

## **ABSTRACT**

### **GEOGRAPHICAL OBSERVATION TOWARDS THE EXISTENCE OF FIREPLACE INDUSTRY AND ITS SUSTAINABILITY IN REJOSARI VILLAGE PRINGSEWU SUBDISTRICT PRINGSEWU REGENCY IN THE YEAR 2015**

**By**

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This research was aimed to examine about the geographical observation toward the existence of fireplace industry and its sustainability in rejosari village pringsewu subdistrict pringsewu regency in the year 2015 with the points of investigation are the availability of materials, the facility of employee. financial capital, transportation, and product marketing.

This research used descriptive method with the population were about 12 industrialist. Data collecting technique used observation technique, structured interview, and documentation. Data analysis used tabulation and percentage as the basic interpretation and description in finishing the result of this research.

The result of this research showed that: 1) All the industrialists needed the materials for a month was about 168 m<sup>3</sup> of clay which was got from rejosari and bumiarum village, pringsewu regency. 2) All the industrialist said that it was not hard to recruit the employees. The total number of employees were about 31 person, consisted of 80.65% men and 19.35% women. 3) The average of capital financial which was owned by all the industrialists was about rp. 2.483.333. 4) the need of transportation of each industrialist in carrying the materials and marketing the product was always being adequated by renting the car. 5) Most of industrialists said that the process of production was fast enough. It was about 14,70% which had not been sold yet for each month. Yet it will still be sold for the next period.

**Keywords :** geographical observation, industry, fireplace industry.