

**KARAKTERISTIK INTERAKSI KERUANGAN
PADA KLASTER INDUSTRI GERABAH KASONGAN
DI KABUPATEN BANTUL**

T E S I S

Disusun Dalam Rangka Memenuhi Persyaratan
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ABSTRACT

Interaction between industrial region and other region is a requirement to support existence of Kasongan's ceramic industry in Bantul Regency, Province of Daerah Istimewa Yogyakarta (DIY), where sectors having an effect on in this industrial activity bases on three sectors, raw material, labour and marketing. Purpose of this research is to know spatial interaction in Kasongan's ceramic industrial cluster. Research method uses mixture system that are quantitative and qualitative method. In analysing targets in this research, analytical technique used is quantitative descriptive in the statistic form, and qualitative descriptive analytical technique for qualitative research.

Analysis of raw material spreading indicates that main raw material (clay) is in Kasongan, except white clay and supporter raw material is delivered from outside Kasongan region, so that interaction with other region in fulfilling raw material hardly is required. So do labour, analysis result shows labour is more predominated by local labour, but rotational energy is delivered from outside region Kasongan such as from Brebes, Kuningan and Karawang. More than 60 % of Kasongan's ceramic product marketing is exported to foreign country. Domestic marketing is marketed in the market that lies in outside of Kasongan such as Yogyakarta, Bantul and outside of DIY Province. Kasongan's ceramic product also is marketed in shops alongside road of Kasongan. This indicates that marketing spreading is more dominantly to foreign country, so that spatial interaction with other region is dominance.

Interrelationship of spatial interaction with other region is still required for continuity of Kasongan's ceramic industry, because to fulfill requirement of raw material, expert labour and marketing system still depend on with other region that lies outside of Kasongan industrial region. It is required role especially the Government in increasing quality of ceramic product. It is required improvement of expertise of labour, expansion of innovation so that Kasongan's ceramic product can compete with ceramic product from other area and arrangement of marketing system entangling all industrial perpetrators in Kasongan.

Keyword: *spatial interaction, industrial cluster*