

**ANALISIS KESIAPAN INDUSTRI KNALPOT
KELURAHAN KEMBARAN KULON
SEBAGAI ONE VILLAGE ONE PRODUCT (OVOP)
DI KABUPATEN PURBALINGGA PROVINSI JAWA TENGAH**

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INTISARI

Penelitian ini berpijak pada suatu pemikiran mengenai daya saing wilayah yang berbasis kekuatan komoditas lokal. Kajian daya saing wilayah berbasis kekuatan komoditas lokal ini memiliki tujuan penelitian yaitu : pertama, mengevaluasi tingkat kesiapan Industri Knalpot Kelurahan Kembaran Kulon sebagai One Village One Product (OVOP) dan kedua, merumuskan strategi pengembangan Industri Knalpot Kelurahan Kembaran Kulon sebagai One Village One Product (OVOP) di Kabupaten Purbalingga.

Penelitian ini mengkombinasikan data sekunder dan data primer. Teknik analisis yang digunakan untuk mencapai tujuan penelitian yaitu analisis deskriptif. Alat analisis tersebut meliputi: checklist lapangan parameter One Village One Product (OVOP) dan analisis SWOT (Strength Weakness Opportunity Threat)

Hasil kajian dan penelitian menunjukkan bahwa kesiapan industri knalpot Kelurahan Kembaran Kulon sebagai One Village One Product (OVOP) adalah 84,14% dan rumusan kebijakan pengembangan OVOP melalui optimalisasi pembentukan lembaga promosi dan pengembangan khusus OVOP dan meningkatkan kerjasama antara pemerintah, swasta dan masyarakat.

Kata Kunci : *Industri Knalpot, Kesiapan OVOP, dan Strategi pengembangan*

**ANALYSIS OF THE READINESS
OF KEMBARAN KULON'S INDUSTRIAL EXHAUST
AS ONE VILLAGE ONE PRODUCT (OVOP)
IN PURBALINGGA REGENCY, PROVINCE OF JAWA TENGAH**

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ABSTRACT

This research is based on paradigm about the regional local commodity which were purposes are to evaluate readiness level of Kembaran Kulon's industrial exhaust as One Village One Product (OVOP) and to formulate the strategy for developing Kembaran Kulon's industrial exhaust as One Village One Product (OVOP) in Purbalingga Regency.

This Research combined secondary and primary data whereas the analytical technique that used to achieve these goals was descriptive analysis. The Analyzers which were used including One Village One Product (OVOP) Checklist Parameter and Strengths Weakness Opportunities Threats (SWOT) analyze.

The result show that the readiness of the Kembaran Kulon's industrial exhaust as One Village One Product (OVOP) was 84,14%. On the other hand, this research produce the policy recommendation for developing OVOP by optimizing the formation of promotional agencies and special development of OVOP and increasing the cooperation among government, private, and public.

Keywords : *Industrial Exhaust, The readiness of OVOP and Developing Strategy.*