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THE EFFECT OF STRATEGIC MANAGEMENT ON INDUSTRIAL ESTATE POLICY (CASE STUDY: INDUSTRIAL ESTATE OF SEMARANG CITY)

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Abstrak

Government policy can be implemented if it has valid data which explain the business field, address, owner's name and other data. The availability of valid and updated data will greatly assist the government in preparing an improvement program for the industrial sector.

Based on the results of the calculation of the r test (correlation test), the variable area of land potential for industrial areas and the variable distance to the harbor and the center of city obtained a value of r count 0.487 <r table 0.95 and r count 0.914 <r table 0.95. Based on the results of the calculation of the t test (significance test), the variable area of land potential in the industrial area and the variable distance to the harbor and center of city obtained a value of t count 0.788 <t table 4.303 and t count 3.177 <t table 4.303.

It is concluded that there is a positive correlation between the area of land potential and the distance between industrial estates to the harbor and center of city with industrial estate policies..

INTRODUCTION

Industry is one of the main sectors of local revenue, of course, more attention must be given to the government and related agencies or institutions. This must be done with the consideration that the presence of industry will indirectly reduce unemployment and improve the standard of living of the people in the city/regency. On this basis, it can be concluded that the increase in the industrial sector manifested in small, medium and large industries will indirectly reduce unemployment and is directly proportional to the increase in the local

revenue.

The increase in industrial productivity is influenced by several factors, including technology and science (IPTEK), the availability of quality natural resources and human resources, as well as the location or presence of the industry. Good quality and quantity of industrial products will then be able to encourage a better economy. The various factors are then studied which will become the basis for establishing a new industry or expanding an old industry. The results of the study will later become the basis for policy decisions, both from the company's board of directors with considerations of profit and deficit, as well as from the government and related agencies with consideration of the positive and negative impacts of the existence of the industry on the community.

The basic data must have gone through a management process so that the resulting database can provide valid information. Unfortunately, the data regarding this matter is currently not maximized because the data must be updated/updated continuously to continue to be able to obtain valid and up-to-date data so that they can see the progress and development of the industrial sector in the city/regency.

In this journal, we will discuss the concept of management of industrial data collection information combined with GIS data in the form of industrial density in the area which will then obtain the feasibility of building an industrial area.

Industry

Industry is all forms of economic activity that processes raw materials and or utilizes industrial resources to produce goods with higher added value or benefits, including industrial services (Law of the Republic of Indonesia No. 3 of 2014 concerning Industry).

Industries are built to have the following objectives:

1. Improving people's standard of living & welfare
2. Increase local revenue which in turn supports the national economy
3. Encouraging the creation of new technology and science that can increase industrial productivity in terms of quantity & quality.
4. Creating job opportunities for the community so as to reduce unemployment.

5. Increase the country's foreign exchange through the export of industrial products.
6. Become a research place for new discoveries.

Industrial Area

According to Government Regulation No. 142 of 2015 concerning Industrial Estates, Industrial Estates are areas where industrial activities are concentrated, equipped with supporting facilities and infrastructure developed and managed by Industrial Estate Companies.

Some points of hope with the development of industrial areas according to the Regulation of the Minister of Industry No. 40 of 2016 concerning Guidelines The technical development of Industrial Estates, among others, makes it easier for business actors to obtain industrial plots in a ready-to-build condition that has been equipped with adequate infrastructure. Another hope is to provide legal certainty for the location of business establishments that have been established with the aim of avoiding all forms of disturbance and providing a sense of security for business actors. As well as providing solutions to spatial planning problems and controlling environmental impacts arising from industrial production activities.

According to the Regulation of the Minister of Industry No. 35/M-ENG/PER/3/2010 regarding the Technical Guidelines for Industrial Estates, the selection of industrial estate locations must consider the following criteria:

a. Distance to Center of City
b. Distance to Settlement
c. Available Road Network
d. Infrastructure
e. Electric network
f. Telecommunication Network
g. Seaports
h. Topography & Land Conditions
i. Distance to Water Source
j. Land Availability
k. Land Price

l. Location Orientation
m. Land Use Pattern
n. Multiplier Effect

Information Management

Understanding Information Management is defined as activities carried out with the aim of managing data, including starting from searching/collecting data, then compiling data to obtain data classification. Data on company activities that have gone through the information management process are then presented. The data that is neat and valid can be used as a basis for management in making decisions.

