

## **ABSTRACT**

### **ANALISIS ORIENTASI TEORI LOKASI WEBER TERHADAP KEBERADAAN INDUSTRI TEMPE KOTA BANDAR LAMPUNG**

**By**

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This research aims to understand the existence orientation of tempe industry in Kelurahan Gunung Sulah, Sawah Brebes and Kedamaian refer to Weber location theory by grouping industry model based on material, labor, marketing and understand the index material (IM) calculation. The population in this research are 370 industry and sample amount are 78 industry. Sample calculation using propotionate stratified random sampling technique. The data source which is used are primary data and secondary data. Data collection technique trough interview and documentation. Data analysis using quantity descriptive analysis.

The result of this research shows that there are four industry model. IM result shows IM less than 1 ( $1 <$ ) which is mean close to the market or market oriented. Maximum benefit obtained on model industry four (raw material purchasing, neighbor labor and direct labor). Minimum benefit obtained on model industry two (raw material purchasing, neighbor labor and marketing trough broker) . This four industry model is unsuitable with Weber location theory because IM shows  $<1$  which is mean more oriented to the market, but fact it more oriented to resource. Unsuitable with Weber location theory also visible on benefit acquisition. The benefit that obtained is not based on minimum calculation between transportation costs and labor but obtained through marketing system and origin labor.

keyword : Weber Location Theory, Tempe Industry