BATIK VILLAGE INDUSTRIES DEVELOPMENT OF KENONGO IN TULANGAN DISTRICTS, SIDOARJO

Nama : Vinza Firqinia Frisitia  
NRP : 3610100018  
Jurusan : Perencanaan Wilayah dan Kota FTSP-ITS  
Dosen Pembimbing : Ardy Maulidy Navastara, ST. MT

ABSTRACT

The latest development is a government program Sidoarjo explore the potential winning several regional small businesses. One of the skills of local people that have the potential to create superior products and provide increased impact on the local economy Kenongo village is small batik industry. However, this potential has yet to cultivate the ability of small industries batik optimal. The lack of entrepreneurship skills, the lack of organization / cooperative joint and the ability to coordinate the activities of small batik industry, as well as the means of production and marketing conditions are less dynamic. It therefore requires a small industry development direction Kenongo Sidoarjo batik village. Research on the development of small industries Kenongo batik village is an attempt to determine the factors that cause not batik industry develops small village in the district Kenongo Reinforcement using Delphi analysis, priority menentuan causal factors with AHP analysis, and know the efforts / handling directives should be given in solving development problems small batik industry using expert judgment. Research analysis of the causes of Delphi provide small underdeveloped industry batik village Kenongo the technical weakness in production activities such as the limited use of technology, capital, lack of continuity of supply of raw materials, and lack of orientation of the local market due to limited promotion facilities. While factors beyond the lack of intensity of production activities and linkages between businesses pose unfair competition due to an individualist attitude of each business, the lack of knowledge of waste management and lack of infrastructure such as access roads and parking space availability. Based on the
results obtained weighting factor of the lack of interest of the business owner be a factor with the highest weight and accessibility to the batik business be a factor with the lowest weight. While efforts / referral required development effort to improve relations between the inside and outside of the Village Kenongo to create a partnership with healthy competition; training facility to improve the ability to solve the problem of diversification of products, technologies, raw materials, capital, and other production; creating special promotions batik Kenongo facilities and organizations with business groups; as well as the coaching to the creation of new entrepreneurial artisans into entrepreneurs.

Keywords: Development of the region, the potential development of a superior product, kecli batik industry, local economic development