Through information management can also be a responsibility of company management in carrying out industrial activities. Information management can ensure the timing of industrial activities goes according to plan so that the company can run according to plans and strategies.

The government in its task of supervising and controlling industrial businesses and industrial estates is also helped by the existence of information management. The government's objectives in monitoring and controlling efforts include:

1. Maintain compliance with industry regulations
2. Knowing the level of compliance with the government regulations in question, among others
    a. Human Resources
    b. Utilization of Natural Resources
    c. Energy Management
    d. Water Management
    e. Sni, Technical Specifications, and/or Procedure Guidelines
    f. Industrial Data and Industrial Estate Data
    g. Green Industry Standard
    h. Industrial Estate Standard
    i. Industrial Permits and Industrial Estate Permits
    j. Security and Safety Of Tools, Processes, Products, Storage and Transportation.

In general, the functions of an information management include:

1. Facilitate the field of management in carrying out the preparation of the planning process, supervision and work direction for all elements in the department or organization that it coordinates
2. Improve efficiency and effectiveness in terms of data processing due to the management of data information that has been presented accurately and in real time and is more organized
3. Minimize costs and increase the productivity of the company or organization
4. Improving HR (Human Resources) in the implementation of work units systematic

Strategic Management

Strategic management is an activity that includes planning, organizing, staffing, coordinating, and controlling the work of other people to achieve goals (Retina, 2019).

The main purpose of implementing strategic management is to overcome various problems that exist in the company. According to (Mukhlis Catio, 2021), other objectives of strategic management are:

1. Protecting the interests of many parties
2. Give direction to achieve goals
3. Anticipating change
4. Achieve effectiveness and efficiency

The stages of strategic management include:

a. Stages of strategy formulation
b. Stages of strategy implementation
c. Stages of strategy evaluation

RESEARCH METHODS

The location of this research is in the city of Semarang located at 6°50' - 7°10' South Latitude (LS) and 109°35' - 110°50' East Longitude (BT), more precisely in 4 sub-districts namely Tugu District, Ngaliyan District. , Mijen District and West Semarang District.

Meanwhile, the industrial estates that stand in the city of Semarang are:

New Semarang Hill Area Industrial Area (BSB), Guna Mekar Indonesia Industrial Area, Temple Industrial Area, Terboyo Area and Wijaya Kusuma Industrial Area. The selection of these 4 sub-districts is based on the consideration that the location of industrial estates in the city of Semarang is more or more dominant in this research location.

Research Data

1. Company Data
   Contains company data in the form of company name, line of business, address, name of company owner, number of workers, and other data in Tugu, Ngaliyan, Mijen and West Semarang Districts.
2. Spatial Data
   Contains data on Administrative Boundaries and Administrative Areas for Tugu, Ngaliyan, Mijen, and West Semarang Districts.
3. Industrial Estate Data
   Contains data on industrial areas located in the Semarang City Area.

Population and Sample

The city of Semarang has 5 industrial areas, namely the Bukit Semarang Baru (BSB) Industrial Area, the Guna Mekar Indonesia Industrial Area, the Temple Industrial Area, the Terboyo Area and the Wijaya Kusuma Industrial Estate. This shows that the population of the research data is 5.

In this study, a sample of 4 industrial areas will be used, namely the Bukit Semarang Baru (BSB) Industrial Area, Guna Mekar Indonesia Industrial Area, Candi Industrial Area, and Wijaya Kusuma Industrial Estate. This shows that the sample of research data is 4.

According to Slovin's Theory in the book (Sugiyono, 2018) the determination of the number of samples is stated in the formula

$$n = N / (1 + (N \times e^2))$$

Description

n = Sample

N = Population

E = Margin of Error

If Margin of Error is 5%,

n = 5 / (1 + (5 x $(0,05)^2$))

n = 0,997 or 1

Sample of this study already meets the standart number of samples

Variable

This study considers several variables/parameters related to information management based on geographic information systems to determine the level of suitability for the establishment of industrial estates in an area.

