INTEGRATION OF MULTICRITERIA DECISION MAKING AND CITY MARKETING CONCEPTS IN EASTERN PASURUAN’S DEVELOPMENT STRATEGIES FORMULATION

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ABSTRACT
Pasuruan is one of the districts in the province of East Java that can be said to have excellence in almost all economic sectors ranging from agriculture to industry. However, the development of the district still have gaps. Centers of industry, trade and services and other sectors are still centered in the western region. While the eastern region still has not developed as planned.

This study use the Location Quotient (LQ) approach and analysis of the four quadrants to determine the potential sectors to be developed in the study area. While in the formulation of strategies for regional development approach used the concept of city marketing. However, based on research related to the concept of city marketing that have been done before by Meiriya (2007) is limited to the formulation of regional development strategies and have not been able to explain the priorities of development strategy. In addition, some formulations of the resulting strategy, there are several strategies that mutually conflictual in its application. So we need a method that is able to accommodate the weight given to the criteria of several alternative criteria that mutually conflictual, namely the concept of DEMATEL and Fuzzy Analytic Network Process-(Fuzzy-ANP).

Based on this study obtained agriculture; the manufacturing and services sectors as potential alternatives to be developed in the study area. In addition, from this study can ease
the financial criteria are known as priority-based regional development strategies on the alternative selected economic sectors, namely agriculture.

Key words: Regional Planning, Location Quotient (LQ), City Marketing, DEMATEL, Fuzzy-ANP, BOCR