

ABSTRACT

The shift of economic structure coloring of the Indonesian economy in the last three decades. Indonesia, which has the characteristics that an agrarian base and began to shift the economic structure towards the industry as the main mover. This also occurred in Central Java. The industrial sector became the leading sector in Central Java, ahead of other sectors. Industry in Central Java are mostly small and medium industries as well as numerous. In Central Java, PDRB in 2008, non-oil processing industry able to contribute to the Central Java at Rp. 68,628,771,670,000. Automotive industry, including assembly, body and parts market is one of the oldest, largest and most significant in Indonesia. One important component in the exhaust of motor vehicles. Muffler serves as the drain of the combustion occurring within the vehicle engine. Exhaust the famous industrial centers in Central Java, there are villages Purbalingga Lor and Kembaran Kulon, District Purbalingga Purbalingga. This industry is important and needs to be investigated because this industry to be one big supplier for aftermarket market to outside Java.

This study aims to analyze the exhaust industry profile in Purbalingga Purbalingga. In this study, which is in issue circumstances of an industrial exhaust , weaknesses, strengths, threats, opportunities, constraints arising from the political environment , economic, social and technological. It also formulated industrial development strategies using SWOT analysis.

Key words: industrial exhaust, SWOT analysis, PEST analysis, strategies for industrial development.