

Plagiarism Scan Report

Summary

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Abstract: The purpose of this study was to identify potential products - products and find local internal and external factors that influence the development and design traditional market system development and structuring traditional market in Sidoarjo. The method used is descriptive analyzes of trend analysis by the method of least squares linear least square.

SWOT analysis results indicate uncontrolled parties are not relevant to the activities in the urban market, while the SMART analysis shows the effectiveness of diversity is far below the average rate comparable institutions close to 40% below.

So externally traditional market under pressure from the modern market growth started to besiege the city. Key Words: Development, Market Traditional Competition in the retail business AFTA era no longer only involve traditional retailers and domestic modern retailers such as Hero, Ramayana, and the Sun but also of modern foreign retailers such as hypermarkets, supermarkets, convenient stores, up mini flourish even today. Among others who had entered Indonesia is a Giant, Makro, Carrefour or the other. Sustained potential market, retail business in Indonesia become the target of foreign retailers. Especially today in order to increase foreign investment the government has been promoting deregulation of investments in the sector of taxation and bureaucracy, all of it in terms of accelerating economic recovery. . Bulletin Agro Ekonomi I (3) 2001(1) But as a result, the rules tend to be lax in managing the operations area retailers, which tend to be unhealthy competition arises. According to the observations of Simon Collins, president director of PT Makro Indonesia, Europe and other developed countries, hypermarket banned from operating in the city center, because if not prohibited, will likely turn off the supermarket. In principle, in the city center is home to department stores, supermarkets, local businesses. A little to the side there is a hypermarket. While in Asia, says Collins in Djamhari, Choirul, (2004) (2), the government let the hypermarket operations in urban centers that are going on right now, where retail competition is still overlapping. .(TEMPO; 2003) (3)

Data analysis using descriptive analysis and statistical analysis are: Using descriptive analysis. Method description according to Nazir (1983) ((8)) is a method of examining the status of the group of people, an object, a set of conditions or a system of thought or a class of events in the present. The purpose of this research is to create a description of a description, picture or painting in a systematic, factual and accurate information on these factors, the properties and the relationship between the phenomena under investigation. Besides tiu supported statistical analysis using trend analysis with the least squares

method (least squares) is the most widely used method to determine the trend by way of mathematical equations which are described as "line of best fit." Trend analysis is used to determine the level of potential output growth contribution commodities produced. To analyze the potential and prospects of key sectors using linear trend analysis with the least squares method (Least Square Method and descriptive analysis. Linear trend analysis with the least squares method (Least Square Method According Samsubar (1990) ((9)) by the least squares method (Least Square Method) is to predict the value of a variable at a time when that will come with the attention and learn in advance the nature and variable in time development ago. equation used linear trend analysis is as follows:

$$Y = a + \beta x$$

Where:

Y: Production (Kg / year)

a: intercept (constant) Production

β : coefficient Trend

x: Time

Preparation of Development Strategy and Market Structuring Traditional methods Analytical Hierarchy Process (AHP), AHP is a method that can be used in making decisions separately to understand the condition of the system and help make predictions and decisions. This method is also used in the model and revenue problems-problems of the opinion, where the problem has actually stated clearly, evaluated, discussed and prioritized for review (Saaty 1980) (10) The criteria used is the availability of raw materials, market potential, value, index subsitensi, and availability of technology. Assessment was done by using the AHP pairwise comparisons (pairwise comparison) the criteria used. Assessment is done by some people who are considered to understand the question asked or involved direct assessment is done by giving a numerical weighting to each criterion and compare with other criteria. The numerical weighting scale used in pairs versus the scale of Appeals in pairs.

There are some disadvantages of such distribution patterns. First, the distribution is not based on the fairly safe storage. In the event of spoilage or affected by pests and diseases, which usually take place in the traditional markets, then the solution is simply thrown into the garbage. Similarly, if at any time there is over supplied, it will be difficult to control the quantity of the commodity in the market. Even then, the market will end up as trash. Further result of such conditions is the stability of market prices will be difficult to control. of the reason that commodity prices of crops becomes less village stable and unbiased reliable. Although a small margin in the range of prices of vegetables and fruits can not be standardized. Relative commodity price fluctuations driven by market needs. That's where the risk is, prices can change at any time with guaranteed quality that can not be as good. It would be the opposite if the chain of commerce in the city through the Market Master. Potential to be developed towards the development of a wholesale market in the district of Sidoarjo are both fish.

With a land area of fisheries reached 23.34% of the total area of the district, one of the flagship products of Sidoarjo regency is the processed product in the presence of ponds fisheries support which covers 15,530 hectares. As the city other trades milk fish and shrimp yng a mascot emblem Sidoarjo. Also fairly evenly spreading primarily with Madura Strait coast including Sidoarjo district, Jabon, Buduran, Temple, Tanggulangin and Sedati. In 2001 exports of frozen shrimp reach a volume of 43232.56 tonnes Java.