ABSTRACT

ROISATUN NISAA FIRDAUSIYAH ABDUR ROUF SAM. The Study of Finance Potential and Development Strategy of Proliferation South Tangerang Municipality. Supervised by BAMBANG JUANDA and SETIA HADI.

The study shows that South Tangerang Municipality is proper and ready to be an autonomous region. South Tangerang Municipality fulfils the rules and regulations to become a new autonomous region. However South Tangerang Municipality did not optimally exploit the potency in the region. The priority of development and investment should be directed to existing sectors such as Trade, Hotel and Restaurant Sector, Manufacturing Industry including Goods of Metal, Machinery and Equipment Industry; Paper and Paper Product Industry; Textile, Apparel, Leather and Footwear Industry; Food, Beverage and Tobacco Industry, also Building Sector. Those sectors can increase output, value added, job opening also stimulation impact toward another sectors. Agriculture sectors has important role in developing South Tangerang Selatan, because this sector could give the impact of increasing society welfare, in particularly for farmers. The development of agriculture sector is a strategy to solve disparity problem and regional linkage existed in South Tangerang Municipality.

Key words: proliferation, autonomous region, finance potential, existing sectors, development strategy