

SUMMARY

Dian Ramadhan, Department of Urban and Regional Planning, Faculty of Engineering, University of Brawijaya, August 2016, Development of Leather Industry Magetan, Academic Supervisor : Ir. Ismu Rini Dwi Ari, MT., Ph.D dan Chairul Maulidi, ST., MT.

Regional Strategic Plan (Renstrada) Magetan Year 2009-2014 in particular fields of industry , said the development of small industry and household industry, agro-based (agro-industry) and the development of downstream linkages upstream processes is a priority for economic development in Magetan . Based on these Renstrada , efforts are needed small business development which is able to associate the downstream and upstream processes that will have the potential to promote employment, increase incomes and generate economic activity in the area.

The research objective was to determine the potential and problems of leather industry in Magetan and used to determine recommendations to improve the productivity of leather industry in Magetan. The analytical method used is descriptive method in finding the potential and problems of leather industry in Magetan, the root cause analysis, linkage analysis system, as well as AHP analysis to find the appropriate recommendations to improve the productivity of leather industry in Magetan.

The results of the analysis of the potential problem is the potential that exists in Magetan leather industry from aspects of raw materials and marketing aspects. Then the problems that exist in the leather industry Magetan namely from the aspect of labor , marketing aspects, institutional aspects and technological aspects. For AHP analysis results obtained on each alternative in which the order of priority of improving the performance of Magetan leather industry is improving the quality of human resources, expand the marketing network, adding more modern equipment, and maximize the role of the institution that organizes inter-unit venture leather industry.

Keywords: industry, leather, potential problems, recommendation

