

ABSTRACT

DEVELOPMENT STRATEGY OF LAMPUNG INDUSTRIAL REGION

By

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Industrial sector role as leading sector, because industrial development can stimulate and raise other sector such as trade, agricultural or services sector. One of the step of industrial development in Lampung Province by establish Lampung Industrial Region (*Kawasan Industri Lampung*) through Lampung Provincial Regulations Number 1 Year 2010 about Spatial Plan of Lampung Province 2009 to 2029. The development of this region is intended to open the investment opportunities in order to improve region's economy. Since approved by the Decree of the Minister of Justice on August 5, 1998 until now, with an area of 300 hectares which is reserved only 11 industries are located in Lampung Industrial Region with a total land area are used is 494.490 m². The purpose of this study is to determine the right strategy to be applied in the development of Lampung Industrial Region. This study used Analytical Hierarchy Process (AHP) method. The Analysis of Development Strategies of Lampung Industrial Region are include Aspect of Infrastructure Availability, Accessibility Aspect, and Aspect of Government Policy. The result of AHP analysis show that The third aspect of the development of Lampung Industrial Region, generating aspects of accessibility as a priority with main strategy is to increase the width and load capacity (tonnage) of road sections which is connecting the Industrial Region of Lampung with primary arterial roads, railway stations and airports.

Keywords: Development Strategy of Industrial Region, AHP (Analytical Hierarchy Process), Accessibility.