

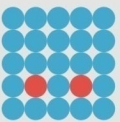


ANALYSIS ON THE PROMOTION OF THE PROVINCIAL GOVERNMENT OF DKI JAKARTA FOR ITS POLICY TO INCREASE THE SMALL SCALE INDUSTRIAL SECTOR

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The aims of this study are to find out the influence of promotion toward the performance improvement of small-scale industrial sector, particularly the textile product, and to find out the level of satisfaction and expectation of the small-scale industry sector of textile product toward the performance of the provincial government of DKI Jakarta in the implementation of its promotional activities. Data were obtained from one hundred small-scale entrepreneurs of textile product domiciled in DKI Jakarta using the parametric and non parametric analytical tools and the service and quality (SERVQUAL) analysis. The result of the study showed a strong linier relationship, while the promotional activities and the performance improvement of the small-scale industrial sector were in the same direction. The recommendation of the study is that the provincial government of DKI Jakarta should optimized the use of promotional mix elements; prioritize the domestic exhibition activities; improve the officials knowledge; increase the number of proactive officials an the educational aids for entrepreneurs; and establish a permanent trade and industrial display.

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