“DETERMINATION OF REVITALIZATION STRATEGY OF TAMBAH REJO FLEE MARKET USING ANP AND ZERO-ONE GOAL PROGRAMING“

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Abstract

Increasing global competition affects the existence of traditional markets as one of the players in industrial world. Inevitably, local government as a responsible party must make strategic changes to improve the existence of traditional markets of which can be done by revitalization. The most recent case occurred is Tambah Rejo flee market in Surabaya, of which from period to period increasingly experiencing losts of customer.

This research aims to provide relevant information to the management related to appropriate revitalization strategies, specifically at the selection of an effective and efficient revitalization of Tambah Rejo. To select the strategy, we apply ANP (Analytical Network Process) method using BOCR (Benefit, Opportunity, Cost, Risk) as criteria. The weighted criteria obtained from ANP will be used as input for ZOGP (Zero-One Goal Programming) as one of the goal function.

The research results show that the optimum revitalization strategy is to establish the uniqueness of the market, improvement of market access, reform of market layout and branding revitalization.

keyword: revitalization, flee market, ZOGP, ANP, BOCR