These parameters include the potential area of industrial area land and the distance from the industrial area to the harbor and center of city. The results of the analysis will be used to determine the data on the level of conformity of industrial estate policies in the city of Semarang.

1. **Potential Area of Industrial Estate**

   The area of land potential for industrial areas is the level of land use available in industrial areas for industrial activities based on the Regional Spatial Plan (RTRW) in an area. Information about the potential land area of this industrial area becomes data for management and the government in making policy

2. **Distance to Harbor and Center of City**

   The distance to the harbor and center of city is a parameter used by an industry in determining the location of the establishment of a factory or industry. This is related to distribution to the market or closely related to marketing activities for the company. The nearest harbor is Tanjung Mas Harbor, Semarang and the Center of City is the Semarang City Government Center. Information about the distance to the harbor and center of city becomes data for management and the government in policy making.

H1 = The area of land potential for industrial estates has a positive and significant effect on industrial estate policies

H2 = The distance to the harbor and center of city has a positive and significant impact on industrial estate policies

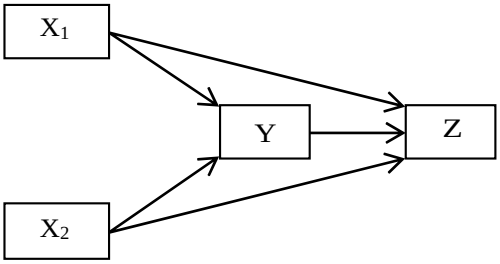

Figure 1. Relationship of Variables, Information Management and Industrial Estate Policy.

Description

X1 = Variable 1 (Potential Area of Industrial Estate)

X2 = Variable 2 (Distance to Harbor and Center of City)

Y = Information Management with GIS

Z = Industrial Estate Policy

Collecting Data

1. Company Database Creation

The creation of a company database is by inputting and compiling company data obtained from a field survey containing company names and company addresses in 4 sub-districts as well as data from the Semarang City Industry Service.

2. Administration Map Making

Making administrative maps is by utilizing Shapefile data (.shp) which is obtained and then processed using ArcGIS software.

3. Compilation of Industrial Estate Data

Industrial area data was obtained from the Semarang City Investment and One Stop Integrated Service (DPMPTSP) Office which was then compiled as expected.

RESULTS AND DISCUSSION

1. Company Data Results

The following is data from a field survey containing company names and company addresses located in 4 sub-districts, namely Tugu, Ngaliyan, Mijen and West Semarang Districts.

Table 1. Industry of Tugu District

No	Company Name
1	INDOMINA CIPTA AGUNG, PT
2	NIHON NOVELICA FOOD,PT
3	INDOFOOD SUKSES MAKMUR, PT
4	JAVA AGRITECH, PT
5	CANDRA BUANA SURYA SEMESTA, PT
6	KARYA CIPTA NYATA WISESA, PT
7	NIPPON INDOSARI CORPINDO PT
8	PANDOWO UTOMO FOOD, PT
9	CARGILL INDONESIA, PT
10	HERCULON CARPET, PT
11	PAN PASIFIC JAKARTA, PT (CABANG SEMARANG)
12	BINA BUSANA INTERNUSA PT
13	APPAREL ONE INDONESIA
14	SANDANG ASIA MAJU ABADI,PT
15	FAST MANUFACTURING, PT
16	KREASI INDAH BUSANA, PT
17	SIDEN SEMARANG ASIA, PT
18	MANDIRI TIMBER PRATAMA PT
19	MITRA SEJATI, CV
20	JATI LUHUR AGUNG, PT
21	KEMASAN CIPTA PRIMA, PT
22	HANLA CARTON, PT
23	KEMILAU MITRA DELAPANPULUH, PT
24	LUNG FUNG EMAS PERKASA, PT
25	SUMBER DAMEL PRINTING, PT
26	MATS CHARCOAL SEMARANG, PT
27	TIRTA CIPTA NUGROHO, PT
28	NUFARINDO, PT
29	CIUBROS FARMA, PT
30	BOROBUDUR EXTRACTION CENTRE, PT
31	JADI JAYA MAKMUR, CV
32	SIMONGAN PLASTIC FACTORY, PT
33	RANDUGARUT PLASTIKINDONESIA, PT
34	INAKOSA PLASTIK, PT
35	GOLDEN MANYARAN, PT
36	ADHI KARYA, PERSERO TBK PT (Departement II, Divisi Konstruksi IV, Aspalt Mix Plant -AMP- Kawasan Semarang)
37	ARIES PUTRA BETON
38	RIA SARANA PUTRA JAYA, PT
39	INTAC BRASS INDONESIA, , PT
40	AST INDONESIA, PT
41	SURYA MULYA BANGUN INDO, PT
42	CIPTA INDAH JOKINDO, PT
43	SEMARANG AUTOCOMP MANUFACTURING INDONESIA, PT (SAMI)
44	COUNTRY FROM INDONESIA, PT
45	KHARISMA KLASIK INDONESIA, PT
46	SEMERU KARYA BUANA, PT
47	MARIE ALBERT INDONESIA, PT
48	MEBEL JATI , PT
49	BARALI CITRA MANDIRI, PT
50	PROPERTI, CV
51	PASIFIC FURNITURE, PT
52	CHATEAU BACKYARD, PT
53	BOGOWONTO PRIMA LARAS, PT
54	MAMA GREEN PACIFIC, PT
55	INDODECOR PRIMANTARA, PT
56	LENTERA PERSADAGAS, PT

