***ABSTRACT***

*Tri Ery Ambarwati. NIM. 072752. Strategy PD.BPR-PD.PK Regency Lebak Towards The Development of UMKM in Regency Lebak. Public Administration. Faculty of Social and Political. Universitas Sultan Ageng Tirtayasa.*

*Keywords : Strategy, PD.BPR-PD.PK, UMKM.*

*This research is about Strategy PD.BPR-PD.PK Regency Lebak Toward The Development of UMKM in Regency Lebak by using Qualitative Research method of 7S Mc. Kinsey. The result showed that the strategy PD.BPR-PD.PK Regency Lebak was surcedd. It can be described in theory of 7S Mc. Kinsey. The first is “Strategy”, the strategy used is excellent service and customer assistance. The second is “Structure”, there are clear job division, main job and function. The third is “System”, the requirement of credit is easy, low interest loans, daily, weekly, and monthly credit system and also customer pick up the ball system. The fourth is “Share Value”, there is a good style of cooperation among employees and customer. The fifth is “Skill”, the employees were trained and educated by using empowernment program. The sixth is “Style”, leader style that was used is democratic. The seventh is “Staff”, the staff are educated, trained, and experienced. While, the difficulties in PD.BPR-PD.PK Regency Lebak in applying the strategy. The first is, the stereotype which have been thought by the society. The second is, lack of facilities. The third is, lack of financial. The fourth is, Regional Regulation which is used in this area is still use Regional Regulation of West Java No. 14 Year 2006.*