

# Strategi Penyediaan Tempat Tinggal Bagi Buruh Industri di Kawasan Industri Bergas Kabupaten Semarang

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## **ABSTRACT**

*Bergas district as developed industrial area, is a stimulator factor of urbanization. A large amount of labour affect the increasing of housing requirement for industrial labour. The lower income, the higher house and land price affect a few of industrial labour to choose live in rental room at around of industrial area. The unplanned development of rental room makes the degradation of environmental quality. The purpose of this research is formulating the strategy of industrial labour's housing supply in Bergas industrial area. The arrangement of strategy based on potential and constraint that each stakeholders have and preference of industrial labour as the object of research. The result of strategy is housing which compatible with characteristic of industrial labour. The purpose of this research is formulating the strategy of industrial labour's housing supply in Bergas industrial area. The arrangement of strategy based on potential and constraint that each stakeholders have and preference of industrial labour as the object of research. The result of strategy is housing which compatible with characteristic of industrial labour. The analysis method that used is mix method that combine qualitative and quantitative method. The qualitative method use descriptive and SWOT analysis. However, the quantitative method use frequency distribution and scoring. Analysis stage that conducted is characteristic of industrial labour analysis, role of stakeholder analysis, and strategy of industrial labour's housing supply in Bergas industrial area.*

**Keywords:** strategy, housing, industrial labour