Source : Industry Department Semarang City 2020

Table 2. Industry of Ngaliyan District

No	Company Name
1	AQUA FARM NUSANTARA, PT
2	PRIMA CAKRAWALAABADI, PT
3	KEMFARM INDONESIA, PT
4	TAHU WISMILAK (WM)
5	TAHU LEGOWO, CV
6	KENKYO FOODS TECH INDUSTRY, PT
7	PETROPACK AGRO INDUSTRIES,PT
8	INDOFOOD SUKSES MAKMUR UNIT INGRADIENT,PT
9	VICTORIA CARE INDONESIA, PT
10	INDOFOOD FRITO LAY CO, PT
11	INDOSIGMA SURYA CIPTA, PT
12	SEMARANG BOGA MAKMUR, CV
13	LANGGENG MAKMUR
14	MANDIRI JAVA FOOD, PT
15	PANGAN LESTARI, PT
16	HAVINDO PAKANOPTIMA,PT
17	REHOBAT, PT
18	ARNA MAKMUR INDUSTRI, PT

19	TIRTA INVESTAMA, PT
20	BAHTERA NUSANTARA, PT
21	GANDA ARTHA NIAGA, CV
22	JOHN'S GLOVE FACTORY, PT
23	WEBE INTER TIRZADA, PT
24	ONNA PRIMA UTAMA, PT
25	PRIMATEX LESTARI
26	SCANCOM INDONESIA,PT
27	ARINDO GARMENTAMA, PT
28	RICHTEX GARMINDO, PT
29	ANUGRAH GUNA ABADI, PT
30	SAMWON BUSANA INDONESIA, PT
31	STAR ALLIANCE INTIMATE, PT
32	AMAN INDAH MAKMUR, PT
33	GAGACLO, PT
34	RICHTEX GARMINDO, PT
35	SURYA INDAH GARMINDO, CV
36	HISHENG LUGGAGE ACCESSORY, PT
37	MARIMAS PUTERA KENCANA, PT
38	SAN YU FRAME MOULDING INDUSTRIES, PT
39	GOLDEN PRIMA SENTOSA
40	ALAM CITRA LESTARI, PT
41	SETIA INDO PUTRA, PT
42	SARANA MEKAR GEMILANG, PT
43	BETA ENDORPHIN
44	GRAND INDO TIMBER, CV
45	GANDA GUNA BOX, CV
46	MITRA ABADI SEJAHTERA BOKSINDO, PT
47	MITRA DUNIA PALLETINDO, CV
48	MUNCUL PUTRA OFFSET, PT
49	PERCETAKAN LARIS
50	MARGONO DIAN GRAHA, PT
51	MEDIA NUSANTARA PRESS, PT
52	MULIA PACK GRAVURINDO, PT
53	MULIA FORM GRAFINDO, PT
54	MURBA JAYA ABADI, PT
55	TRISAKTI MUSTIKA GRAPHIKA, PT
56	INDO AGRICULTURE INTERNATIONAL, PT
57	BUKIT PERAK, PT
58	MAKMUR LESTARI, CV
59	ZENITH PHARMACEUTICALS, PT
60	SAMPHARINDO, PT
61	LEO AGUNG RAYA, PT
62	INTI JAYA META RATNA FARMASI, PT
63	BUFA ANEKA, PT
64	LIRA PRATAMA,PT
65	MERAPI UTAMA, PT
66	SOLOCONE INDUSTRI, PT
