

## ABSTRACT

*The manufacturing sector contributes the highest in the sub-sector GDP Tegal and the food industry has the highest percentage contribution to GDP . Industry crackers noodles Harjosari Lor Village Sub-District Adiwerna is one of the centers of the food industry is being developed as judged sufficient potential to be developed in order to increase local revenues . The goal is to know that the industrial centers of crackers noodles follow Markusen cluster pattern , knowing the industry linkages and factors affecting market orientation .*

*This study uses primary data with 56 respondents owner crackers noodle industry Harjosari Lor village . Analysis on the use of cluster analysis pattern Markussen , linkage formation and logistic regression analysis .*

*The results of the research on the industrial district crackers noodles Harjosari Lor village Adiwerna District of Tegal cluster refers to a pattern of Marshallian and Hub & spoke . Linkage formation indicates that relatively strong cooperation exists . Results of logistic regression analysis in this study there are five independent variables affect the results significantly and the market orientation of the variable labor , business training , company age , the largest buyer network , and a network of raw material suppliers as well as the two variables are insignificant and do not affect the market orientation is technological variables and active promotion.*

*Keywords :sector industry, cluster industry, crackers noodle industry, market orientation.*