DEVELOPMENT STUDY OF COASTAL VILLAGE AND SMALL ISLAND AS RELIABLE REGION OF AREA: CASE STUDY IN THE WESTERN OF MUNA DISTRICT OF SOUTH EAST SULAWESI PROVINCE

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ABSTRACT

The Western of Muna District has 19 coastal villages and 9 small island of villages. This study aims to formulate the right strategy to make rural areas as reliable region of area are able to compete with other regions, with the firstly to analyzes the characteristics and level of development villages. Then the key factors are supporting the development of coastal villages and small islands as reliable region of area. Development level and characteristics of the villages analyzed using Multivariate Analysis. Key factors based on the development of the area analyzed related with the local government program that supports the development of the reliable region of area. The marketing places include inside 4C Diamond Model analysis and TOWS analysis that ultimately becomes the base for planning the strategy development. From the results of the analysis note that the villages included in the current level of 20 villages, the development of low-level category 1 village and category-level rural development forward 7 villages. Key factors of the area that have the human resources, R & D, access to factors of production, linkages and the business climate, but not optimal in supporting the development of the area as reliable region of area, while the policy management of the area on average are still not optimal in supporting the development of management area. The results of the analysis of Model 4C Diamond followed with the score obtained by the analysis TOWS Strategy Aggressive (4.448), Diversification Strategy (3.357), stabilization strategy (2.469), defensive strategy (1.378) then the strategy is the development of the selected strategy Aggressive by increasing the utilization of facilities and infrastructure information, and intensify investment promotion tourism, improving guidance and training for UMKM, improving the quality of tourism object, strengthen brand equity, improve access to The Western of Muna District, increase the area of product diversification.

Keywords: Marketing Places, 4C Diamond Model, Multivariate analysis, TOWS analysis