

ABSTRACT

The rapid development of industrialisation in Indonesia were impacting on environmental degradation and declining levels of public health. Therefore, conducting a research, on the implementation of the concept of Eco-Industrial Park and its impact on investment attractiveness based on the perception of investors, is very important. Since this could be used as the basis for the policy formulation regarding the regulation of industrial zones. The goal is that the industrial areas in Indonesia should be able to attract large investments, which is able to improve the economy with more sustainable manner. The purpose of this study was to identify the implementation of the concept of Eco-Industrial Park and investor perceptions of this concept as parts of the investment attractiveness factors in Wijayakusuma Industrial Park, Semarang, Indonesia.

This type of study is deductive with quantitative analysis. Data and information gathered by field observations, in-depth interviews with various stakeholders, collection of secondary data and questionnaires. Statistical analysis was used in this study to identify correlation between variables of investment attractiveness in Wijayakusuma Industrial Park.

The research results show that there are three implementations of the Eco-Industrial Park concept in Wijayakusuma Industrial Park namely the production process, environmental, health and safety, and transportation. Variable production process is represented by a unit of water as a shared infrastructure. Furthermore, Wijayakusuma Industrial Park has integrated Waste Water Treatment Processing unit which is used by all tenants. The location of Wijayakusuma Industrial Park is connected with the mass transportation system of Semarang (BRT Trans Semarang). This research measures the perceptions of investors or tenants related to the factors of investment attractiveness in Wijayakusuma Industrial Park with eight variables that are market; governance and regulation; agglomeration, cost of production, raw materials, labour force; basic infrastructure and Eco-Industrial Park concepts. Statistically, all measured variables showed significant correlations. The measurements was used the Spearman correlation test and it produces various types of correlation, of which some variables have a weak correlation to a very strong correlation. In addition, the analysis of investor perceptions of the investment attractiveness in this WIP produces two types of groups of categories or levels. Variables of agglomeration, raw materials, labour, basic infrastructures, and including Eco-Industrial Park have categorized as high level of investment attractiveness. While

the variables of market and Governace and regulations have medium category on investment attractiveness.

INTISARI

Industrialisasi yang tumbuh pesat di Indonesia telah berdampak pada degradasi lingkungan dan penurunan level kesehatan masyarakat. Oleh karena itu, riset tentang implementasi konsep Eco-Industrial Park dan dampaknya terhadap daya tarik investasi berdasarkan persepsi investor menjadi sangat penting. Penelitian ini dapat dijadikan basis formulasi kebijakan di bidang kawasan industri. Karena kawasan industri diharapkan untuk menarik investasi yang mampu menggerakkan perekonomian yang berkelanjutan. Tujuan dari penelitian ini adalah untuk mengidentifikasi pelaksanaan konsep Eco-Industrial Park dan persepsi investor sebagai bagian daya tarik investasi di Kawasan Industri Wijayakusuma, Semarang, Indonesia.

Penelitian menggunakan pendekatan analisis deduktif kualitatif. Data dan informasi dikumpulkan melalui observasi lapangan dan wawancara dengan *stakeholders* terkait, mengumpulkan data sekunder dan data kuesioner. Analisis statistik digunakan untuk mengukur korelasi antar variabel daya tarik investasi di Kawasan Industri Wijayakusuma.

Hasil penelitian menunjukkan bahwa terdapat tiga aspek implementasi dari konsep Eco-Industrial Park di Kawasan Industri Wijayakusuma yaitu dalam aspek proses produksi, lingkungan, kesehatan dan keselamatan serta transportasi. Variable proses produksi terwujud melalui penggunaan sebuah unit air bersih terpadu. Kawasan Industri Wijayakusuma juga memiliki pengolahan air limbah terpadu. Selain itu, kawasan industri ini terkoneksi dengan sistem transportasi terpadu Kota Semarang yaitu BRT Trans Semarang. Penelitian ini juga mengukur persepsi investor terhadap daya tarik investasi melalui delapan variabel yaitu pasar, pemerintahan dan regulasi, agglomerasi, biaya produksi, bahan baku, tenaga kerja, infrastruktur dasar dan konsep Eco-Industrial Park. Secara statistik, pengukuran seluruh variabel menunjukkan korelasi yang signifikan. Pengukuran menggunakan *Spearman correlation test* dan menghasilkan beberapa bentuk korelasi beberapa memiliki korelasi yang kuat dan beberapa korelasi yang lemah. Lebih lanjut, analisis persepsi investor menunjukkan bahwa variabel agglomerasi, bahan baku, tenaga kerja, infrastruktur dasar dan penerapan konsep Eco-Industrial Park merupakan daya tarik investasi yang kuat. Sedangkan variabel pemerintahan dan regulasi serta lokasi pasar merupakan faktor daya tarik investasi pasar dengan level yang sedang.