

ANALISIS DAN STRATEGI DAYA SAING KLUSTER INDUSTRI KAJIAN SENTRA GUDEG MBAREK, SLEMAN DAN SENTRA GUDEG WIJILAN, KOTA YOGYAKARTA

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INTISARI

Persaingan kluster terjadi karena adanya perbedaan karakteristik kedua kluster. Penelitian yang dilakukan yaitu analisis dan strategi daya saing kajian sentra Gudeg Mbarek, Sleman dan Sentra Gudeg Wijilan, Yogyakarta. Pemilihan kedua lokasi sentra ini karena sentra Mbarek dan sentra Wijilan memiliki keunikan tersendiri. Keunikan terlihat dari aktivitas pendukung lingkungan keduanya yang berbeda. Sentra Mbarek berada di kawasan pendidikan, sementara sentra Wijilan berada di kawasan wisata. Tujuan penelitian ini yakni mendeskripsikan kedua kluster industri, mengkomparasi keunggulan daya saing dari masing-masing kluster dan merumuskan strategi peningkatan daya saing kedua kluster.

Metode yang dilakukan yakni metode deskriptif kualitatif dengan *indepth interview* dan kategorisasi. Konsep *Diamond of Competitive Advantage* (Porter, 1998) digunakan sebagai penilaian daya saing kedua sentra. Model kategorisasi digunakan untuk merumuskan strategi peningkatan daya saing usaha dan sentra secara keseluruhan.

Sentra gudeg Mbarek dan sentra Wijilan memiliki karakteristik yang berbeda. Perbedaan karakteristik ini dinilai dari faktor lokasi, jumlah industri, pola persebaran, aktivitas pendukung, akses, variasi brand warung gudeg dan segmen pengunjung sentra. Asosiasi ruang, interaksi dan sejarah mempengaruhi pola persebaran yang terbentuk. Konsep (Porter, 1998) menunjukkan bahwa sentra Mbarek memiliki daya saing tinggi pada faktor input (letak sentra, tenaga kerja, harga). Sedangkan sentra Wijilan berdaya saing tinggi dalam faktor kondisi permintaan dan strategi pengusaha. Faktor industri terkait kedua sentra relatif sama. Sentra Wijilan dan Mbarek sama-sama menghasilkan 3 kategori strategi usaha. Kategori yang sama yakni kategori brand dan bentuk warung. Kategori lain di Wijilan kategori usaha gulung tikar dan di sentra Mbarek kategori lainnya yaitu kategori posisi warung. Strategi sentra secara keseluruhan terbagi menjadi empat, kategori fasilitas infrastruktur, pola persebaran, promosi dan modal sosial.

Kata kunci : *kluster industri, sentra, asosiasi ruang, pola persebaran, daya saing*

ANALYSIS AND COMPETITIVENESS STRATEGIC OF CLUSTER INDUSTRY CENTRAL GUDEG MBAREK, SLEMAN AND CENTRAL GUDEG WIJILAN, YOGYAKARTA

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ABSTRACT

Competition clusters occur because of differences in the characteristics of the two clusters. The research study is Central of Gudeg Mbarek, Sleman and Wijilan, Yogyakarta. The second elections this central because the central Mbarek and Wijilan have its own uniqueness . The uniqueness of the activity seen from a different environment supporting both. Mbarek centrals are in the area of education, while Wijilan centrals are in the tourism area. The purpose of this research is describing those two cluster of industry, comparing the competitive advantage from each cluster, and formulating strategies to increase the competitiveness of each cluster.

The method used in this research is qualitative-descriptive method by doing indepth interview and categorization model. The concept of *Diamond of Competitive Advantage* (Porter, 1998) used as assessment for the competitiveness in both of the central. Model categorization used to formulate a strategy to improve the competitiveness of businesses and centers overall .

The difference characteristic is assessed from location factor, industry number, distribution pattern, supporting activity, access, brand variation, and visitor segment. Association of space, interaction and history affect the distribution pattern is formed. The concept by Porter shows that central of Mbarek has higher competitiveness in input factor (central location, labour, price). While the in Wijilan has higher competitiveness in the factor of demand condition and strategy of competitor. The related or supporting factor for both central is relatively same. Wijilan and Mbarek produce 3 categories. Categories has the same that is stall form and brand. Another category in Wijilan that is business bankruptcy and Mbarek that is stall position The central strategy in general is divided into four, which is category of infrastructure facility, distribution pattern, promotion, and social modal.

Keywords : *cluster of industry, central, space association, distribution pattern, competitiveness*