

ABSTRACT

The purpose of this study is to analyze and find out the causes of the limitation in livelihoods of labors in the furniture industry, one of which is due to the development of Foreign Direct Investment (FDI) which has resulted in the absorption of labor and other resources in Jepara against wood industry business owners. The type of research method used in this study is ethnography with a qualitative approach. Researchers will use interview techniques as a data collection method with resource persons working in the furniture craft sector, employees of foreign companies, and educational graduates in the city of Jepara.

Through interviews method, research results show that interest in working and knowing the Jepara furniture industry is very less attractive from time to time, this is shown in Lifestyle and Changes in Social Mindsets that continue to change and prefer to work in companies that are more effective and trendy.

Key words: Limitation, Labors, Furniture Industry, FDI, Lifestyle, Changes in Social Mindsets