DEVELOPMENT STRATEGIES OF BESOLE MARBLE INDUSTRY AREA USING LOCAL ECONOMIC DEVELOPMENT APPROACH

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Abstract
Besole marble industry area is the centre of marble industry in Tulungagung regency since 1961. Until nowadays (2009), that area activity cannot counterbalance the area’s potency. Accordingly, efforts to increase the area activity are needed. One of harmonies regional development concept to cope with it is Local Economic Development (LED).

This research is to find out the strategies on local economic development to increase the research area’s activity. The targets to reach that goal are to find out the influencing factors and factor priority of research area’s activity, and to explore strength, weakness, opportunity, and threat in order to conduct strategies which are suitable with this research area.

Method analysis of this research are qualitative descriptive analysis, Importance Performance Analysis (IPA), and strategy formulation analysis that include arrangement of SWOT and Space Matrix with act of determining strategic position and selection.

Output analysis of this research is an aggressive strategies by optimizing raw material resources, increasing labour quality, and infrastructure supplying for gaining market opportunity and also private and society support. The strategies are the explanation of grand strategy including accessibility management by increasing accessibility supplying, policies
management by confirmation and government policy authority, and marketing management by applying more competitive and innovative marketing system.

**Keyword:** area activity, local economy