ABSTRACT

DODI RAHDIANA, Strategy of Enhancing Private Investment in Bogor Regency. Under direction MUHAMMAD FIRDAUS and ARIS MUNANDAR.

The objective of the research is to reformulate a strategy to enhance private investment in Bogor regency. The first is to analyze the economic potency and the growth of private investment in enhancing economic growth, employment and the investment itself, second, to analyze determinant of private investment in Bogor Regency, and third, to reformulate policy of enhance private investment. The data were collected through observation, quisioner and interview the respondents that know about the private investment policy under this study.

Data Analysis Methods for enhancing private investment in Bogor regency were: the economic potencial at Bogor Regency by LQ analysis, growth of private investment by Typology Klassen analysis, determinat of investment by Analytical Hierarchy Process, and strategy of enhance private investment by SWOT analysis.

The Analysis showing result: First, Bogor Regency up to year 2008-2010 experience investment decreases, and the growth value of the investment using the typology of Klassen for Domestic Investment and Foreign Investment regencies/cities in West Java in 2008-2010, Bogor Regency is in quadrant III of classification of areas including advanced but saturated. Second, analysis result about investment competitiveness show the actor that influence Bogor Regency investment competitiveness alternately which are government (0,480), house of representative of Bogor Regency (0,311), investor (0,084), and non government organization (0,059). The most influence factor of Bogor Regency investment competitiveness which are institutional (0,423), infrastructur (0,270), economy potency (0,124), and employment (0,067). Third, from the strategy analysis, This study has identified four alternatives of policy through SWOT, namely, simplication regulation of permit service (5,712), opening branches of service (5,660), intesification of communication between stakeholder (4,502), and increasing human capital quality (3,838).

Key words : Private Investment, Competitiveness, AHP, and SWOT