SUMMARY

MUHAMMAD UNGGUL ABDUL FATTAH. Competitiveness Development Strategy of Small and Medium Industry Best Products at Banyumas Regency. Supervised by ARIF SATRIA and GENDUT SUPRAYITNO.

The aim of this study is to determine the best product (PUD) at Banyumas regency, determine priorities districts development of PUD at Banyumas regency, formulate alternative development solutions of selected PUD at Banyumas regency, determining the stakeholders driver in the development of selected PUD at Banyumas regency, align alternative solution within the framework of the policy as a strategy for the development of superior product competitiveness (PUD) small and medium industries (SME) Banyumas regency.

The 12 criteria used in determining the PUD defined in the Regulation of the Minister of the Internal Affair of Indonesia No. 9/2014. The results of the assessment indicate that the first priority of selected PUD at Banyumas regency is coconut sugar. Priority districts for coconut sugar SME development in Banyumas regency is Cilongok districts. SME development strategy for coconut sugar is made by following the model of Nine Factor.

Alternative solutions developed based on the model to each factor is to encourage farmers to use organic farming systems (endowed resources factor), encouraging the type of producer to have the ability to sell a variety of shapes of coconut sugar (bussiness environment factor), strengthening the technological development of SMEs sugar organic coconut either in the form of solid coconut sugar and granulated coconut sugar (related and supporting industries factors), increasing standardization of product quality coconut sugar (domestic demand factor), provide counseling on a regular basis to all suppliers of coconut sugar (workers factor), prompting the government to promote the consumption of sugar products ants organic both at the local / domestic, regional, national and international (Politicians and bureaucrats factor), encourage the growth of new entrepreneurs at the village, sub-district and district (entrepreneurs factor), improving the efficiency of the production of coconut sugar from raw materials to marketing ( professional managers and engineers factors), and push the coconut sugar in powder form as a substitute for sugar cane (chance factor).

Stakeholders who acted as the driving factor in the framework of nine factor mostly-held by the central and local governments that involve academics in the professional managers and engineers factor. Coconut sugar SMEs becomes the driving stakeholder for the workers and endowed Resources factor. From all alternative solutions which are arranged within the framework of the nine factors strategy obtained strategic priorities is strengthening workers factor.

Keywords: best regency product, competitiveness strategy, nine factors, small and medium industries.