

Pengaruh Industri Rambut dan Bulu Mata Palsu Terhadap Perkembangan Ekonomi Masyarakat di Kecamatan Purbalingga

Bayu Priyambodo

ABSTRACT

One sector that grew rapidly in the Purbalingga District during last ten years is the industrial sector and handicrafts. Industrial processing of hair with the cosmetic industry is the most prominent of its development. This study aims to determine the influence of the wig and the false eyelash industry to the economic development of communities in the District Purbalingga. Analysis techniques used in this research is to use a map overlay method and descriptive to analyze the development and distribution of industrial and Sectoral linkage, quantitative descriptive methods to analyze the changes in livelihoods, income and changes in economic activity and the following descriptive method to analyze the influence of development, location of industry Sectoral and industry linkage to the economic development community. Results obtained from this research in mind there is the addition of the amount of the the wig and the false eyelash industry that have not already able to meet the market demand so that it encourages other investors to infuse capital investment in the industry alike. Development of the industry point to the location of the peripheral zone of early development. There was a Sectoral linkage (backward linkage) as the business sector and the supply of factors of production (forward linkage) as the business support field marketing products produced by industry.

Keywords: *Industy, Economic Society, Growth Pole*