

ABSTRACT

The small tile craft industry in Andulang Village, Gapura District has a major influence in improving the business sector that the community is engaged in. The purpose of this study was to determine the implementation of the Andulang Village government's policy in developing small tile craft industry and analyze the level of welfare of tile crafts entrepreneurs. This research is a qualitative descriptive research, this research describes the facts that really happened. Qualitative collection instruments can be improved by exploring new situations. Then try to record what happened and interview several people and record what was the result of the conversation. In this qualitative data collection instrument can be done in several ways, namely by: observation, interviews, documentation.

Keywords: government policies, productive economic efforts, roof tiles.

