

STUDY OF COMMUNITY PERCEPTIONS OF THE DEVELOPMENT OF KENDAL INDUSTRIAL AREA, CENTRAL JAVA PROVINCE

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ARTICLE INFO

Keywords:

Industrial Development,
Community Perception,
Impact of Industrial
Development.

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ABSTRACT

The measure of a country's economic growth can be seen from its level of productivity. With development, it can utilize the resources and potential in each region that can support development. One of the economic sectors that can contribute to the economic development process is the industrial sector. One of the areas that is experiencing industrial growth is Kendal Regency with the Kendal Industrial Estate (KIK). This study aims to analyze the characteristics of the impact of the development of the Kendal Industrial Estate on the people of Wonorejo Village and Brangsong Village, Kendal Regency. This research uses a qualitative approach with a case study method. Data were collected through observation, interviews, and documentation. For data analysis, this research uses analysis through data collection, data reduction, data presentation, and conclusion drawing. The results of the study showed that: 1) The community welcomes the development of Kendal Industrial Estate (KIK); 2) The surrounding community feels the positive impact felt by the existence of industrial development, namely being able to open job vacancies for the community around the industrial area, reduce unemployment, lift the village economy, the surrounding community can also sell or open boarding houses for workers in the Kendal Industrial Estate who are immigrants. While the negative impacts felt by the surrounding community are frequent flooding during the rainy season, air pollution, the environment feels more arid due to many dead trees.

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1. INTRODUCTION

Indonesia is a country that is currently developing and requires economic growth in the industrial sector and other fields [1]. Economic development in a developing country is certainly carried out with the aim of increasing the rate of economic growth, providing employment, equitable income, reducing inequality between regions, and forming a balanced economic structure. A sustainable, environmentally sound development system and fundamental development goals in the economic sector are strategies from the government with the aim of educating the public, living fairly and equitably in a nation, these efforts are developed through improving economic infrastructure by implying welfare to farmers who interact directly with natural resources [2]. In a country, the level of productivity can be seen in measuring economic growth. With development, it can utilize the resources and potential in each region that can support development.

One of the economic sectors that can contribute to an economic development process is the industrial sector. Indonesia is part of the global economic constellation with increased competitiveness as a way to build an integrated industrial area, where the design plays a strategic role as a catalyst for growth and can create jobs with the aim of equitable development [3]. Efforts to improve the welfare of the population make the main goal in implementing development in rural areas, so that the development of a rural area becomes part of national development to be a top priority [5]. A process in industrial development seeks ways to increase production with the aim of meeting all domestic and foreign needs, so that it can be expected to be able to prosper a higher standard of living and quality for the people around the industrial site.

Industrial Park in Indonesia is currently experiencing a rapid increase in each province. Central Java Province is the main destination for investors to invest in expanding their business. One of the districts in Central Java that is experiencing industrial growth is Kendal Regency. Kendal Industrial Estate (KIK) located in Kendal Regency is the largest industrial estate in Central Java with a total development area of 2,700 hectares. The industry was inaugurated on November 16, 2016 by the President of Indonesia, Joko

Widodo and the Prime Minister of Singapore, Lee Hsien Loong. The location of Kendal Industrial Estate (KIK) is very strategic with a distance of about 21 km from Semarang City, 20 km from Ahmad Yani International Airport, and 25 km from Tanjung Emas Port. So that the Kendal Industrial Estate is very attractive in terms of logistics and can be used as an investment with great opportunities. As of January 2018, Kendal Industrial Estate (KIK) has successfully attracted 39 investors from Indonesia, Singapore, Malaysia, China, and Japan [10]. Kendal Industrial Estate comes from various fields such as food industry, furniture, fashion industry, smart industry, manufacturing, and others. The development of Kendal Industrial Estate has an impact on the surrounding community. Various changes can cause various impacts. Positive impacts and negative impacts always accompany social change. Both impacts have different levels. There are changes that have a lot of positive impacts and there are impacts that have a negative impact [4].

