- d. Future oriented
- e. Creativity and Innovation

The five entrepreneurial souls and attitudes above must be possessed by every entrepreneur so that they can easily develop and easily compete in the global market, especially self-confidence, creativity and innovation.

In general, people who have an entrepreneurial spirit are as follows:

- Have a strong leadership spirit.
  - Dare to step up (not afraid to face existing risks).
  - Have responsibility.
  - Forward-focused view (thinking about the future).
  - Commitment.
  - Creative and innovative.
  - Always looking for opportunities.
- Definition of Entrepreneurship, Traits, Characteristics, Purpose & Characteristics (ayoksinau.com)

## 2. Development of Entrepreneurial Spirit

According to Agung in Safrudiansyah (2016: 18) In theory, entrepreneurship development can be done in various ways as follows:

- a). Entrepreneurial ability grows because of talent that has been owned since birth (born by themselves).
- b). Entrepreneurial ability is born because it is developed (born to develop).
- c). Entrepreneurial ability is born because of conditions (born to conditions).

Meanwhile, according to Suparman in Nurbudiyani (2015: 12) states that the development of an entrepreneurial spirit includes several things, namely: (a) Self-confidence, (b) Orientation to tasks and results, (c) Risk return, (d) Leadership, (e) Originality, (f) Orientation to the future.

### 1. Micro, Small and Medium Enterprises (MSMEs)

UMKM is the meaning of business or business carried out by individuals, groups, small business entities, and households. Indonesia as a developing country makes MSMEs the main foundation of the community's economic sector, this is done to encourage the ability to develop independence in society, especially in the economic sector (Gramedia Blog). Based on article 1 of the Law on Micro, Small and Medium Enterprises No. 20 of 2008 it explains that:

- a. Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in this Law.
- b. Small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled or become part either directly or indirectly of medium-sized businesses or large businesses that meet the criteria for small businesses. as regulated in this law.
- c. Medium Enterprises are productive economic enterprises that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled or become a part, either directly or indirectly, of small businesses or large businesses with total net worth or proceeds. annual sales as regulated in this law.
- d. Large Businesses are productive economic businesses carried out by business entities with a net worth or annual sales results greater than medium-sized businesses, which include national or private businesses, joint ventures, and foreign businesses that carry out economic activities in Indonesia.

## RESEARCH METHODS

This research is a qualitative research with a descriptive approach using a case study approach. The purpose of this research is to investigate, find and describe the phenomena or problems that arise from the principles of implementing the OVOP program for bird cage craftsmen in Jaddih Village, Bangkalan Regency so that researchers can convey research results clearly. and detailed.

The sampling technique in this study used a purposive sampling technique. In purposive sampling, the researcher identified all the characteristics of the informants. The informants taken were determined based on consideration and certain criteria.

The research was carried out using the case study approach which can investigate more deeply and thoroughly examine individual behavior (Sevilla et al in Bungin, 2008:19). The same opinion was expressed by Idrus (2009: 58) that in the case study method, researchers will examine one individual or certain social unit in more depth, totality, intensively, and intact. Thus, this case study design provides more information to researchers by broadening insight into the basic aspects of individual behavior in a social unit.

The informants selected for the study were based on their length of time or experience as bird cage craftsmen in Jaddih Village, Socah District, Bangkalan Regency, so that 3 craftsmen could be appointed as informants.

Table 1: Research Informant Data

No.	Name of Craftsman	Gender	Experience as a Craftsman
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1.	Mr. Simin	Male	24 years old
2.	Mr. Dul	Male	35 years old
3.	Mr. Zeini	Male	38 years old

Source: Field Research (2022)

Data collection techniques used in this research are interviews and documentation (Sugiyono, 2008:240). The data analysis technique is carried out in stages, starting from the stages of data reduction, data display, and verification as well as drawing conclusions Idrus (2009: 148). Data analysis techniques start from data reduction (Data Reduction), thus the reduced data will provide a clearer picture, and make it easier for researchers to carry out further data collection, and look for it when needed. Presentation of data in this study was carried out in the form of short descriptions or text in the form of narratives, charts, relationships between categories and the like.

Data collection is done by::

- a. deep interview,
- b. observation, and
- c. document study.

The tools used in data collection are:

- a. in-depth interview guide,
- b. observation sheet,
- c. recorder, and
- d. camera.

The technique of checking the validity of the data used is the triangulation technique. The type of triangulation technique used is data source triangulation. The data source triangulation technique was carried out by comparing the results of interviews with informants. Triangulation refers to consistency in a study. But Patton (2001) warns that the inconsistency of an analysis should not be seen as a weakness of evidence but an opportunity to reveal deeper meaning in research. Therefore, this condition needs support.

**Discussion.**

Results of the Analysis of the Implementation of the OVOP Program in Jaddih Village Bird Cage Craftsmen.

