DIRECTION OF COLLECTING MARKET LOCATION IN SEROJA AGROPOLITAN AREA LUMAJANG REGENCY

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Abstract
Agriculture is the main economic activity in Lumajang. Owned economic potential of this sector is very high compared to other fields. To develop agricultural activities, the Regional Government of Lumajang Regency has set a location which became the basis of agricultural activities. The location was known by the name Seroja Agropolitan Area. However, this agropolitan area have not supported by complete infrastructures yet. Many problems have increase because of the lack infrastructures. Among them is inhibition in distribution of agricultural products by farmers that emerging practices of the middlemen. The debt bondage system causing the bargaining position of farmers is low because the price is determined by the middlemen. Based on those problems, a new market is needed to support the existing of local market which is called collecting market. The basic concept of collecting market is facilitate farmers to distribute agricultural products.

Analysis tools used in this research is the Delphi analysis and Analytical Hierarchy Process or AHP. Delphi Analysis is used to explore factors that influence the determination of collecting market’s location. Having defined the factors that become criterias in determining location of collecting market, then made a rating of importance of criteria using the AHP technique. Results of this step is used as input for the next stage, namely weighting location. Weighting location is also
using the AHP technique. Location with the highest cumulative weight value is selected as location of collecting market.

The results of the research showed that there are several factors that become the criterias to determining the location of collecting market. Depend on it’s urgency, criterias to determining the location of collecting market are government policies relating to compliance with spatial planning, the participation of market players, mileage, road network conditions, the volume of harvest, availability of clean water, safety, presence or absence of seed varieties, availability of electricity networks, land availability, topography, and availability of telecommunications and information networks. Based on these criterias, the calculation of weighting location determined two locations of collecting market on each service area. Both are Kandang Tepus Village in Senduro District and Jambearum Village in Pasrujambe District.

Keywords: location analysis, the collecting market