

## **ABSTRACT**

*Land use change is a phenomenon resulting from the development of an area which is seen from population growth, economic growth and changes in economic trends from the agricultural sector to the industrial sector. Pemalang Regency continues to experience changes in land use as evidenced by a decrease in the area of paddy fields. Pemalang Subdistrict and Watukumpul Subdistrict are Subdistricts in Pemalang Regency which experience the highest decrease in rice field area. This study aims to analyze and identify the conditions and patterns of land use change and the distribution of its location in Pemalang and Watukumpul Regency in 2011-2016. In addition, the influence of the factor of population, topography, land price, accessibility, and availability of social and economic facilities on land use change in the two Subdistricts will be analyzed.*

*This study used Spatial and Descriptive analysis methods. This method was used to analyze changes in land use through map overlays. The data used were secondary data from 2011-2016 and primary data in the form of interviews with the Government and Society.*

*The results showed that the distribution of the location of land use changes in Pemalang Regency in 2011-2016 was located in Mengori, Kebondalem, Pelutan, Sewaka, Saradan, and Bojongbata villages. While the distribution of land use change locations in Watukumpul Subdistrict is in Majalangu, Tundagan, Watukumpul, Pagelaran, Tlagasana, and Bongas Villages. The area has land use changes from wetland (agriculture) to build / non-agricultural land such as settlements, services, and commercial. Based on spatial analysis, changes in land use in Pemalang Subdistrict have a pattern of elongation following the road because its administration by the primary arterial road to cross such a line. As an implication the dominance of changes in land use is in areas close to arterial roads. While in Watukumpul Subdistrict there as a pattern spread because the demand for residential land was spread in every village due to the continued increase in population so that the land conversion rate was higher. Factor of total population, topography, land price, and accessibility have a influence on land use change in Pemalang Subdistrict and Watukumpul Subddistrict in 2011-2016. However, factor availability of socio-economic facilities have a influence on land use change only in Watukumpul Subddistrict in 2011-2016.*

*Key words : Spatial Analysis, Changes in Land Use, Distribution of Location, Pattern, Factors*