EXPLORING INDUSTRY FORCES ON THE STINGRAY LEATHER INDUSTRY IN REMBANG

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ABSTRACT

Leather and leather products is a potential commodity in Indonesia. The trend, in the past five years from 2009 to 2013, shows that there was a rise in its export value. Therefore, it is important to develop the leather industry as one of the contributors to the economic growth. Other types of leather have emerged in the market, such as reptile and stingray leather. Rembang regency, with its marine capture production, has the potential to develop the stingray leather industry in the region. The research aims to explore the industry forces of the stingray leather industry in Rembang. In exploring the industry forces, the author used Porter’s five forces framework that consists of rivalry among competitors, suppliers, buyers, substitutes and new entrants in the industry. By exploring the industry forces, the stingray leather industry in Rembang could set its competitiveness and could emerge as the leading in Indonesian stingray leather industry which brings benefits for the region.

Keywords: industry forces, Porter’s five forces, stingray leather industry, Rembang regency.