ABSTRACT

Cluster phenomenon has attracted the attention of economist to get involved in the location matters study that create a new paradigm and economic geography which is called new economic geography. Tumang is tourism village industrial district of metal craft in Boyolali Regency chosen because this product as one of seedbed in Boyolali Regency which has a characteristic and dominated by small-scale industry.

The purpose of this study is to analyze cluster pattern and analyze factors which influence the market orientation in industrial district of metal craft Tumang ,Cepogo, Boyolali Regency. This study uses primary data collected through direct interviews to the respondents with a list of prepared questions. There are 60 respondents in Cepogo district, that became the object of research. For the purpose, this study uses Cluster Analysis to analyze cluster pattern refers to the variable in the Markussen model (1996) and Logistic Regression Model is used in this study to analyze the important factors that distinguish export-oriented industries and domestic-oriented industries. This model is particularly used to answer if Tumang metal craft product industries are inward-oriented (local market oriented) or outward-oriented (international market oriented). This can also be predicted using some other free variables.

The results of the identification of the proposed cluster patterns Markusen, it can be concluded that the pattern of industrial district of metal craft Tumang Cepogo Boyolali Regency follows the pattern of clusters Marshallian and the Hub and Spoke. The results of binary logistic regression model analysis in this study showed that of seven independent variables, there are four variables that significantly influence the export market orientation of the labor, age of business, the buyer network, and the active promotion. While the training, technology and network suppliers of raw materials has no effect on export market orientation.

Keywords: Industrial Groups, Metal Craft Products, Market Orientation.