THE CONCEPT OF MARKETING OPTIMALIZATION OF INDUSTRIAL SITE IN THE FOOT AREA OF SURAMADU BRIDGE-MADURA SIDE

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ABSTRACT

The foot area of Suramadu Bridge (known as KKJS) in Madura side is a national strategic area that has an important role as the center of economic growth in East Java. The condition of industrial and investment development in the KKJS in Madura Side indicates slow development even though it has potencies in industrial sector and supports from various strategic policies. This research focuses on formulating concept of marketing optimalization of industrial site in KKJS in Madura side. The analysis used in this research are: identify the potency for marketing optimalization of industrial site by using qualitative descriptive analysis and analyze the influencing factors for marketing optimalization of industrial site by using Delphi analysis. The next step after analyzing the influencing factors for marketing optimalization is to explain the relation between level of service and level of interest that is synergized with segmentation, targeting, and positioning. This is done by using Likert scale analysis and analysis of service-interest to understand the strong and weakness factors in marketing optimalization of industrial Site in KKJS in Madura side.

The concept of marketing optimalization of Industrial Site in KKJS in Madura side is formulated by using triangulation analysis, which consists of: (1) Image Marketing with the creation of the image of an industrial area that supported the openness of the Madurese to industrialization, (2) Attraction Marketing to standardize the price of land, the provision of incentives such as tax holidays, tax allowance, relief licensing fees, customs waivers acquisition of land rights and buildings, (3) Infrastructure Marketing with acceleration of infrastructure provision involving public and private investment, industrial raw water through seawater distillation process Madura Strait, (4) People Marketing to strengthen the skills, knowledge and technology human resources through industrial training centers and training for entrepreneurship.

Key Words : Industry Regions, City Marketing, The Foot Area Of Suramadu Bridge – Madura Side