

INTISARI

Sejalan dengan diberlakukannya Masyarakat Ekonomi ASEAN tahun 2015, maka setiap jenis industri harus memiliki tingkat daya saing. Penelitian ini bertujuan untuk mengetahui jenis industri unggulan di Provinsi Jawa Tengah dengan metode SLQ, DLQ, gabungan SLQ dan DLQ, serta *Shift Share* untuk mengetahui keunggulan kompetitifnya. Tujuan kedua dari penelitian ini yaitu untuk mengetahui seberapa besar tingkat daya saing yang dimiliki setiap jenis industri unggulan di Provinsi Jawa Tengah di tingkat nasional dan ASEAN dengan menggunakan analisis RCA. Sedangkan tujuan lainnya, yaitu untuk merumuskan suatu strategi ataupun program untuk meningkatkan daya saing dengan menggunakan alat analisis *SWOT Balanced Scorecard*.

Dari penelitian ini, didapatkan hasil bahwa jenis industri unggulan di Jawa Tengah diantaranya adalah, industri minuman, industri pengolahan tembakau, industri tekstil industri pakaian jadi, industri kayu, industri pencetakan dan reproduksi media rekaman, industri furnitur, serta industri pengolahan lainnya.

Jenis industri yang memiliki tingkat daya saing baik di tingkat nasional maupun di tingkat ASEAN antara lain industri pakaian jadi, industri kayu serta industri pencetakan dan reproduksi media rekaman. Sedangkan industri tekstil, serta industri furnitur memiliki tingkat daya saing hanya di tingkat nasional. Strategi peningkatan daya saing industri unggulan dalam menghadapi MEA yakni berupa *SO Strategy* dengan memperluas pangsa ekspor yang bersifat non tradisional. *ST Strategy* dengan meningkatkan kualitas produk. *WO Strategy* dilakukan dengan meningkatkan kualitas sumber daya manusia yang terampil dan dapat memenuhi permintaan pasar. *WT Strategy* dilakukan dengan memberikan insentif kepada industri-industri. Program peningkatan daya saing industri unggulan dalam menghadapi MEA yaitu dengan cara *Firm Equity*, *Organizational Capital*, dan *Human Capital*.

Kata Kunci: Daya Saing, Industri Unggulan, SLQ, DLQ, *Shift Share*, *SWOT Balanced Scorecard*, MEA.

ABSTRACT

Due to the establishment of ASEAN Economic Community, then every kind of industries in Central Java Province shall have and retain a high level of competitiveness. This thesis aims to know what kind of industry which can be categorized in leading industries, particularly in Central Java Province through SLQ, DLQ, and combination of the two as well as the Shift Share the competitive eminence. The second purpose of this thesis is to ascertain how much the level of competitiveness that recently retained by every leading industry in Central Java Province, either national or ASEAN level through RCA. Other purpose of this thesis is to summarize whether strategy or scheme to increase and intensify the competitiveness due to the ASEAN Economic Community through SWOT Balanced Scorecard analysis.

From the research that has been conducted, showed that there are industry in Central Java Province which is included as a leading industry. Among them are, beverage, tobacco processing, textile, apparel, timber, wood, printing and reproduction of recorded media, furniture, and other manufacturing industries.

The type of Industry that have a good level at either national or ASEAN level are apparel, timber, wood, as well as printing and reproduction of recorded media. While textile and furniture has a level of competitiveness at national level only. The strategy to improve industrial competitiveness in the face of AEC namely in the form of SO Strategy to expand the non traditional's export; ST Strategy in which product quality can be improved; WO Strategy that is conducted by enhancing the quality of skilled human resources to meet market demand; WT Strategy conducted by providing incentives to industries who are able to perform and increase proportion of raw materials. Firm Equity, Organizational Capital and Human Capital are ways to do the program of improving industrial competitiveness in the face of ASEAN Economic Community

Keywords: Competitiveness, Leading Industry, SLQ, DLQ, Shift Share, SWOT Balanced Scorecard, AEC.