67	DARAT, CV
68	PENTASARI PRANAKARYA, PT
69	SUSAN PHOTO ALBUM, PT
70	INDO RUBBER FACTORY, CV
71	WIRAPETRO PLASTINDO, PT
72	SUMBER AJI LANGGENG SANTOSO, PT
73	GUNA MEKAR INDUSTRI, PT
74	MEKAR JAYA, PT
75	TOP JAYA PLASTIK, PT
76	LARIS SENTOSA,PT
77	TRIMEGAH EKA PLASINDO, CV
78	ALAM DAYA SAKTI, PT
79	BALTON KURNIA ABADI,PT
80	LITTLE GIANT STEELCORPORATION, PT
81	NUSANTARA METAL CO INDUSTRIES
82	BESI BAJA MAKMUR, PT
83	TRI SINAR PURNAMA, PT
84	ALU TAMA, PT
85	USAHA MUDA, PT
86	MEIHO MANUFACTURING INDONESIA, PT
87	DWI PUTU KASIRANO, CV
88	FLYING WHEEL, PT
89	MATAHARI SILVERINDO JAYA, PT
90	NAGA MAS CAHAYA SENTOSA, PT
91	MEGA PLASINDO UTAMA (ADVANCE), PT
92	MEGA PRINT CITRA MANDIRI, PT
93	ANUGERAH PRATAMA, CV
94	KORONKA NUSANTARA, CV
95	IDOLA AERINDO UDAYA, PT
96	INDONESIAN PRECISIONPART, PT
97	JANSEN INDONESIA, PT
98	ALAM KAYU SAKTI, PT
99	ALLURE INDONESIA, PT
100	MEBEL INTERNASIONAL, CV
101	EURO DESIGN, PT
102	S2DIO INDUSTRIES,PT
103	BUANA INTER GLOBAL, PT
104	GADING MAS WIRAJAYA,PT
105	GLOBAL FURNIKA MANDIRI, PT
106	MAZUVO INDO, PT
107	WOOD POINT INDONESIA, PT
108	SEMARANG BINTANG LESTARI, PT
109	SINAR GROUP INDO CEMERLANG,PT
110	TANDI TIRTA MAS, PT
111	THE WORK SHOP INDONESIA, PT
112	PP PLASTIK MEKAR JAYA
113	JAYA ABADI INDOTEKNIK,PT
114	PINGUIN, PT
115	NEW MARCH, PT

Source : Industry Department Semarang City 2020

Table 3. Industry of Mijen District

No	Company Name
1	SASAN SAUDARATEX JAYA, PT
2	FUKURYO INDONESIA
3	PURI SAKTITEX, PT
4	UTAMA CORE ALBASIA, PT
5	KAYAMAS INTITAMA, PT
6	NUSANTARA, PT
7	TRI CAHYA PURNAMA, PT
8	UCA,PT
9	ANUGERAH JAYA MAJU ABADI, PT
10	SENZO, PT
11	GS BATTERY, PT
12	KUBOTA INDONESIA, PT

13	TRIANGLE MOTORINDO, PT
14	EASTWIND MANDIRI, PT
15	SURYA JAWA SEMPURNA, CV
16	RATTAN HOUSE FURNITURE, PT
17	CATUR BAKTI MANDIRI
18	PERMATA FURNI, PT
19	CITY LIFE MUSIC, PT

