

ABSTRACT

Jumadil Anshari: TM / Nim 2015/15042124 City Government Strategy in Developing Small and Medium Industry Centers (Case Study in Kampung Perak, Kota Pariaman).

This research is motivated by the issuance of the Decree of the Mayor of Pariaman Number: 412/510/2016 concerning the Determination of the Center for Small and Medium Industries Located in Kampung Perak, Pariaman City. Where this regulation was issued in order to make Kampung Perak become one of the centers of small and medium industries in the City of Pariaman which was inaugurated in 2016 which was called the Snack Village. But in the course of the Small and Medium Industry Centers in Kampung Perak, Pariaman City is still underdeveloped in terms of economy and development is still needed. This study aims to examine and describe (1) the strategy of the Pariaman City Industry and Trade Cooperative Office in developing the Snack Village, (2) the supporting factors of the Pariaman City Industry and Trade Office towards the development of UMKM in the Snack Village. This research is a qualitative research with descriptive method. Informants *were determined by purposive sampling and incidental sampling techniques*. Data collection techniques used were observation, in-depth interviews, and study of documentation. Data validity test is done by source triangulation and triangulation methods. While the data analysis techniques used are data collection, data reduction, data presentation and drawing conclusions. The results of this study indicate that the government's strategy in developing Small and Medium Industry Centers (Case Study in Kampung Perak, Kota Pariaman) is still not going well, where development processes in the area of financial capability, marketing development, human resources, regulation and control. Furthermore, supporting factors for the development of UMKM in the Snack Village are assistance provided by BUMN and cooperation with external parties.

Keywords: Strategy, Development, UMKM, Kampung Perak Snacks