ABSTRACT

Agrobis Main Market (PIA) of East Java is the first agrobis main market in East Java that is designed as infrastructure to manifest the vision of East Java development as the agrobusiness centre. The operational is an important aspect relate to market management, because generally the aim of management is to get the operational that smooth, efficient, thrifty and effective to get the goal that has been determined. Thus the market operational and its management strategy that most suitable to PIA management fits criteria and subcriteria of prioritized management.

To determine the criteria and subcriteria as priority is started from by arranging the hierarchy model and studying reference and make some spreading of questionnaire to PIA stakeholders that are of 15 respondents, then the data is processed using pairwise comparison method. The priority result will be the basic in internal and external factor arrangement. Next the weight calculation is done to know the importance level of each factor through questionnaire filling to one of the PIA stakeholders as the policy establisher. Strategy arrangement is started from doing environmental scanning using SWOT analysis to be able to be arranged several suggestion strategy of PIA management. The suggested strategies then the suitable strategies are chosen based on the required internal and external factors.

From pairwise comparison it is known the most important criteria in PIA management are public service, followed with efficiency in distribution network operational and usage. While suggestion design result of PIA management strategy more comprise in market accessibility increase, do the total quality control in product management (availability and distribution) and service, also to maximize the government function in socialize the valid system in East Java PIA to the related parties.

Keywords : head market, pairwise comparison, SWOT, management strategy.