Source : Industry Department Semarang City 2020

Table 4. Industry of West Semarang District

No	Company Name
1	CITRA HASIL LAUT, PT
2	PABRIK TAHU SURABAYA
3	TOKO ROTI ELIA CAKE
4	PABRIK ROKOK SIYEMDAN MANDALA
5	SINAR PANTJA DJAJA, PT
6	DAMAITEX, PT
7	ANUGERAH CIPTA KREASI, CV
8	SUMBER TEX, PT
9	PANTJA TUNGGAL KNITTING MILL, PT
10	MITRA ABADI, CV
11	KONVEKSIEVELYN
12	KONVEKSICHANDRA
13	BUTIK MIULAN
14	BINTANG MAJU JAYA, UD
15	ASTA MANDIRI KARTONINDO, CV
16	ASIA JAYA, CV
17	MULIA OFFSET PACKINDO, PT
18	ANNA, CV
19	KUSUMA INDRASARI GRAFITAMA, PT
20	PERCETAKAN PIXEL
21	SAKATINTA, PT
22	KIMIA FARMA PLANT SEMARANG, PT
23	LIRA PRATAMA, CV
24	PHARMACEUTICAL PROCESSING INDUSTRIES, PT (PT PHAPROS TBK)
25	ITRASAL, PT
26	SHS INTERNATIONAL, PT
27	MAJU JAYA SARANA GRAFIKA
28	PERCETAKAN GAVINDO
29	INDONESIA NANYA INDAH PLASTIK CORP, PT
30	FENTURA WINDOWS ASIAN, PT
31	TANJUNG JAYA, PT
32	SEMARANG MAKMUR, PT
33	KUDA MAS, CV
34	KURNIA JATI UTAMA INDONESIA, PT
35	CAHAYA MAKMUR INDONESIA, CV
36	SELARAS PARIWARA EKACITRA ADV, PT
37	INDONESIA STEEL TUBE WORKS LTD, PT

Source : Industry Department Semarang City 2020

2. Administration Map Results

The following is the result data that contains administrative maps of 4 sub-districts, namely Tugu, Ngaliyan, Mijen and West Semarang districts.

Figure 2. Tugu District Administration Map (Semarang City Government; 2020)

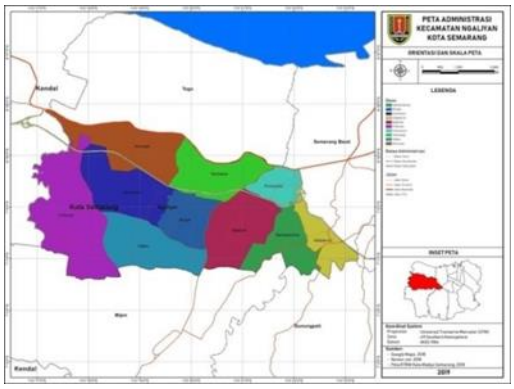

Figure 3. Ngaliyan District Administrative Map (Semarang City Government; 2020)

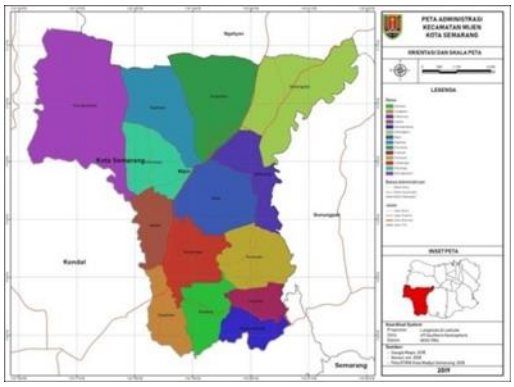

Figure 4. Mijen District Administration Map (Semarang City Government; 2020)

Figure 5. Map of West Semarang District Administration (Semarang City Government; 2020)

3. Industrial Estate Results

The following is data on industrial estates in Semarang City obtained from the Semarang City Investment and One Stop Integrated Service (DPMPTSP).