One of the developments with efforts to balance the economic, social and environmental sectors can ensure the survival of the current generation and future generations is a sustainable development or Sustainable Development [7]. The establishment of this industry can have an impact or change that will occur. Responding to this issue, the community around the industrial estate certainly influences their perspective on the development of the Kendal Industrial Estate directly or indirectly, due to the various information received, which has an impact on people's perceptions and responses. What is meant by perception in this study is a process that has a continuum consisting of knowledge, information, expectations and experiences which can then be presented into something memorable [13]. Development in the community must of course pay attention to and develop the potential of the community so that the impact of development not only brings economic impact but can also develop the resources and potential of the community.

Research gaps or differences between this research and previous research related to the research location, namely the Kendal Industrial Estate, Kendal Regency, Central Java are: research conducted by [14], discusses the social changes that occur in agrarian society to industrial society in community development in Tamalate District, Makassar City, [16], discusses the impact of the existence of industry on changes in the social structure of society, [14], discusses the potential and resources of the community around the industrial area and an overview of the positive and negative impacts of industrial presence on the community around the area, [9], discusses how the impact of the development of the Kendal Industrial Estate (KIK) on the community's economy in the perspective of Islamic economics, [13], discusses the growth of Green Open Space (RTH) as a supporter of the KIP environment at the stage of land clearing and development. Previous research has discussed the impact of the Kendal Industrial Estate (KIK) development on the community's economy from an Islamic economic perspective. However, the difference between this research and previous research is that this research discusses community perceptions about the development of the Kendal Industrial Estate (KIK) and the positive and negative impacts of industrial development on the surrounding community. The questions in this study focus on the impact of industrial development, changes in community livelihoods, and community welfare. Meanwhile, the purpose of this research is so that it can be systematically arranged and can be analyzed properly regarding the characteristics of the impact of the development of the Kendal Industrial Estate (KIK) for the people of Wonorejo Village and Brangsong Village, Kendal Regency, both in terms of social life, community economy, and environmental impacts.

2. LITERATURE REVIEW

Industry

Industry is a form of activity in the economy that processes raw materials or utilizes industrial resources so as to produce goods that have added value or higher benefits, including industrial services (Law No. 3 of 2004 concerning Industry). Industry can be used as a very large role for the economy, as is the case in the contribution of the processing production sector to GRDP [1]. Industry grouping according to the Central Statistics Agency (BPS) industry grouping based on the number of workers can be divided into 4 parts, namely:

- a. Large Companies / Industries, namely industries with a total workforce of 100 people or more.
- b. Medium Enterprises/Industries are industries that use a workforce of around 20 to 99 people.
- c. Small Company/Industry, having a total workforce of 5 to 19 people.
- d. Household handicraft industry, having a total workforce of less than 3 people (including unpaid workers).

Industrialization is inseparable from efforts to improve the quality of human resources and to make optimal use of natural resources and other resources.

Kendal Industrial Estate (KIK)

Kendal Industrial Estate (KIK) located in Kendal Regency, Central Java will be designed to be an international standard industrial estate with mixed use development to include industrial as well as residential and commercial areas to meet the increasing demand for cost competitive manufacturing in Indonesia. Kendal Industrial Estate (KIK) offers factories with a young and skilled workforce, competitive labor costs compared to West and East Java regions, and employees graduated from local universities and vocational institutes. The industry provides customer support for fast start-up and hassle-free operation. It is equipped with international-standard infrastructure by offering land for custom-built factories, ready-to-build factories, electric power, clean water treatment and waste streams, executive housing with complete facilities, well-managed worker dormitories, and so on. Industrial development on a large scale can result in massive settlement development so that settlement development can demand the provision of infrastructure and energy needs which are also increasing [1].

