

## Persepsi investor terhadap daya tarik investasi free trade zone Karimun = The investor's perception against investment interest of free trade zone Karimun / Andi Sofinar

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### Abstrak

<b>ABSTRAK</b><br>

Pembentukan free trade zone merupakan salah satu instrumen untuk memperoleh foreign direct investment, ditengah kompetisi antar negara untuk merebut investasi asing. Pertumbuhan ekonomi dan investasi Singapura dan Malaysia semakin pesat, namun memiliki keterbatasan lahan sehingga menjadi peluang bagi Batam, Bintan, Karimun sebagai free trade zone untuk memperoleh multiplier effect. Kebijakan ini menjadi daya tarik bagi pengembangan investasi terutama di Kabupaten Karimun. Data Badan Pengusahaan Karimun, menunjukkan pada tahun 2007 terdapat 9 perusahaan yang berinvestasi di FTZ Karimun dengan nilai investasi Rp.882 miliar, dan pada akhir 2015 terdapat 155 perusahaan dengan nilai investasi Rp. 22.7 triliun. Penelitian ini bertujuan untuk mengetahui persepsi investor terhadap daya tarik investasi free trade zone Karimun. Menggunakan metodologi penelitian deskriptif analisis dengan desk research, survey kuesioner dan interview berisi pertanyaan tentang persepsi investor terhadap parameter daya tarik investasi. Hasil jawaban kuesioner dan interview responden dianalisis secara tabulasi silang, untuk melihat keterkaitan antara karakteristik investor dengan parameter daya tarik investasi free trade zone Karimun. Berdasarkan analisis, faktor penghambat daya tarik investasi antara lain buruknya infrastruktur, legalitas lahan sangat minin, dan kondisi tenaga kerja lokal dengan tingkat pendidikan rendah dan tidak memiliki keterampilan khusus. Faktor daya tarik investor untuk berinvestasi di FTZ Karimun yakni, tersedianya fasilitas fiskal, kondisi keamanan yang kondusif, rendahnya biaya berinvestasi, serta harapan FTZ menyeluruh di Pulau Karimun.

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<b>ABSTRACT</b><br>

The establishment of free trade zone is one of instruments to obtain foreign direct investment, in the middle of competitions among the countries to seize foreign investment. Singapore and Malaysia economic growth and investement increasing rapidly, but has limitation on the land so that becomes an opportunity for Batam, Bintan, Karimun as free tade zones to gain multiplier effect. This policy became an attraction for investment development especially in Karimun District. Data from Karimun Trade Zone Authority showed in end 2015 there were 155 companies with investment value Rp. 22.7 trillions. This focused research aims to determine the perception of investors to Karimun free trade zone investment

attractiveness, using descriptive analysis research methodology with desk research, questionnaire survey and interview containing questions about investor's perception to investment attractiveness. The results of questionnaire answers and respondent's interview are analyzed in cross tabulation, to see the connection between investor's characteristic and free trade zone Karimun investment attractiveness parameter. Based on the analysis, investment attractiveness obstacle factors are poor infrastructure, the legality of the land was minimal, and local manpower condition with low education level and not having certain skills. Investor's attractiveness factors to invest in FTZ Karimun are the availability of fiscal facility, conducive security condition, low investment cost as well as comprehensive FTZ expectation in Karimun Island.