

ABSTRACT

ANALYSIS ON PERFORMANCE AND STRATEGY OF NORTH LAMPUNG REGENCY'S FORESTRY AND PLANTATION BUREAU IN IMPROVING LOCAL GOVERNMENT TAX INCOME

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Performance is related with management quality and management of conduct of organizational operations. Responsiveness, responsibility and accountability aspects would give significant effect in assessing process of an organizational performance. The strategy management could be an important matter in improving performance quality of an organization. A good management of resources and a good knowledge of weakness and opportunity in the future would ease an organization to manage and improve its organizational quality and professionalism.

This research purposes to analyze the Forestry and Plantation Bureau performance in North Lampung regency and to make accurate and applicative strategies in improving local government tax income in forestry and plantation sectors.

This research uses qualitative and descriptive analysis methods. Data are collected with observation, interview, and documentation. Data are collected in the Forestry and Plantation Bureau environment in North Lampung regency.

The results show that the Forestry and Plantation Bureau performance based on responsiveness, responsibility and accountability aspects is good. The Forestry and Plantation Bureau possesses internal factors including *strength*; the proper quality of the staffs, having enough budget, commitment of all Forestry and Plantation Bureau components to improve local government income, and good organizational productivity—*weakness*; less structure and infrastructure, less detailed of organizational mission and vision, less mental attitude, discipline, working motivation, and staffs understandings on main task and function. The external factors include the *opportunities* such as big demography, economic activity potential, advances of knowledge and technology, partnership with private sectors in managing and collecting local tax income, and the *threats* such as political situation and laws, the variability of ethnic, religion, and race factors and the globalization era. Based on SWOT analysis and “Litmus” test, the strategic issues that the Forestry and Plantation Bureau of North Lampung regency should (a) develop to improve incomes of local government tax is to re-identify the organizational mission and policy, (b) to enhance the tax base 2011 281% to 351% in 2012, (c) to polish or modify the improper local government laws, to improve the mental attitude, discipline, working motivation and understanding of the staffs to (d) the main task and function of the organization.

Keywords: Performance, Strategic Management, SWOT Analysis,
Local Government Tax