DETERMINATION ANALYSIS OF CONSTRUCTION LOCATION FOR HYGIENIC FISH MARKET AT PASURUAN MUNICIPALITY

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ABSTRACT

Pasuruan Municipality as a coastal town located on a strategic lane Pantura (North Coast of Java) and as a transportation node of Surabaya – Malang – Probolinggo, needs a hygienic fish market as a Town Identity which is deserved to develop. It is caused by that the available fish market is still traditional, swarm, unhygienic, and is not deserved for a further development. The Fish market needs to be transformed into an integrated hygienic fish market. It is needs integration from the harvesting aspect through the marketing. It is important for people fishing economics in developing itself is well supported by having a proper and sufficient related facilities.

There are several land belong to the municipality government which can suite to the RTRW that can be used to develop the hygienic fish market. This tesis is decicated to foresee the needs of land and to determine the construction location from these location alternatives. This observation is started by carrying out a literary study to recognize the facilities and minimum wide needed for a hygienic fish market. Then location factors to consider is studied to determine construction location of hygienic fish market using Likert’s Scale. Those factors are used in the process analysis using AHP Method (Analytical Hierarchy Process) to determine the best location to construct the hygienic fish market.

Concluded in this observation that the best location for the hygienic fish market is the Tegal Pongo Beach in the Ngemplakejo Village resulting 54 percent in proportion. This observation is hopefully can become a consideration substance for the Pasuruan Municipality and related stakeholders on determining construction location of a representative hygienic fish market in this town.

Key words: hygienic fish market, location factors, determination, Pasuruan Municipality.