

ABSTRACT

This research aims to know small scale wood industries potency through: small-scale wood industry contribution in Bandar Lampung City PDRB, industry indicator, labor absorption and productivity, and small scale wood industry owner income, factors that influencing sales omzet, factors that impede and support small scale wood industries development, and recent local government strategies, so alternative strategies could to improve small scale wood industries management in Bandar Lampung City.

Research object is 78 small-scale wood industries (29 meubel industries and 29 window or door frame industries) in Bandar Lampung City and chosen from a cluster sampling. The instruments to collecting the data are documents, questioners, and interview. The data obtained from the research are analyzed in multiple regressions.

The research finding show that small scale wood industries potency are good enough that is known from: industries contribution in Bandar Lampung City PDRB; labor absorption proportion value is 0,67; total productivity is more than 1; productivity of labor to output is more than 1; productivity of labor to added value is more than 1; wage rate about 2 fold Bandar Lampung City Regional Minimum wage rate; labor intensity is 0,433; production efficiency is 0,73; gross margin is 0,28; and average small scale wood industries owner perkapita income is bigger than limit of line poverty World Bank criteria, Professor Sayogyo's criteria, BPS criteria, and income perkapita of the people of Bandar Lampung City. Raw material and labor quantity individually affect positively to sales omzet while kind of product, owner education, owner working hour, owner experience, and quantity of capital don't affect the sales omzet significance.

Small-scale wood industries have high enough entry threat, little substitution product, high enough supplier bargaining position, low buyer bargaining position, and high rate competition between small-scale wood industries. Alternative strategies that can use to develop small scale industries in Bandar Lampung City are: functional labor quantity and quality, tools, infrastructure, and financial in interrelated local government agency development strategic, human resources quality in small scale wood industries development strategic, market segment and business scale development strategic, external factor management strategic by integrity local government agencies, university, and another stakeholder to develop small scale wood industries together in Bandar Lampung City, and raw material and product diversification strategic.

Key Words: Industry Potency - Development Strategic - Small Scale Wood Industry.

