



UNIVERSITAS
GADJAH MADA

**PEMANFAATAN SISTEM INFORMASI GEOGRAFI UNTUK PEMETAAN POTENSI PENGEMBANGAN
INDUSTRI KECIL BERBASIS**

**KAYU (Studi Kasus di Wilayah Kotamadia Yogyakarta dan Sebagian Kabupaten Sleman, Propinsi
Daerah**

Istimewa Yogyakarta)

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**THE UTILIZATION OF GEOGRAPHICAL INFORMATION SYSTEM
FOR WOOD-BASED SMALL SCALE INDUSTRIES POTENTIAL
DEVELOPMENT**

**(Case Study in Yogyakarta Regency and Some Area of Sleman Regency, Yogyakarta
Province)**

ABSTRACT

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The emerging wood-based small scale industries show a good sign that entrepreneur or industrialists are able to capitalize on business opportunities in time of economic crisis. On the other side, business opportunities cannot be fully optimized due to unsystematic information to support business development. The issue on information deficiencies can be overcome with advanced information technology. Geographical information system can be utilized to process data and output. This research is expected to present comprehensible information systematically and determine the purpose the development of wood industry through map and table display.

Wood-based small-scale industries in the area of this research used teak wood raw material (83,93%). Teak wood from Perhutani (78,57%) was purchased from teak wood dealer (67,86%). In order to make production, it requires raw material of 13,16% m³/month. Products were made based on customer's order (98,21%). The products were directly sold to customers. The existing wood industries only have access to local market (78,57%). Business development potential analysis was done based on attractive market and business sustainability. Based on business sustainability, there are 5 districts with high business development potential and 4 districts with low potential. Based on attractive market, all districts have average potential.

A combination between internal and external factor create wood-based small-scale industries development potential. Based on the factor combination, there are 3 groups development. The first group is sustainable industry with less attractive market-based. The second group is average sustainable industry with less attractive market-based. The third group is low sustainable industry with less attractive market-based. The purpose of business development for the first group is directed to profit increase from production. The purpose of business development for the second group is directed to investment on low risk business sector and business resistance for the third group.

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