

ABSTRACT

(The Function of Pasar Induk Gedebage Bandung By CUT ARIEF PUTEH
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This research on “ Strtegh of Development ang Improvement of The Function of Pasar Induk Gedebage Bandung “ was intended to supply information on those internal and external factors that both directly and indirectly influence the development of the Pasar Induk Gedebage and the suggest a strategic concept in the future in a bid to realize the Pasar Induk, potentials and to developed it to be one that functions normally and, even more, it could be developed into an integrated Pasar Induk in yhe future.

The purpose of this research were (1) to reveal those factors that influence the development of Pasar Induk Gedebage and one that make it to function normally and to be competitive against any similar Pasar Induk in Bandung City. (2) to develop and alternative, better strategy in improving the Pasar Induk. Data sources used were both primary and secondary data. The primary data was obtained by non structured interview with Bandung Municipal Market Agency Management, Pasar Induk Gedebage Technical Executing Unit, PIG, traders, consumers, and other concerned parties by field research and study on data/ information from the related Agencies/ Institutions.

Analyses used were SWOT Analysis, SPACE Analysis, and AHP Analysis. SWOT Analysis was used to analyze those factors that have influences on threat, opportunity, strength, and weakness of the Pasar Induk operating management.

SPACE Analysis was used to sophisticace the analysis, so Marketplace Agency and Pasar Induk Gedebage managing unit could discern the actual position and further development.

AHP Analysis was used to decision making by combining computations and personal an/or institutional values in a reasonable manner.

From the research and analyses it was obtained the result as follows :

1. The development of Pasar Induk Gedebage Bandung was significantly influenced by both internal and external factors, involving : Human resourch capacities of management and traders, facility and infrastructure, competitors, suppliers, consumers, social culture and economy layout of location, and Bandung Municipal Governmental Policies.
2. The biggest internal strength of Pasar Induk Gedebage was its location which was vary strategic for estern Bandung and its wide site of approximately 12.7 Ha, and total bussines place (kiosks/lots) of 1055 units. Support facilities and infrastructures were also available, but they were neither maintained well nor functioned optimally.
3. Very domonant internal weaknesses include among other things : The capacity of management and traders of Pasar Induk Gedebage was not

professional due to relative low human resource. Besides, the conditions of safety and convenience for shoppers were not secured. The prices in the Pasar Induk were also not competitive.

4. The very big opportunity was the increasing amount of those small and middle traders who were selling at kiosk/store in settlements around Bandung City and its suburban area.
5. The biggest threat factor was the activity of certain commodity suppliers who sell directly, to the kiosk/store customers in the settlement areas and it increase the customers' demand on service inline with the changing customers' taste in this information and globalization era.
6. From the results by using SWOT, SPACE and AHP analyses, the recommended alternative strategy was Turn Around/Health strategy , including :
 - a. Renovates marketplace building and arranges marketplace environment.
 - b. Completes marketplace facilities such as parking area, sub terminals, representative restaurant, and utilizes existing support facilities/ infrastructures optimally.
 - c. Improves marketplace human resource, both management and traders.
 - d. Diversifies businesses, e.g , to build specials stores for cloth trade, electronoc, etc. according to market necessities.
 - e. Improves safety and convenience and premium service for consumers.
 - f. Recruits marketing expert and consultant in Pasar Induk Gedebage.
 - g. Cost efficiency in all areas to increase revenue for Bandung Municipal's PAD (Locally Originated Income).