ABSTRACT

Analysis of Development Strategy for Ecolabel Certified Wood Usage in Indonesia
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The purposes of the study are, to develop strategy analyses for ecolabel certified wood in Indonesia, to identify the furniture industries preference on the use of ecolabel certified wood, to analyze factors influencing the usage of wood by furniture industries, and to analyze furniture industrial segmentation. This research was conducted at Jepara, Central Java in December 2005 and Bogor in June 2006. This research uses a survey method to see the preference of furniture industries in the use of ecolabel certified wood, and to develop the strategy of ecolabel certified wood usage.

The character of research design is quantitative descriptive to describe industrial interest in fulfilling requirement of wood. Technique of example intake in this research using non-probability sampling (quota sampling). Data analyze for industrial preference study done by using descriptive analysis, cross tabulation, and Chi Square. Analysis for strategic development done by SWOT Analysis, external internal matrix and QSPM matrix.

Result of this research indicates that industry in Jepara can be categorized into four category, micro scale industry, little scale industry, middle scale industry and large scale industry. Price and quality factors represent prime variable which become consideration in purchasing of wood raw material by industry. Related to ecolabel certified wood, most industry still not yet known information concerning ecolabel certification. Industrial enthusiasm in using ecolabel certified wood still small because of information concerning this certification has not been obtained. The Industry is ready to fulfill regulation of ecolabel certified wood if market requiring above mentioned matter and economically the price which offered is relevant. The strategy that need to be developed are, market penetration, and increase the certified wood sources number as well as certification socialization and promotion among furniture industries.