THE DEVELOPMENT PLANNING OF THE SHOES INDUSTRY IN TROWULAN DISTRICT, MOJOKERTO REGENCY, THROUGH CITY MARKETING APPROACH

Name: Handy Twinosa  
Registration Number: 3608100006  
Department: Urban and Regional Planning FTSP-ITS  
Advisor: Dr. Ing. Ir. Haryo Sulistyarso

Abstract

The Trowulan district has a high potential for industrial growth, especially for the small and middle scale footwear industry. This is indicated by the existence of the footwear wholesale center in Trowulan. Unfortunately, this high potential does not affect directly the economic growth of the local community. Most of the local people are in poor condition. Furthermore, Trowulan is classified as a district with highest poverty in Mojokerto.  
The analysis method used in this study is the analysis of the suitability and performance to see the variable is a priority development area, the shoes industry analysis based on segmentation, targeting, and positioning of the city marketing attributes and triangulation analysis to find the direction of development of the shoes industry in Trowulan District.  
The triangulation analysis result are the direction of development of the shoes industry in Trowulan District divided into two based on their interests. The first is based on the interests of producers obtained the direction of improving infrastructure and providing training to the craftsmen. The second is based on the interests of visitors come by the determination of the direction of the shoes industry as a supporter of cultural tourism area in Trowulan.  
Key words: development area, the shoes industry, city marketing
“halaman ini sengaja dikosongkan”