

ABSTRACT

This study was held to examine the excellent potential of economy activities at Pemalang Regency. The analysis is done by a comparing the Gross Regional Domestic Product at constant 2010 in Pemalang and Gross Regional Domestic Product at constant 2010 in Central of Java. The analysis model is LQ, Shift-Share, MRP and Overlay, sector contribution analysis, klassen typology and SWOT analysis.

The result of LQ analysis showed that almost all economy sectors at Pemalang Regency were categorized as basic sector, except for manufacture, construction, transportation-warehousing, and real estate sector. While Shift-share analysis of the whole sector gave positive value which indicated economy activities growth. The MRP analysis showed that there is significant growth on industry, transportation, warehousing, food-beverage and accommodation supply, real, business service, education, health and social sectors. The other result gained from overlay analysis, told us that the dominant sectors are from agriculture, forestry, and fishery, considering contribution and growth aspects of these sectors which have the biggest value among other sectors. The result of sector contribution analysis indicated that tertiary sector has given the biggest contribution for PDRB of Pemalang Regency during 2010 – 2014. The Klassen typology analysis defined Pemalang Regency which is high income but low growth. Based on the SWOT analysis, the suitable strategy to increase the development was by employing strategic area to actuate the economy sector, increase human resource potential to develop basic sector as support system of development, increase agriculture output as agriculture role the superior sector at Pemalang, develop supporting infrastructure for basic sectors, increase the quality of the process and the output of the economy sector production, increase human resource's quality to manage natural resource effectively, in order to produce high quality product that meet export product qualification.

Keywords: Economy development, PDRB, LQ analysis, Shift-share analysis, MRP analysis, Overlay analysis, Sector contribution analysis, Klassen typology analysis, SWOT analysis.