

STRATEGI PENYUSUNAN KOMODITAS UNGGULAN DAERAH¹

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ABSTRACT

This paper evaluates the determination of competitive products implemented by local government. We use the five aspects of business feasibility and the Revealed Comparative Advantages (RCA) analysis. The five aspects include marketing, financial, technique and production, management and legal, and social and environmental aspects. The RCA measures comparative advantages of a product in a region in compare to its competitor within the same province. The paper found the competitive product selection implemented by the local government are not always inline with the five aspects of business feasibility and the RCA. The use of the 5 aspects can help the banking sector to finance the competitive products and the use of the RCA can increase the possibility of the sector to help solving the local economic problems.

Keywords: *Komoditi Unggulan, RCA, MFEP, Location Quotion, Jawa Tengah*

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