There are 5 Industrial Estates in Semarang City that have been established, including:

1. New Semarang Hill Area (BSB) in Mijen District area
2. Indonesia's Use Mekar Area in the Ngaliyan District area
3. Temple area in the Ngaliyan District area
4. Terboyo area in Genuk District area
5. Wijaya Kusuma Industrial Estate in the Tugu District area

4. Result of Analysis of Potential Area of Industrial Estate

According to the Semarang City Regional Regulation No. 14 of 2011 concerning the Semarang City Regional Spatial Plan for 2011-2031, it is planned that the Industrial Estate Land Area according to the RTRW is as follows:

Table 5. Potential Area of Industrial Estate

No	Industrial Estate	Potential Area (ha)	Actual Area (ha)	%
1	Bukit Semarang Baru (BSB)	175	30	17,14
2	Guna Mekar Indonesia	130	130	100
3	Candi	450	240	53,33
4	Wijaya Kusuma	495	102	20,61

Source: RTRW Semarang City 2011-2031

According to the Regulation of the Minister of Industry No. 35 of 2010

concerning Technical Guidelines for Industrial Estates, it is stipulated that an area can be classified as an Industrial Estate if it has a minimum area of 50ha, so that this research location has been declared to meet the classification requirements as an industrial area.

5. Result of Distance Analysis to Harbor and Center of City

According to distance calculation data using the Google Maps application, it is known that the distance from the Industrial Estate to the Harbor and Center of City is as follows:

Table 6. Distance from the Industrial Estate to the Harbor and Center of City

No	Industrial Estate	Harbor (km)	Center of City (km)
1	Bukit Semarang Baru (BSB)	19,3	12,9
2	Guna Mekar Indonesia	16,4	10,1
3	Candi	14,2	8,8
4	Wijaya Kusuma	15,8	11,3

Source: Google Map

According to the Regulation of the Minister of Industry No. 35 of 2010 concerning Technical Guidelines for Industrial Estates, it is stipulated that an area can be classified as an Industrial Estate if it has a minimum distance of 10 km from the center of city and supported by harbor facilities as a means of export/import routes so that this research location has been declared eligible for classification as an industrial area even though the Candi Industrial Area has a distance to the center of city <10 km but has passed the standard because of the area of land potential and is supported by port facilities.

6. Correlation Test Results (r Test) Potential Area of Industrial Estate

Based on the data that has been collected in accordance with Table 5, then the correlation test between variables is then carried out as shown in Table 7 as follows.

Variable X describes the potential area of industrial area land and Variable Y explain the actual area of industrial area land that has been worked on. The correlation between these two variables will be tested to determine the level of their relationship with industrial estate policies.

Table 7. Correlation Test Results for Industrial Area Land Potential

X	Y	x	y	x^2	y^2	Xy
175	30	-137,5	-95,5	18906,25	9120,25	13131,25
130	130	-182,5	4,5	33306,25	20,25	-821,25
450	240	137,5	114,5	18906,25	13110,25	15743,75
495	102	182,5	-23,5	33306,25	552,25	-4288,75
1250	502	**0**	**0**	**104425**	**22803**	**23765**

Based on Table 7, it can be obtained the correlation test value (r) with the correlation test formula according to (Sugiyono, 2018) as follows:

$$r_{xy} = \frac{\Sigma xy}{\sqrt{(\Sigma x^2)(\Sigma y^2)}}$$

$$r_{xy} = \frac{23765}{\sqrt{(104425\ )(22803)}}$$

$$r_{xy} = 0{,}487$$

7. Correlation Test Results (r Test) Distance to the Harbor and Center of City

Based on the data that has been collected in accordance with Table 6, then the correlation test between variables is then carried out as shown in Table 8 as follows. Variable X describes the distance from the industrial area to the harbor and Variable Y describes the distance of the industrial area to the center of city. The correlation between these two variables will be tested to determine the level of their relationship with industrial estate policies.

