ABSTRACT

DESCRIPTION OF SUPPORTING FACTORS OF RUBBER INDUSTRY IN PT. MADREC SIGER WAY KANAN AT GUNUNG SANGKARAN VILLAGE BLAMBANGAN UMPU SUBDISTRICT WAY KANAN DISCTRICT AT THE YEAR OF 2011

By

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The purpose of this research is to assess the supporting factors of PT. Madrec Siger Way Kanan at Gunung Sangkaran village Blambangan Umpu subdistrict Way Kanan district in the year of 2011. There are some factors that become main points in this research; those are location, the easiness in obtaining raw material, the easiness in obtaining means of transportation, and the easiness in marketing the product.

Descriptive method was used in this research. The population in this research was 54 people; consist of the leaders and employers of PT. Madrec Siger Way Kanan. Data collecting techniques used here were observation, structural interview, questionnaire, and documentation. Data analysis was done by using tabular tecnique analysis.

From the results showed that the factors supporting the rubber industry PT. Mardec Siger Way Kanan are: 1). Location factor 2). Ease in getting raw material 3). Ease in getting labor 4). Ease of transportation 5). Ease of marketing products.