ABSTRACT

This research was conducted to analyze the potential sectors and development strategies of Ponorogo Regency in 2013-2017. This research is an evaluative descriptive study with quantitative methods. This study uses Location Quotient analysis, Scalogram analysis, Gravity analysis and SWOT analysis. The data used is secondary data.

The results of the LQ analysis show there are eight potential sectors in Ponorogo Regency. From the Scalogram analysis shows that Ponorogo Subdistrict becomes the center of growth in Ponorogo Regency by occupying hierarchy I. The results of the Gravity analysis show that Ponorogo Regency has the strongest linkage between the region and Magetan Regency. From these results, the results of the SWOT analysis were strengthened which recommended the W-O strategy to the government.

Keywords*: Regional Potential, Development Strategy, Location Quotient, Scalogram, Gravity, SWOT.*