



PERSEPSI PELAKU USAHA TERHADAP KEBIJAKAN PRO INVESTASI DI KABUPATEN BOYOLALI

Brian Adnan Guntoro

14/368670/GE/07917

INTISARI

Kabupaten Boyolali adalah daerah investasi yang strategis karena terletak diantara dua kota besar yaitu Semarang dan Surakarta. Pemerintah daerah saat ini telah menerapkan kebijakan Pro Investasi untuk menggali peluang sumber daya yang ada, sehingga diharapkan mampu meningkatkan kesejahteraan bagi masyarakat. Penelitian ini bertujuan untuk (1) Mengidentifikasi kondisi perkembangan investasi/perusahaan baik PMA maupun PMDN di Kabupaten Boyolali, (2) Menilai persepsi pelaku usaha/investor terhadap kebijakan investasi di Kabupaten Boyolali, (3) Mengetahui faktor-faktor yang mempengaruhi iklim investasi (daya tarik dan hambatan) di Kabupaten Boyolali.

Metode penelitian ini menggunakan analisis deskriptif kuantitatif dengan pengambilan data primer dan sekunder melalui kegiatan pengambilan data instansi, survei, dan wawancara. Penggunaan *skala likert* dalam kuesioner menggunakan dasar penentuan persepsi pelaku usaha/investor, tabel klasifikasi persepsi, tabel pertumbuhan investasi, tabel tabulasi silang, pemetaan persepsi, dan grafik skala prioritas untuk mengidentifikasi perkembangan investasi dan persepsi pelaku usaha/investor di Kabupaten Boyolali.

Hasil penelitian menunjukkan dominasi pelaku usaha/investor PMA dan PMDN menyambut kebijakan pro investasi dengan kategori cukup tinggi. Hal ini ditandai masuknya PMDN tertinggi tahun 2017 sebesar 95 unit dan PMA tertinggi sebesar 7 unit, investasi PMDN tertinggi pada tahun 2017 sebesar 624,5M dan PMDN tahun 2016 sebesar 753,5M, serta tenaga kerja PMDN tertinggi pada tahun 2016 sebesar 6696 jiwa dan PMA tahun 2014 sebesar 14.504 jiwa. Hasil tabulasi silang koefisien kontingensi menunjukkan tidak ada hubungan antar variabel karakteristik pengusaha dengan variabel investasi ($>0,05$). Prioritas faktor – faktor yang mempengaruhi iklim investasi (faktor pendukung) adalah (1) adanya ketersediaan infrastruktur fisik (jalan, jembatan, penerangan jalan, dan sumber energi) yang memadai (15,81%); (2) pembebasan biaya izin retribusi, kecuali IMB (14,05%), dan (3) ketersediaan tenaga kerja (13,23%). Prioritas faktor (penghambat) investasi adalah (1) tingkat bunga dalam permodalan investasi (15,13%); (2) biaya sumber energi (12,55%), dan (3) potensi sumber daya alam (11,85%).

Kata kunci: Persepsi, Pelaku Usaha, Kebijakan, Investasi, Faktor.



***PERCEPTION OF BUSINESS ACTORS ON PRO INVESTMENT POLICIES
IN BOYOLALI REGENCY***

Brian Adnan Guntoro

14/368670/GE/07917

ABSTRACT

Boyolali Regency is a strategic investment area because it is located between two major cities namely Semarang and Surakarta. The government at this time has implemented a Pro Investment policy to explore opportunities for existing resources, so that it is expected to be able to improve welfare for the wider community. This study aims to (1) Identify the conditions of investment / company development both PMA and PMDN in Boyolali Regency, (2) Assess the perceptions of business people / investors on investment policies in Boyolali Regency, (3) Know the factors that influence the investment climate (attractiveness and obstacles) in Boyolali Regency.

This research method uses quantitative descriptive analysis with primary and secondary data collection through agency data collection activities, surveys, and interviews. The use of the Likert scale in the questionnaire uses the basis of determining perceptions of business people / investors, perception classification tables, investment growth tables, cross tabulation tables, perception mapping, and priority scale charts to identify investment developments and perceptions of business people / investors in Boyolali Regency.

The results of the study show that the dominance of business people / PMA and PMDN investors welcomes pro-investment policies in a fairly high category. This was marked by the highest PMDN entry in 2017 of 95 units and the highest PMA of 7 units, the highest PMDN investment in 2017 amounted to 624.5M and PMDN in 2016 amounted to 753.5M, and the highest PMDN labor force in 2016 was 6696 people and PMA in 2014 amounting to 14,504 people. The results of the cross tabulation of the contingency coefficients indicate that there is no relationship between the variable characteristics of entrepreneurs and the investment variable (> 0.05). Priorities of factors that influence the investment climate (supporting factors) are (1) adequate availability of physical infrastructure (roads, bridges, street lighting and energy sources) (15.81%); (2) exemption from permit fees, except IMB (14.05%), and (3) availability of labor (13.23%). Investment priority factors are (1) interest rates in investment capital (15.13%); (2) energy source costs (12.55%), and (3) natural resource potential (11.85%).

Keywords: Perception, Business Actors, Policy, Investment, Factors.