

## **ABSTRACT**

*Pacitan Regency is one of the regency in East Java Province which located along the southern coast of Java and has many potential of economic that spread in 12 districts. The Potency that exist in each of these districts have not been used optimally for the development of the area, and causing the lag of the regional development of Pacitan.*

*This study aims to analyze the base sector in Pacitan Regency, analyze the main commodities in each distric, and mapping the economic potential in Pacitan Regency. The methods that used in this study are Deskriptif Analysis, Loqation QuotientAnalysis(LQ),direct and indirect methods to achieve the research objectives. The data used in this study is secondary data from BPS, BAPPEDA, and District Offices of the 12 districts in Pacitan. It is also used primary data obtained from interviews with BAPPEDA, and 12 Head of district in Pacitan.*

*The results of this research concluded that each district in Pacitan have some potential areas that could become an activity base. The base sectors in Pacitan consists of base activities in the subsector of food crops, subsector of fisheries, subsector of plantation, subsector of the forestry, and mining sector. Besides that, there are construction sector, finance, real estate, company services, and other services. As for main commodities is akik stone, batik, food crops such as janggelan, empon empon, red chilli, plantation crops such as cotton and cloves, forest products such as teak, pine, Falcata, many of sea product, tourism such as beach and cave, and power plant (PLTU) Bawur. All commodities and base activities are spread across 12 districts in Pacitan.*

*Keywords: Economic Potential, Base Sector, Direct and Indirect Method, Loqation QuotientAnalysis(LQ).*