

## **Prospek pengembangan industri rumah kayu Minahasa: analisis ekonomi dan dampak kebijakan perhutanan**

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### **Abstrak**

The article highlights the prospects of Minahasa wooden-house development by analysing its supply and demand sides, taking into account the cultural aspects therein. The findings show that economically as well as financially Minahasa wooden-house industry has a good and promising prospect. Due to its proximity to wood sources the industry in Mokobang has a better comparative advantage than that in Woloan. However, taking into account the demand side as well, the industry in Woloan has a better competitive advantage, since the industry therein more strictly followed the cultural aspects in the making while accommodating to varying consumers' taste and preferences. Implementation of the forestry policy to cater wood for local industry seems in favor of promoting wooden-house industry. Consumers' decision to buy wooden-house is mainly affected by the wooden-house price, price of alternative house, and level of consumers' education.