

PENINGKATAN NILAI INVESTASI : STUDI TENTANG STRATEGI PENINGKATAN
NILAI INVESTASI DI KABUPATEN SIDOARJO.

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CAPITAL INVESTEMENT
2008

ABSTRACT

Investment has an important role for regional and national development. Sidoarjo is one of district that develops in its economics field and has hi^{gh} investment values in east java. In middle of 2006 there is mud flood which argued will influence the investment in Sidoarjo because of its many bad effects. Base on that fact. this research is intended to see what strategies does Sidoarjo government for developing its investment. This research use qualitative method with descriptive type. The data is taken from profound interviews and documenter result. The Informan is choosing by snowball system. In process of data analysis, the data categorize and combine to relate between one to another. Data validation conducted through triangulation data sources so the data serve as authentic data.

The aim of research is to now what Sidoarjo Government strategies to develop Sidoarjo district and its investment from many aspects. *First*, conducive environment where there a guarantee for company and Sidoarjo district able to make cooperation in national or international area. *Second*. reformation in policy and tax administration where Sidoarjo Government give an incentives for taxer which match with the system flow down. *Third*, Sidoarjo Government build global service (one stop service) lisenc. *Fourth*. Sidoarjo Government provide a better quality employment.

Key Words: Strategic, Investment and Sidoarjo Distrirel