



PORTER COMPETITIVENESS ANALYSIS IN CRAFTS CLUSTER KAJIGELEM, BANTUL, YOGYAKARTA

Ratna Roostika, Tri Wahyuningsih, Sigit Haryono
UPN "Veteran" Yogyakarta

Abstract

Bantul Regency is known as the biggest contributors of crafts export from Yogyakarta. There are many crafts clusters with varieties of local skills and local products. Supported by Yogyakarta as centre for culture, education and tourism, crafts productions in Bantul received many benefits. This study takes place in Kajigelem (Kasongan, Jipangan, Gendeng, and Lemahdadi) with reasons that these areas host many crafts producer and varieties of traditional products are created such as pottery, batik, hand fan, natural fibre, etc. Using Porter Diamond theory, this study explored the competitive capability of small business players in Kajigelem. Four main aspects are explored with Focus Discussion Groups. The four aspects include Factor conditions, Demand conditions, Firm strategy, structure and rivalry, and Related and supporting industries. This study is exploratory, thus qualitative approach was taken. Focus Group Discussions attended by 10 small business players were organized. The information collected will be useful for both further research on Kajigelem crafts competitiveness as well as to the local authority relating important issues that must be undertaken in order for the small business players be more competitive particularly in facing Asean Economic Community 2015.

Keywords: *Factor Conditions, Demand Conditions, Firm Strategy, Structure and Rivalry, and Related and Supporting Industries*