

Increasing the Diversification Potential of furniture and broiler businesses through *Location Quotient (LQ)* and *Dynamic Location Quotient (DLQ)*

Abstract

Penelitan aims to "analyze the potential of the furniture industry and broiler livestock business. Location Quotient (LQ) analysis model to see the large role of a furniture business sector and broiler chicken farming business in the Jepara Regency area and nationally. The literature study research analyzes the potential for diversification of furniture businesses and broiler chicken farming businesses. Skunder data that has been processed using location quotient (LQ) and dynamic location quotient (DLQ) analysis models and the results have been tested with a t-test, then a descriptive quantitative analysis is carried out to describe or describe the data that has been collected as it is. Based on the results of the processed data, the LQ analysis of the furniture business was 30.58 and the DLQ was 0.095. Meanwhile, theLQ of the broiler chicken farming business is 70.7 and the DLQ is 1.20. The broiler chicken business can be used as a new business sector that has better opportunities.

Keywords :LQ, DLQ, furniture business and broiler business