

ABSTRACT

PT. JababekaTbk. has the vision and mission that is creating modern independent city-based industry in Indonesia, so it can absorb the workforce and foster a national or regional economy. According the vision and mission that has been nurtured over the years, the company took the role to support the Government's plans by building industrial zones as Self-contained Industrial town of Kendal. The company uses strategies that are used to perform the acceleration of infrastructure development especially to drive foreign investors in Kendal Industrial Park. The author uses theory approach to strategic alliances and joint ventures to explain and answer how strategy of PT.JababekaTbk. to drive foreign investors in Kendal Industrial Park 2016 – 2018.

Keyword: Strategic Alliances, Investor Investment, Kendal Industrial Park