ABSTRACT

Kajian Manajemen Teknologi Pada Kawasan Sentra Industri Keripik Kota Bandar Lampung Propinsi Lampung

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The purpose of this study were (1) to identify the application of technology by crackers producers in the Kawasan Sentra Industri Keripik Lampung, (2) to analyze the factors that influence the successful implementation of technology management in Kawasan Sentra Industri Keripik Lampung, and (3) Analyzing the business strategy and technology strategy conducted by crackers producers in Kawasan Sentra Industri Keripik Lampung.

The study was conducted at small and medium businesses (SME) which crackers producing in Kawasan Sentra Industri Keripik Lampung at Segala Mider Village, Tanjung Karang Western District, Bandar Lampung City, Lampung Province. The research was conducted in December 2009 until January 2010. Sampling was done by using Purposive Sampling Method, while data were analyzed used "Manual Indicator Technology Industry" methods through the “Science and Technological Management Information Systems” (STMIS) by using two indicators are technology transforming indicators and technological capabilities indicators.

Technological devices (technoware) analysis shows that technological devices are owned by the crackers manufacturer respondent belonging to the manual facilities. Human devices (humanware) analysis shows that the level of human device capabilities possessed the operating abilities and the setting-up abilities. Information devices (infoware) analysis shows that the level information device capabilities held in the stage of looking familiarizing facts, while the organizational devices (orgaware) analysis shows that the organization device owned located in the stage of striving framework and time-up framework.

Technological capabilities indicators analysis in the application of technology management show that capabilities of the crackers manufacturer is proportional to the production of crackers equally be trained partners in Kawasan Sentra Industri Keripik Lampung.

Alternative technology strategies and business strategies that can be made small and medium businesses in Kawasan Sentra Industri Keripik Lampung is technology exploiter strategy, which still uses a standard technology in their production process and price leader strategy.

Key word: technology management, technology strategy, business strategy, crackers industry, bananas, cassava.