

**STRATEGI PENYEDIAAN TEMPAT TINGGAL  
BAGI BURUH INDUSTRI DI KAWASAN INDUSTRI BERGAS KABUPATEN  
SEMARANG**

**TESIS**

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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. However, the cooperation between all stakeholder namely industrial labour, government, industrial company, and financial institution not yet implement so industrial labour still depend on his own ability. If this condition ignored, it will affect the increasing of settlement environmental quality degradation.*

*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.*

*From the result of analysis, strategy of industrial labour's housing supply in Bergas industrial area is own house for labour with income same or more than 1,2 million rupiah and rent mansions for labour with income less than 1,2 million rupiah. Strategy of housing as a own house started with pilot project by PT. Sido Muncul as a developer of housing through Credit of Ownership Housing (Kredit Pemilikan Rumah). Loan of House Down Payment (Pinjaman Uang Muka Perumahan) from PT. Jamsostek, subsidy of differential interest from banking and government's incentive (IMB retribution reduction) used to support this strategy. Strategy of housing as rent mansions can be done through relationship between PT. Jamsostek as financial donor and Semarang local government as land donor with Build Operate Leasehold Transfer (BOT) system. Location of rent mansions which strategies from working location and compatible with preference of industrial labour in Sigladag village Bergas Lor District.*

**Keyword** : strategy, housing, industrial labour.