ABSTRAK

 Dinas Perindustrian dan Perdagangan Kabupaten Lombok Barat merupakan organisasi yang dibentuk dan merupakan lembaga yang memiliki wewenang dalam pengembangan sumber daya manusia sektor industri gula aren. Dalam rangka pemanfaatan potensi nira aren yang beragam serta pencapaian target produksi gula aren oleh pemerintah perlu adanya analisis cermat terhadap kondisi yang terjadi di lapangan. Kenyataannya di lapangan, nira aren masih banyak diproduksi menjadi minuman keras (tuak), produksi gula aren serta pengemasan produk gula aren sampai saat ini masih menggunakan cara tradisional dan pemasaran produksi gula aren bersifat kemitraan dengan kerabat. Penelitian ini bertujuan untuk mengetahui pengembangan sumber daya manusia sektor industri gula aren dan strategi Dinas Perindustrian dan Perdagangan dalam pengembangan sumber daya manusia sektor industri gula aren di Kabupaten Lombok Barat Provinsi Nusa Tenggara Barat.

 Penelitian kualitatif ini menggunakan metode penelitian deskriptif dengan pendekatan induktif. Informan dalam penelitian ini ditentukan dengan teknik *area sampling*, *purposive sampling* dan *insidental sampling*. Data dikumpulkan dengan teknik wawancara, observasi, dan dokumentasi. Hasil penelitian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. Adapun analisis SWOT dan *litmus test* digunakan untuk menentukan strategi pengembangan sumber daya manusia yang dilakukan dan matriks SWOT-4K untuk menentukan posisi organisasi dalam menjalankan strategi pengembangan sumber daya manusia.

 Berdasarkan hasil penelitian menunjukan bahwa : 1) kondisi sumber daya manusia sektor industri gula aren masih rendah karena beberapa hal yang ditemukan yakni pengetahuan pengrajin masih minim sehngga sering terjadi kesalahan dalam pengolahan gula aren, keterampilan pengerajin gula aren masih rendah dimana pengolahan masih tradisional dan baru 2 IKM yang melakukan inovasi produk selain itu sikap kerja yang ditunjukan pengrajin gula aren belum sesuai yang diharapkan; 2) Strategi Dinas Perindustrian dan Perdagangan dalam pegembangan SDM sektor industri gula aren dapat dilakukan dengan : a) melakukan pembinaan dari awal sampai ke akhir; b) menambah jumlah pembina IKM; c) menciptakan program pelatihan; d) melakukan evaluasi terkait perkembangan industri gula aren serta pemberian *reward*.

Kata Kunci : strategi, pengembangan sdm, analisis SWOT

*ABSTRACT*

 *Department of industry and trade of the West Lombok Regency is an organization formed and is the agency that has authority in the development of human resources for industry sectors Palm sugar. In the course of exploiting the potential of the nira and the achievement of diverse aren target production of Palm sugar by the Government need for careful analysis against conditions that occur in the field. The reality in the field, still widely produced Palm molasses into liquor (alcohol), the production of packaging products as well as Palm sugar Palm sugar until today still use traditional ways of production and marketing of Palm sugar are partnerships with relatives . This research aims to know the human resource development sectors of the Palm sugar and strategy Department of industry and commerce in human resource development sectors of the Palm sugar in West Nusa Tenggara province Lombok Regency West.*

*Qualitative research is descriptive research method using inductive approach. Informants in this study were determined by the technique area sampling, purposive sampling and incidental sampling. Data gathered with interview techniques, observation, and documentation. Research results are analyzed through the reduction of the data, the presentation of data, and the withdrawal of the conclusion. As for the SWOT analysis and the litmus test used to determine a strategy for human resource development that is done and the SWOT matrix-4k to determine the position of the Organization in carrying out the strategy of human resource development.*

*Based on the results of the research show that: 1) the condition of the human resources industry sectors Palm sugar is still low because some things are found namely the knowledge of craftsmen still skimpy that frequent errors in the processing of Palm sugar, the skills of the craftsmen Palm sugar is still low where the processing is still new and traditional 2 IKM that performs product innovation, besides working attitude shown craftsmen Palm sugar has not been as expected; 2) Department of industry and trade Strategy in the industrial sector HR pegembangan Palm sugar can be made by: a) do construction from beginning to end to; b) add the number of IKM Builder; c) create training programmes; d) related to evaluate the development of the industry as well as the granting of Palm sugar reward.*

*Keywords: strategy, human resource development, the SWOT analysis*