

ABSTRACT

This study aims to identify and identify the main problems of development IKM Tenun Troso in Jepara, Central Java and to find out the right solution to overcome the main problem of development IKM Tenun Troso in Jepara, Central Java fiber to formulate development strategies to IKM Tenun Troso in Jepara, Central Java.

This research uses Hierarchy Process Analysis (AHP) and in-depth interview with key-person as a tool to determine priority scale

The research finds that the Institution aspect has the most important weight in the development of Troso Weaving. From the Institution aspect the HAKI creation item was privatized in the development of the troso weaving industry. From the aspect of Technology, the item that enhances the business climate conducive to troso woven products has the highest priority weight. From the Industry aspect, items that increase innovation in the use of local resources for troso woven products have the highest priority weight. From the aspect of resources, the items using local raw materials are the highest priority. From the aspect of financial intermediation, scheme items and financing institutions that support the growth of creative SMEs occupy the highest priority.

Keywords: Analysis Hierarchy Process (AHP)