Industrial Development

Industrial estate is an area where there is a concentration of an industrial activity equipped with facilities and infrastructure as a support that is managed and developed by an Industrial Estate Company that can be licensed to carry out industrial development. With the existence of an industrial estate, it cannot be separated from the natural potential that exists in an area. Industrial development has the aim of increasing added value and supporting acceleration in economic development. The industrial sector plays an important role in the development of a country, especially in developing countries, so that the industrial sector is widely established in developing countries, one of which is Indonesia. Industry has an important role and can be used as the main support in the national economy [15]. The success of economic development causes changes in the community's economy. In addition, industrialization causes people to depend on the industrial sector in their livelihoods. Industrial development can attract capital investment and can create opportunities for employment [14].

Impact of Industrial Development

The presence of development in an area is characterized by the growth of an industry, commercial production, commercial markets and can give rise to new institutions so that it can cause obstacles faced by the surrounding community. The need for an analysis framework in the development of an industry can meet the criteria that make it an ideal place to develop an industrial area so that it can be potentially realized. Development in the industry has an influence on social and economic conditions for the community around the industry and outside the industry. Changes in the structure of the economy are characterized by a decrease in the share of the primary sector (agriculture), the secondary sector is increasing (industry), and the tertiary sector (services) contributes to an industrial sector can increase in line with economic growth. In addition, the presence of industry can cause environmental impacts around 1-2 km from the location of the area [2]. The existence of industry causes settlement problems, namely the emergence of environmental problems caused by slum areas, air pollution, water pollution and flooding caused by the changing function of water catchment into industrial areas [12].

Previous Research

Research conducted by [17], entitled The Impact of the Sugar Factory on the Socio-Economic Conditions of the Community in Ngrombot Village, Patianrowo District, Nganjuk Regency (Case Study of the Socio-Economic Conditions of the Community as an Impact of the Sugar Industry) results in that the impact of the sugar factory on the socio-economic conditions of the community in Ngrombot Village, Patianrowo District, Nganjuk Regency has a large and positive influence on the community in the form of family values that are still well intertwined, as well as increasing the socio-economy of the family. In addition, the existence of the industry has resulted in the emergence of business opportunities around the factory location.

[13] conducted research on the same topic with the title Analysis of the Impact of the Brem Industry on the Socio-Economic Conditions of the Community (Case Study in Kaliabu Village, Madiun Regency). The results showed that the Brem Industry in Kaliabu Village, Madiun Regency has potential human resources to support the socio-economic development of the region in achieving the welfare of the surrounding community. In addition, the positive impacts of the industrial area include reducing unemployment, opening business opportunities, employment opportunities, and improving community welfare. Meanwhile, the negative impacts include a polluted environment and a shift in the noble cultural values of the local community.

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Both studies focus on socio-economic changes in the community around the industrial estate. Meanwhile, this study does not only focus on socio-economic changes in the community, but also characterizes the impact of the development of the Kendal Industrial Estate (KIK) on the people of Wonorejo Village and Brangsong Village, Kendal Regency, both in terms of social life, community economy, and environmental impacts. Therefore, it is necessary to consider the prospects of the area in the future. The analysis of the perceptions of the surrounding community regarding the development of industrial estates can find out the expectations of the community that need to be considered by the government in developing the Kendal Industrial Estate (KIK) in the community.

3. METHOD

The method used in this research is to use the case study method. According to [3] the case study method is a research method that uses data sources obtained to serve as research material, described by defining in a comprehensive manner which includes individual parts, groups, a program, organization, or event in a structured manner. With the aim of this research, it can be arranged systematically and can be analyzed properly regarding the characteristics of the impact of the development of the Kendal Industrial Estate on the people of Wonorejo Village and Brangsong Village, Kendal Regency, both in terms of social life, community economy, and environmental impacts.

The research location is in Kendal Industrial Estate, with research sites (1) Wonorejo Village Community, Kaliwungu Subdistrict (2) Brangsong Village Community, Brangsong Subdistrict.

Data Collection Technique

Data collection techniques in the study were observation, interview, and documentation.

1. Observation

Observation is a data collection technique that has characteristics when paired with other techniques such as interviews and questionnaires. In the research, observations were made in the Kendal Industrial Zone of the surrounding community.

