

RISET IDENTIFIKASI INDUSTRI FURNITURE DALAM UPAYA MEMBANGUN CLUSTER DI KOTA PASURUAN JAWA TIMUR

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ABSTRACT

The conducive climate on diplomatic relationship between Indonesia and EU provide some better export opportunities for Indonesian's business people to reach and sell their product in EU. Furniture goods is one of the attractive product that have the prospect market and expected bought by a lot of people in some EU countries.

Empowerment program on furniture industry in east Java province by government showed the direction activities to create and develop an industry cluster. According to the existence of this cluster, in the future, it would give the positive impact to establish an alliance and agglomeration of furniture firm and their entities.

Supply chain problems will concern a lot with efficiency manner, especially on procurement cost of raw material. In other hand, the economic infrastructure such as government assistance and private agency explains small contribution for the sustainability of the furniture firms in the future based on clustering planning and establish the alliance strategy.

Keyword: agglomeration, alliance, cluster

PENDAHULUAN

Hubungan perdagangan Indonesia dengan mitra dagang terutama pada Negara Uni Eropa memberikan tanda-tanda mengembirakan, karena telah memberikan fasilitas tarif serta keringanan bea masuk. Selain itu di dalam menjalin hubungan dagang cenderung mengaitkan kerja samanya dengan penghormatan HAM, demokrasi, good government, perlindungan lingkungan, dan liberalisasi perdagangan. Mari Elka Pangestu selaku Menteri Perdagangan Republik Indonesia (Jawa Pos, Februari 2006) menyatakan "hal ini menjadi peluang perdagangan Indonesia, karena kebijakan ekspor yang ditetapkan Indonesia dari produk pertanian dan bahan mentah hingga barang konsumsi tahan lama, seperti: tekstil, furniture, dan elektronik. Saat ini Departemen Perdagangan