

Studi Pengembangan Industri Konveksi di depok dengan pendekatan Metode Analytic Hierarchy Process

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20303987&lokasi=lokal>

Abstrak

<i>Garment industry has been one of small dominant industries in Depok that grows and develops hierarchy after having so much improvement. Nevertheless, there are still fundamental issues which needed identification and solution, and that requires more serious attention and thoughts. Local Government, Depok itself has established four alternatives to develop garment industry. There are production capability improvement, product quality improvement, marketing aspect improvement and partnership improvement. From Analytic Hierarchy Process result, we got a conclusion that marketing aspect improvement would be the prior alternative. In order to follow up the decision, strategic planning was made by using Action Planning for Failure Modes Matrix. Based on KPI determination, SMEs support group role, including the government, practitioners in SMEs and researchers and academics in the area of entrepreneurship and small business development, will develop and monitor garment industry in three development phases so that garment industry being competitive.</i>