2. Interview

Interview is a data collection technique carried out by researchers in conducting conversations in order to obtain the information needed. Interviews in the study were conducted by researchers in order to obtain the necessary information through question and answer sessions with the community around the Kendal Industrial Estate. The interview technique used in the research is a structured interview using interview guidelines that have been prepared in advance. The questions asked by researchers to respondents can be seen in table 1.

Table 1. List of Questions

NO	QUESTIONS
1	Name
2	How do you feel about the establishment of the Kendal Industrial Estate?
3	Does the existence of the Kendal Industrial Estate have a positive impact on the community?
4	Do you feel disturbed or not by the existence of the industry
5	Does the existence of the Kendal Industrial Estate make people's lives better?
6	What kind of activities are carried out by the Kendal Industrial Estate for the surrounding community
7	How often are these activities carried out
8	Do the activities of the Kendal Industrial Estate provide or open new job vacancies?
9	What are the impacts that you feel with the construction of the Kendal Industrial Estate
10	How is the community's livelihood between before and after the existence of the Kendal Industrial Estate
11	Has the existence of Kendal Industrial Estate changed the livelihood of the community?
12	Does the existence of Kendal Industrial Estate affect the income of the surrounding community
13	Does the existence of Kendal Industrial Estate have an impact on social, economic and environmental aspects?

In this study, researchers obtained 10 interview respondents. Where 5 people came from the Wonorejo Village community and 5 people from Brangsong Village. The list of respondents used can be seen in table 2.

Table 2. List of Respondents

NAME	STATUS
Subiah	Wonorejo Village Community
Eka	Wonorejo Village Community
Rahma	Wonorejo Village Community
Sugiyanto	Wonorejo Village Community
Rohman	Wonorejo Village Community
Nana	Brangsong Village Community
Abdul Rozak	Brangsong Village Community
Jaelani	Brangsong Village Community
Aris	Brangsong Village Community
Aziz	Brangsong Village Community

3. Documentation

This research conducts documentation by displaying the form of images of the community around the Industrial Estate which are used to complement the data in the research process.

Data Analysis Method

Qualitative data analysis has an inductive nature, based on the data obtained, then refined as an assumption. The stages taken in the research include the following:

1. Data Reduction

Data reduction is a rule carried out by researchers in order to analyze the data obtained. The data reduction is the result of observations, interviews and documentation originating from the community around the Kendal Industrial Estate.

2. Data Presentation

Presentation of data is done after reducing data followed by data collection methods that are related to others through observation, interviews, and documentation. The data obtained is displayed in the form of pictures, descriptions, narratives of community life around the Kendal Industrial Estate.

3. Conclusion Drawing

In drawing conclusions, the data is presented in the form of descriptive text regarding community perceptions of the development of the Kendal Industrial Estate both in terms of the socio-economy of the community and the environment in the Wonorejo Village and Brangsong Village communities in Kendal Regency.

4. RESULT AND DISCUSSION

Overview of Kendal Industrial Estate (KIK)

Kendal Regency is one of the regencies in Central Java Province with an area of 1,315.43 km² divided into 265 villages and 20 sub-districts. In carrying out regional development and development, the Kendal Regency government is developing infrastructure and facilities in an effort to increase regional income and increase the economic income of the community, namely the construction of the Kendal Industrial Estate (KIK). Geographically, the location of Kendal Industrial Estate (KIK) is very strategic. The location of the Kendal Industrial Estate (KIK) is strategic because it is traversed by the primary artery of the north coast (Pantura) as the gate in and out of Semarang as the capital city in Central Java, so that the location of the Kendal Industrial Estate (KIK) has advantages from a geographical perspective, including:

1. KIK is passed by the primary artery of the north coast (Pantura) which can connect Jakarta to Surabaya. In addition, the existence of Mangkang terminal which is used as the center of transportation activities around Central Java, especially Semarang and Kendal, causes easy access to the city center and to other cities.
2. It is directly adjacent to the Java Sea, so the drainage system pattern is not complicated, it only requires processing so that it does not have a toxic impact, which can then be drained directly to the sea.
3. Has potential accessibility. This is due to the close facilities and infrastructure such as seaports, warehousing, trade centers and workforce areas.

