

ABSTRACT

DESCRIPTION OF SUPPORTING FACTORS CRAFT BUSINESS BRICKS IN RAJABASA JAYA SUBDISTRICT RAJABASA DISTRICT BANDAR LAMPUNG CITY IN 2012

By

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This study aim to describe the supporting factors the establishment of craft business bricks in Rajabasa Jaya subdistrict, Rajabasa district, Bandar Lampung city in 2012. Press the point of the study in this research is the ease of getting capital, ease of obtaining raw materials, ease of meeting the needs of water, ease of getting fuel, ease of obtaining means of transportation and ease of marketing.

This research uses descriptive method. Population research amounted to 50 head of the family craftsman brick. Data retrieval is performed using techniques of observation, interview and documentation. Data analysis with percentage as the basis of description.

The results showed : (1) the ease in obtaining capital support for craft business bricks in Rajabasa Jaya subdistrict; (2) not ease getting raw materials still support for craft business bricks in Rajabasa jaya subdistrict; (3) the ease to meet the needs of water support for craft business bricks in Rajabasa Jaya subdistrict; (4) not ease getting a fixed fuel still support for craft business bricks in Rajabasa Jaya subdistrict; (5) the ease of transportation support for craft business bricks in Rajabasa Jaya subdistrict; (6) the ease of marketing support for craft business bricks in Rajabasa Jaya subdistrict.

Key words: supporting factors, craft business bricks, crafters.