

## **ABSTRACT**

*The purpose of this research is to know how the strategy Banjarnegara region government in increasing foreign investment. In globalization era, the economic growth of a region become an important topic in any discussion on the state, whether it is in developed countries and in developing countries. Indonesia is a developing country which continues to boost economic growth. One way to promote economic growth is by way of foreign investment. Indonesia has imposed regional autonomy which each region can manage their own regions. Banjarnegara region government is one of the places that local autonomy, but today still lack the capital to be able to improve the economic growth. To raise capital, Banjarnegara continue to increase foreign investment. Banjarnegara region government uses two strategies to increase foreign investment. The intended strategy is a strategy of external and internal strategies.*

*Keywords: Strategy, Foreign Investment*