Kendal Industrial Estate (KIK) has growing potential and has various advantages from these various things. Kendal Industrial Estate (KIK) is engaged in various sectors such as textiles, food, steel, furniture, and cables [8]. The industry is located in the northern part of Kaliwungu Sub-district. It can be seen from the many industrial estates that developed along the Pantura road, KIK scored 5 in this aspect. The development of Kendal Industrial Estate (KIK) has created different community perceptions. The

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community welcomes industrial development because it can affect the economy. This is based on the results of interviews conducted by informants from the Brangsong Village community that,

"The response regarding the construction of KIK is yes, I agree, the existence of KIK has made people's lives for me not feel better. However, the existence of KIK can open job vacancies. For me, the impact felt by the construction of KIK has not been affected, because there are still few employees to be able to work, besides that I have not felt disturbed by the existence of the industry. Before KIK, people worked in ponds and now many are unemployed, causing some people to change their livelihoods. In addition, it affects the income of the surrounding community, namely those who used to work on ponds have income now unemployed with no income. Activities carried out by KIK towards the surrounding community are in the form of social activities carried out at the village hall, in the form of sacrificial animals which are only 1 goat during Eid al-Adha. The environmental impact that occurs with the existence of KIK is that the road becomes more crowded." (interview quote Friday, December 30, 2022)

Another opinion was also conveyed by the people of Brangsong Village that,

"With the establishment of the Kendal Industrial Estate, there is land dredging. What I feel is that the existence of KIK for me has not been very influential. The positive impact felt is opening up jobs, but some of the people who applied have not been called to work. In my opinion, the existence of the industry is not disturbed, but the problem of waterways that are hampered for about 2 years. Some people's livelihoods have changed. Before the existence of KIK, they used to be pond farmers and switched to odd jobs. The income of the surrounding community is also affected because the income received cannot be ascertained. Activities carried out by KIK for the surrounding community are compensation for orphans during the fasting month. The existence of KIK has an impact that can lift the economy of the surrounding community." (interview excerpt Friday, December 30, 2022)

The same thing was also conveyed by the people of Wonorejo Village that,

"The establishment of the Kendal Industrial Estate is supportive, because it can lift the economy in Kendal Regency, can reduce unemployment and support government programs. The positive impact felt is that it can lift the village economy. For me, the existence of the industry does not bother me, because at this time I feel more positive impacts. For some people, there is a change in the livelihood of people who used to work as farmers now trading, opening boarding houses for pond owners whose land was purchased by the Kendal Industrial Estate. Activities carried out by KIK for the surrounding community are social activities such as charity activities for orphans, providing assistance in the form of basic necessities and providing cows and goats. These activities are carried out during the fasting month, during floods, and during the Eid al-Adha holiday. The existence of KIK has an impact on air pollution when there is an excavation of land." (interview quote Monday, January 9, 2023)

Based on interviews conducted by researchers with the surrounding community, it can be seen that the development of the Kendal Industrial Estate (KIK) has both positive and negative impacts on the community around the industrial area.

Community Perceptions of KIK Development

Data collection which is the result of the field by conducting interviews with the community around the industrial area found community perceptions with different statements. The research obtained 10 different respondents, from the Wonorejo Village community as many as 5 people and the Brangsong Village community as many as 5 people. The results of interviews conducted by researchers that the community welcomed the development of the Kendal Industrial Estate (KIK). Wonorejo Village and Brangsong Village are areas that are very close to the activities of the Kendal Industrial Estate (KIK). With the presence of industrial estates around the community, they do not feel disturbed, but some of the community is disturbed because they feel the negative impact of the industrial development [1]. The community believes that the existence of industrial development, for some local people feel a better life because people who have ponds and their land has been purchased by KIK get benefits, such as being able to open boarding houses and open businesses. However, people who do not own ponds or who do not have capital do not feel any changes in the economic structure for the better.

