

RINGKASAN

Industri tekstil dan produk tekstil merupakan industri yang memiliki peran strategis dalam perekonomian Indonesia termasuk di Jawa Barat. Hampir 60 persen industri tekstil dan produk tekstil berlokasi di Jawa Barat. Kehadiran penanaman modal asing diyakini sangat potensial dalam mendorong pembangunan industri. Tujuan penelitian ini adalah menganalisis pengaruh variabel suku bunga internasional (*The Fed*), nilai tukar mata uang dan inflasi terhadap penanaman modal asing pada industri tekstil di Jawa Barat periode 1991-2015 dan menganalisis trend penanaman modal asing pada industri tekstil dan produk tekstil Jawa Barat tahun 2017-2020. Metode penelitian yang digunakan adalah analisis metode *Ordinary Least Square* (OLS) dengan data sekunder *time series* dan analisis trend parabolik.

Hasil penelitian menunjukkan bahwa variabel nilai tukar memiliki pengaruh positif dan signifikan terhadap penanaman modal asing pada industri tekstil dan produk tekstil di Jawa Barat, sedangkan variabel suku bunga internasional dan inflasi tidak berpengaruh terhadap penanaman modal asing pada industri tekstil dan produk tekstil di Jawa Barat. Penanaman modal asing pada industri tekstil dan produk tekstil Jawa Barat tahun 2017-2020 diprediksi mengalami trend positif.

Implikasi dan kesimpulan dari penelitian ini adalah kestabilan nilai tukar rupiah diharapkan dapat dijaga agar nilai tukar rupiah terhadap dollar tidak menurun terlalu rendah meskipun nilai tukar rupiah yang rendah menjadi daya tarik tersendiri bagi investor asing industri TPT. Upaya menarik investor asing pada industri TPT dapat dilakukan dengan meningkatkan iklim ekspor yang baik di sektor industri TPT, perbaikan infrastruktur dan peningkatan teknologi serta peremajaan permesinan.

Kata kunci: Penanaman Modal Asing, Industri Tekstil dan Produk Tekstil, Suku Bunga Internasional, Nilai Tukar Mata Uang, Inflasi

SUMMARY

Textile and textile product industry is an industry holds strategic role toward Indonesia's economy in West Java. Almost 60 percent of textile and textile product industry was located in West Java. The presence of foreign direct investment is being trusted has a great potential supporting its industrial development. The aim of this study is to analyze the effect of the international interest rate (the Fed), the currency exchange rate and inflation affect the foreign direct investment of textile and textile product industry in West Java during 1991-2015 and to analyze the foreign direct investment of textile and textile product industry trend in 2017-2020. This study used multiple linear regression analysis with secondary time series data and parabolic trend analysis.

The results show the currency exchange rate has a significant positive effect, while international interest rate (the Fed) and inflation variables have no effect on foreign direct investment of textile and textile product industry. In 2017-2020 foreign direct investment of textile and textile product industry is predicted has a positive trend.

Implications and conclusion of this research keeping the currency exchange rate in stable condition is needed although lower exchange rate having the main attractions for investor. Attracting the foreign direct investment of textile and textile product industry can be run by improving export flow, infrastructure and technology as well as giving an incentive.

key words: Foreign Direct Investment, Textile and Textile product Industries, International Interest Rate, Currency Exchange Rate, Inflation