During the Covid 19 pandemic, the world's economy was threatened with a downturn in general, competitiveness, selling power, purchasing power of all sectors weakened. For 2 years this condition worsened which automatically weakened the MSME economic sector. However, this condition is slowly recovering even though it is creeping and the craftsmen are starting to stretch to get up soon. Bird cage craftsmen in Jaddih Village were affected by the Covid-19 pandemic, however, the craftsmen tried to survive in order to make a living and meet the needs of their families. The results of the library study found that the Government of Indonesia implemented the OVOP program as an effort to advance the potential of small and medium industries in the

regions. Based on this goal, the implementation of the OVOP program is focused only on the craftsmen and entrepreneurs sector in an area. By taking lessons from the implementation of OVOP in various countries, it is hoped that the implementation of OVOP in Indonesia will later find a form that suits regional needs and potential. Thus it can be seen that the compatibility between the basic concepts of OVOP and the implementation of OVOP carried out in Indonesia both in theory and in the field. How this relates to the principles of the OVOP program implemented by the government certainly has quite significant differences between one region and another, this is due to the potential of each region and the quality of human resources. The principles of the OVOP program are as follows:

- a. Local but Global
- b. Self reliance and creativity
- c. Human resource development

The first principle is Local but Global which means producing products or services that have local value and can be accepted globally. As an OVOP principle, it is carried out by improving product quality through a technical training process to improve production quality and design. The final results of the training do not indicate any increase in the production of a globally acceptable product. The results of interviews with informants concluded that the government had not focused on how craftsmen could improve product quality so that they could be accepted in the global market. The craftsmen hope that the government in the OVOP program will encourage them by providing training or comparative studies accompanied by exhibitions so that the craftsmen have broader insights on how to design bird cages to meet consumer tastes and global market demands.

The second basic principle of OVOP, namely self-reliance and creativity, which means utilizing the potential creatively with independent businesses, is quite visible in the implementation of OVOP in Jaddih Village. By exploiting the potential of natural resources and human resources, in this case the people of Jaddih Village, where they live their lives as bird cage craftsmen. Through the OVOP program, craftsmen get greater support and attention from the government so that they are motivated to be more independent. Based on the results of the interviews with the three informants, they basically learned on their own in a hereditary manner from the extended family that raised their business. Self-taught learning followed by independent creations and types of bird cages to attract consumers. The role of the government in providing training is less effective because the craftsmen are less interested in changes in the form of new innovations, the craftsmen are more interested in being assisted by capital problems so that they can become financially independent.

The third principle is that Human resource development has the meaning of developing the potential of the community, in this case craftsmen, so that they have the enthusiasm to be more

creative, innovative and able to face global challenges. OVOP as a government program is not only focused on developing the potential of the local community as a whole so that the spirit of OVOP seems to have only been introduced to program participants, namely craftsmen and entrepreneurs. Based on the results of the interviews with the three informants, it is hoped that the government is serious about motivating the craftsmen to improve their skills naturally, for example by being given training on how craftsmen can be more creative in terms of the shape and pattern (color) of bird cages so that the demand increases. During the Covid 19 pandemic, craftsmen continued to produce even though demand decreased slightly because the purchasing power of consumers also decreased. However, because making bird cages is the only job that can fulfill their needs, the craftsmen continue to produce.

Basically the implementation of OVOP in Jaddih Village is still not in accordance with the principles of the OVOP program which should be in accordance with the expectations of the craftsmen. Conditions like this should be overcome by focusing all stages of the OVOP program implementation that have been prepared by the government on one sector so that it is effective and benefits can be felt. However, top-down programs should be implemented in an integrated, comprehensive and responsible manner. so that it will require a continuous monitoring and evaluation process so that the main objectives can be achieved as expected. Programs that are Top Down should be adapted to local conditions, both in terms of human resources and the potential of the local area so that they truly have local wisdom. Thus, the program will be implemented effectively and have a positive impact on objects, namely craftsmen and entrepreneurs who are summarized in MSMEs.

### **Conclusion**

- a. The aim of implementing the OVOP program is to advance the craft industry which requires a specific strategy in accordance with the basic principles of OVOP so that it can solve problems faced by the craft industry in general. Differences in the application of the basic principles of OVOP in each region according to the potential of the region.
- b. There is a lack of application of the local but global principles of the OVOP program to bird cage craftsmen, especially those relating to the development of the craftsmen's potential which is the main focus of the government in this program. Product development through the OVOP program is focused on developing handicraft MSMEs so they can produce products that are locally loaded and competitive in the global market.
- c. Principles of self-reliance and creativity Through the OVOP program, craftsmen receive greater support and attention from the government through training so that they are motivated to be more independent, creative and able to compete globally.
- d. The third principle is human resources development, the government is serious about motivating craftsmen to improve their skills naturally, for example being given training on

how craftsmen can be more creative in terms of the shape and pattern (color) of the bird cage so that it is more attractive to enthusiasts. demand decreased slightly due to decreased consumer purchasing power. However, because making bird cages is the only job that can fulfill their needs, the craftsmen continue to produce.

### Recommendation

Recommendations put forward in improving the benefits of the OVOP program for developing the potential of a region so that it can be competitive at the global market level.

After analyzing the implementation of OVOP in Jaddih Village, the recommendations that can be given are as follows:

- a. The training model is adapted to the needs and takes into account the aspirations of the craftsmen to develop their potential by identifying and analyzing these needs.
- b. In order for program implementation to be more effective, monitoring and evaluation is needed to be carried out on an ongoing basis (continuous).
- c. Funding assistance is given to craftsmen accompanied by strict rules based on the craftsman's strong desire to be independent.
- d. Build awareness of craftsmen and entrepreneurs about the importance of being creative in an effort to develop product potential, design, production techniques according to market demand.
- e. In order for craftsmen's products to dominate the global market, knowledge of designs, trends and market tastes must always be creative and innovative
- f. A mentoring program is needed not only in the technical training process, but also in fresh professional designers following the tastes of the global market, then the government must find a product distribution channel, namely the market.

Based on the research results, it was found that there were important factors in the OVOP program in Jaddih Village, which were top-down in nature, so efforts were needed to make the OVOP program workable and beneficial to the community as motivation so that it would be more enthusiastic and productive. This will enable the process of implementing the OVOP program to be more effective and the benefits will really be felt for developing the Entrepreneurial Spirit of Craftsmen, especially in Jaddih Village, Socah District, Bangkalan Regency.

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