Based on the results of research sourced from 10 respondents, it is stated that the existence of industrial estates has not been maximized in absorbing labor for the surrounding community in the Kendal Industrial Estate (KIK). Where in the industrial area there are many factories, but many people who have applied to the factory have not received a call so that there are still many people who apply for work at factories in Semarang. Activities carried out in relation to the surrounding community for some people feel that they are not optimal, but there are several social activities carried out for the surrounding community. These activities include donating orphans in Wonorejo Village, providing sacrificial animals in Wonorejo

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and Brangsong Villages, and providing basic necessities in the form of instant noodles and mineral water for the surrounding community affected by the floods, namely the Wonorejo Village community. For some people in Brangsong Village, they have not felt maximized by the activities carried out by the Kendal Industrial Estate (KIK) for the surrounding community because they feel that the village is not so close to the industrial area.

It is undeniable that industrial development can have a negative impact on the surrounding community. Researchers conducted interviews with 10 respondents from the Wonorejo Village and Brangsong Village communities that the negative impacts felt were the same. According to the community, every time there is heavy rain and for a long period of time it causes flooding. In addition, flooding is caused by waterways that do not run smoothly as they should. The community believes that with the industrial development, floods that used to not enter the house can now recede after a few days. The government has a policy that in utilizing land as an industrial area makes the most important thing. Air pollution faced by the Wonorejo Village community is when there is disturbing land dredging and the surrounding environment feels more arid because many trees die, this requires a reforestation movement. This is contained in Law No. 32 of 2009, namely the control of pollution and damage to the environment can include prevention, control, and recovery. Although the industrial sector can support an economy, it must still be considered in the agricultural sector which has an impact on the provision of food for human life [17]. These positive and negative impacts are felt more by the people of Wonorejo Village than Brangsong Village.

In the development of an industrial growth center, egovernment factors are needed in the preparation of a decision [3]. The development of industrial estates has a positive impact on the surrounding community if economic growth as a center that can create opportunities to work for people around the industrial area. This can be realized by each individual who has awareness and prioritizes for the common interest, so that social welfare can be realized and every community feels it [12]. The main and most important task for local governments is to increase the capacity of each region, which includes management of natural resources, economic sectors and labor [7]. Developing production in the industrial sector in the future is related to an increase in investment in existing industries in the region. The role of local communities in industrial development to realize regional development is a social capital to achieve civil society. The development of an industry that has been seen as an ineffective and inefficient development activity is because local communities do not feel the benefits of industrial development.

In this study, researchers found the same research as research from [16], namely where the Kendal Industrial Estate (KIK) is still small in providing opportunities to work for the surrounding community in the industrial area. Industrial development can play a role in improving economic and social conditions which include increasing economic development in the village and can overcome the problem of unemployment in the community. This leads to comparable findings by [15]. According to Yunia, industrial development can be welcomed by the community. So that it can be used as an investment destination for foreign investors. To attract these investors, adequate facilities and infrastructure are provided in investment activities, especially with the preparation of industrial estates [14].

5. CONCLUSION

Based on the results of research conducted by researchers, it can be concluded that the development of the Kendal Industrial Estate (KIK) has an impact on the surrounding community. The community believes that the development of industrial estates has changed the livelihoods of people who used to work in ponds as shrimp farmers, now they work as traders or odd jobs. However, not all of these livelihood changes have occurred. For pond owners whose land has been purchased by KIK, they get benefits, such as being able to open boarding houses, open businesses. However, people who do not own ponds or who do not have capital do not feel any changes in the economic structure for the better. The existence of Kendal Industrial Estate (KIK) has a positive impact on the community in Wonorejo Village and Brangsong Village. In addition to positive impacts, negative impacts are also felt by the community, namely flooding, air pollution, and the surrounding environment becoming more arid. In terms of employment opportunities, the surrounding community has not really felt it. The community hopes that the factories in the Kendal Industrial Estate (KIK) will pay more attention to receiving employment opportunities because the surrounding community feels many positive and negative impacts with industrial development.

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