

the fulfillment of a minimum of eight criteria that differentiate between a decent product with decent quality but a low-quality product and an unworthy and not good quality product. The product group that is not feasible and not of good quality does not deserve to be sold because it includes rejected *cococraft*. The product group is rejected because of severe damage or disability, such as incomplete, cracked, broken, broken, and lost organ parts. The rejected product reduces the value of the respondent's acceptance because it is counted as

unsold goods. Of course, this has an impact on reducing the income and profits of respondents.

There are also groups of *cococraft* that are not feasible and of good quality, which are returned by traders to respondents to be repaired so that they are included in the category of decent and quality products. A few respondents still carry out the complete sorting stage with eight criteria. The complete application stages of the sorting technique follow the process flow as detailed in Figure 2.

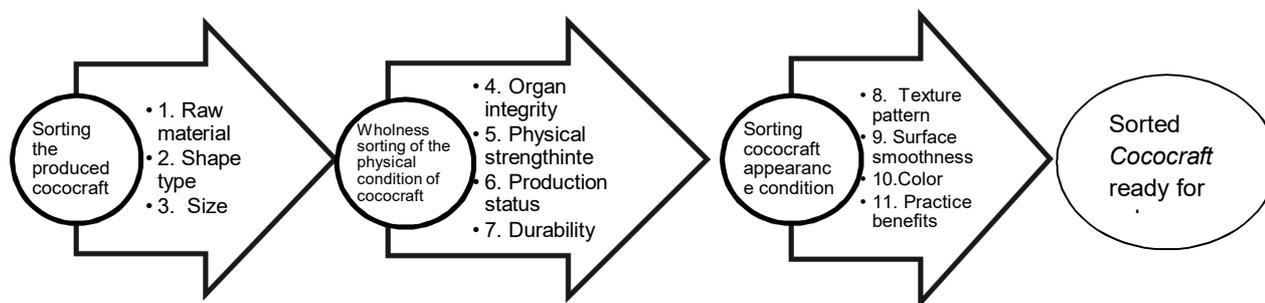


Fig. 2 Complete Sorting Process for Quality *Cococraft*

Fig. 2 above shows the raw materials, shape, size, organ integrity, physical strength, color, texture pattern, surface smoothness, production status, durability, and practical benefits. The economic benefits of sorting vary for all respondents. Variations in value exist in each type of benefit between after and after sorting. Each type of economic benefit experienced a strengthening in all respondents after sorting the *cococraft* completely. The lowest strengthening occurred in price increases. Strengthening in the medium category is the ability to estimate prices quickly and appropriately. After sorting, it appears that respondents are quick to estimate prices. However, the estimated price level is not feasible. A reasonable price is characterized by an increase at a certain

level agreed upon by the collectors and consumers. Meanwhile, other types of benefits show high reinforcement.

The social benefits of sorting have increased for each respondent. After sorting, social benefits related to strengthening social relations, business cooperation, and increasing mutual trust showed a high value. All respondents feel that sorting is economically and socially beneficial for developing the *cococraft* business. Respondents recognize sorting as an inseparable part of the post-production handling stage. Sorting activities make a valuable contribution to respondents' economic and social empowerment. The variation in the benefits of *cococraft* sorting for the empowerment of respondents can be seen in Figure 3.

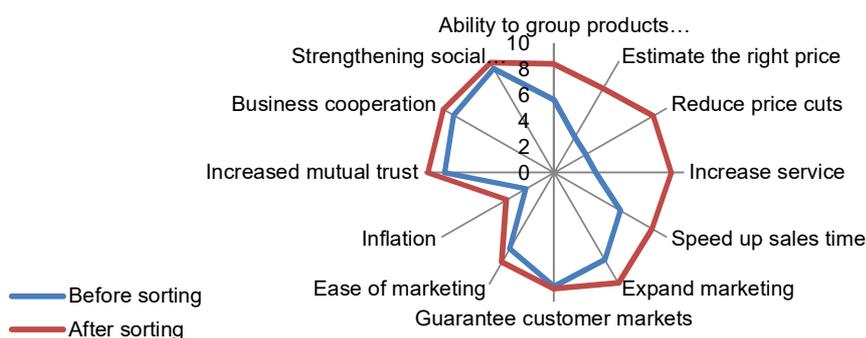


Fig. 3 Variation in Value of Complete Sorting Benefits for Empowering Respondents

Sorting is an activity that makes it easier for producers to produce quality products [22], [32], [29]. Sorted products are more suitable for commercial promotion [21], [33]. *Cococraft* products produced by respondents who have done a complete sorting are easier to get promotion opportunities at exhibitions and other events—broader market reach. Respondents began to set price increases, although they were limited to traders

and consumers who had just become customers of quality *cococraft* with more varied design styles.

The willingness and ability of respondents to apply sorting techniques is a valuable asset for empowerment. Behavior that is sensitive to product sorting is the key to entrepreneurial success [34] [35], [36], [37]. Respondents need to strengthen their beliefs about the usefulness of a complete sorting technique, and the respondent requires the diffusion of the

complete sorting technique. It is important to carry out a continuous diffusion process through sharing experiences between advanced and novice respondents [38] [37]. Critical assistance is also urgent and crucial to continue in order to provide space for respondents to strengthen complete sorting motivation [26], [16], [39]. Proficient behavior in complete sorting helps producers to increase competitiveness. Another benefit is that in order to survive, develop productive business diversification in agricultural activities, especially off-farm based on local resources and environmentally friendly [9], [40], [41], [42].

IV. CONCLUSION

The reluctance of most respondents to apply the complete sorting technique is because of several reasons, such as time constraints during high demand, tending to sell in bulk, awareness pressure to fulfill orders on time, weak ability to apply complete sorting technique, unavailable sorting places, and limited skilled workforce. Respondents have tried to reduce the intensity of these causal factors. The number of respondents skilled in applying the complete sorting technique is still small. The benefits of complete sorting strongly support the empowerment of respondents. Product prices are higher due to the quality selection results in raw materials, shape, size, organ integrity, physical strength, color, texture, surface smoothness, production status, durability, and practical benefits. The price of quality *cococraft* from a complete sort is undoubtedly higher than the superficial. The diffusion process and consultative advocacy are needed to continuously improve the behavior of craftsmen in applying complete sorting techniques for quality *cococraft* with contemporary designs.

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