PRIORITIZATION OF SUB SEKTOR ECONOMIC DEVELOPMENT STRATEGY IN THE DISTRICT JOMBANG USING TO THE LOCATION QUOTIENT METHOD AND ANALYTICAL HIRARCHY PROCESS (AHP).

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Abstract

One of the goals of regional policy planning of Jombang district government is to increase economic of growth, welfare and prosperity of society to do equally it is needed for optimal development planning with a focus on economic sub sector leading. This objective must be supported by relatively high GDP and employment be how intensivity is expected to develop more optimal economic growth. This study concerns to how determine the economic base sectors, sub sectors of the economic area could be selected them. The next set priority development of strategies could be implemented in Jombang.

This study concludes food crops sub sector as a sub sector select selected based on economic criteria, strategic, socially, and environmentally sound development with consistency index value of 0.06 % weighted at 04.50. Based on the result of a SWOT analysis on the position of quadrant I used that strategy is a strategy to use force to take advantage of opportunities for food crops sub sector. This research area in Jombang, using quantitative data and GDP of east java district of Jombang, and qualitative data using information from policy makers from relevant government agencies. The research method used is location quotient, Hierarchy Analytical Proces (AHP) and SWOT analysis.

Based on this research would be obtained formulation of development strategies of food crops sub sector as a sub sector in the district of Jombang.

Key words : Prioritization of sub sector economic strategy, LQ, AHP, and SWOT.