Table 8. Correlation Test Results for Distance to the Harbor and Center of City

X	Y	x	Y	x^2	y^2	Xy
19,3	12,9	2,875	2,125	8,265625	4,515625	6,109375
16,4	10,1	-0,025	-0,675	0,000625	0,455625	0,016875
14,2	8,8	-2,225	-1,975	4,950625	3,900625	4,394375
15,8	11,3	-0,625	0,525	0,390625	0,275625	-0,328125
19,3	**12,9**	**0**	**0**	**13,6075**	**9,1475**	**10,1925**

Based on Table 8, it can be obtained the correlation test value (r) with the correlation test formula according to (Sugiyono, 2018) as follows:

$$r_{xy} = \frac{\Sigma xy}{\sqrt{(\Sigma x^2)(\Sigma y^2)}}$$

$$r_{xy} = \frac{10{,}1925}{\sqrt{(13{,}6075)(9{,}1475)}}$$

$$r_{xy} = 0{,}914$$

8. Significance Test Results (t-test) Area of Potential Industrial Estates

Based on the calculation of the correlation test data between the variables of the potential area of the industrial area, the value of 0.487 was obtained. Then proceed with the calculation of the significance value of the variable relationship with the significance test formula (t test) according to (Sugiyono, 2018) as follows:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t = \frac{0{,}487\sqrt{4-2}}{\sqrt{1-0{,}487^2}}$$

$$t = 0{,}788$$

9. Significance Test Results (t-test) Distance to Harbor and Center of City

Based on the calculation of the correlation test data between the distance variables to the harbor and the center of city, a value of 0.914 was obtained. Then proceed with the calculation of the significance value of the variable relationship with the significance test formula (t test) according to (Sugiyono, 2018) as follows:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t = \frac{0{,}914\sqrt{4-2}}{\sqrt{1-0{,}914^2}}$$

$$t = 3{,}177$$

Based on the results of the calculation of the r-test (correlation test) for the

variable area of land potential in the industrial area, a value of rcount = 0.487 is obtained, which is rcount. Then look for the value of r table product moment with the provisions of N = number of samples = 4 and significance = 5% = 0.05 obtained a value of r table = 0.95. The comparison between r count and r table is r count < r table, which is 0.487 < 0.95. It is concluded that there is a positive influence relationship between the potential area of industrial estates and industrial estate policies. Based on the results of the calculation of the r test (correlation test) for the distance variable to the harbor and center of city, the value of r count = 0.914 which is r count. Then look for the value of r table product moment with the provisions of N = number of samples = 4 and significance = 5% = 0.05 obtained a value of r table = 0.95. The comparison between r count and r table is r count < r table, which is 0.914 < 0.95. It is concluded that there is a positive relationship between the distance to the harbor and the center of city with industrial estate policies.

Based on the results of the calculation of the t test (significance test) of the potential area of the industrial area variable, the value of t count = 0.788 which is t count. Then look for the value of t distribution table with the provisions dk = n-2 = 4-2 = 2 and = 5% = 0.05 obtained a value of t table = 4.303. The comparison between t arithmetic and t table is t arithmetic < t table that is 0.788 < 4.303. Drawn the conclusion that there is a significant influence between the potential area of industrial areas with industrial estate policies.

Based on the calculation results of the t test (significance test) the distance variable to harbor and center of city obtained a value of t count = 3,177 which is t count. Then look for the value of t distribution table with the provisions dk = n-2 = 4-2 = 2 and = 5% = 0.05 obtained a value of t table = 4.303. The comparison between t count and t table is t arithmetic < t table which is 3.177 < 4.303. It can be concluded that there is a significant effect between the distance to the harbor and the center of city with industrial estate policies.

CONCLUSIONS AND SUGGESTIONS

Based on the data obtained in this study which has gone through the correlation test and the significance test, it can be concluded that:

1. The area of land potential for industrial estates has a positive and significant impact on the industrial estate policy, meaning that the wider the potential for industrial estates, the better the industrial estate policies, and vice versa, the narrower the potential for industrial estates, the worse the industrial estate policies will be.
2. The distance to the harbor and center of city has a positive and significant impact on the industrial estate policy, meaning that the closer the industrial area is to the harbor and center of city, the better the industrial area policy is and vice versa, the farther the industrial area is to the harbor and center of city, the worse regional policy is. industry but with a note that it must still meet the minimum distance standards set by regulations.
3. The city of Semarang already has an industrial area as a recommended area for companies that want to set up their business in the city of Semarang.

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