

ABSTRAK

INDRI FEBRIYA DWI ARYANI. 2024. “**Analisis Kesesuaian Lokasi Minimarket terhadap Pasar Tradisional Berbasis Sistem Informasi Geografis di Kota Tasikmalaya**”. Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya.

Perkembangan bisnis eceran saat ini berkembang dengan pesat dikarenakan meningkatnya jumlah penduduk dan meningkatnya taraf hidup masyarakat, sehingga berdampak pada pola perilaku masyarakat yang lebih memilih tempat berbelanja yang nyaman serta menyediakan berbagai kebutuhan konsumen pada satu lokasi. Pendirian minimarket di Kota Tasikmalaya dirasa masih belum sesuai dengan peraturan yang ada. Pendirian minimarket di Kota Tasikmalaya harus didasarkan pada jarak antara minimarket terhadap pasar tradisional. Peraturan yang mengatur terkait jarak antara pusat perbelanjaan dan toko modern dengan pasar tradisional atau toko eceran tradisional diatur dalam Peraturan Wali Kota Tasikmalaya Nomor 57 Tahun 2019 Bab IV Pasal 10. Oleh karena itu, melalui pemanfaatan Sistem Informasi Geografis (SIG) diharapkan dapat menjadi tolak ukur dalam penentuan lokasi minimarket agar dapat sesuai dengan ketentuan yang ada. Penelitian ini bertitik tolak pada permasalahan yaitu bagaimana sebaran minimarket dan pasar tradisional berbasis sistem informasi geografis di Kota Tasikmalaya? Bagaimana tingkat kesesuaian lokasi minimarket terhadap pasar tradisional berbasis sistem informasi geografis di Kota Tasikmalaya? Tujuan dari penelitian ini yaitu untuk mengetahui sebaran minimarket dan pasar tradisional berbasis sistem informasi geografis di Kota Tasikmalaya, serta untuk mengetahui tingkat kesesuaian lokasi minimarket terhadap pasar tradisional berbasis sistem informasi geografis di Kota Tasikmalaya. Metode yang digunakan dalam penelitian menggunakan metode deskriptif kuantitatif. Teknik pengumpulan data dilakukan dengan menggunakan observasi, wawancara, dokumentasi dan studi literatur. Penelitian ini menggunakan sampel dengan total sampel dari seluruh populasi untuk minimarket dan pasar tradisional di Kota Tasikmalaya, dan sampel acak untuk pemilik minimarket. Hasil dari penelitian ini menunjukkan bahwa pola sebaran minimarket dan pasar tradisional di Kota Tasikmalaya dapat diidentifikasi dari lokasi absolut dan analisis tetangga terdekat, yang terdiri dari 227 minimarket yang tersebar secara tidak merata dengan nilai 1,0817 yang termasuk kedalam kategori II dan jarak rata-rata antar minimarket yaitu 0,487 Km, serta 10 pasar tradisional yang tersebar secara merata dengan nilai 1,99042 yang termasuk ke dalam kategori III dan jarak rata-rata antar pasar tradisional yaitu 4,327 Km. Tingkat kesesuaian jarak minimarket terhadap pasar tradisional dapat diketahui dengan analisis *buffering* yang dilakukan dengan melakukan *buffer* sejauh 500-meter pada titik pasar tradisional, kemudian didapatkan hasil sejumlah 21 minimarket yang tidak sesuai dengan Peraturan Wali Kota Tasikmalaya Nomor 57 Tahun 2019 Bab IV Pasal 10.

Kata Kunci: Lokasi, Minimarket, Pasar Tradisional, Sistem Informasi Geografis

ABSTRACT

INDRI FEBRIYA DWI ARYANI. 2024. *“Analysis of the Suitability of Minimarket Locations for Traditional Markets based on Geographic Information Systems in Tasikmalaya City”*. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

The development of the retail business is currently growing rapidly due to the increasing population and increasing people's living standards, which has an impact on people's behavioral patterns who prefer comfortable shopping places that provide various consumer needs in one location. It is felt that the establishment of minimarkets in Tasikmalaya City is still not in accordance with existing regulations. The establishment of minimarkets in Tasikmalaya City must be based on the distance between minimarkets and traditional markets. Regulations governing the distance between shopping centers and modern shops and traditional markets or traditional retail shops are regulated in Tasikmalaya Mayor Regulation Number 57 of 2019 Chapter IV Article 10. Therefore, through the use of the Geographic Information System (GIS) it is hoped that it can become a benchmark in determining location minimarket to comply with existing regulations. This research starts from the problems, namely what is the distribution of minimarkets and traditional markets based on geographic information systems in Tasikmalaya City? What is the level of suitability of minimarket locations for traditional markets based on geographic information systems in Tasikmalaya City? The aim of this research is to determine the distribution of minimarkets and traditional markets based on geographic information systems in Tasikmalaya City, as well as to determine the level of suitability of minimarket locations for traditional markets based on geographic information systems in Tasikmalaya City. The method used in the research uses quantitative descriptive methods. Data collection techniques were carried out using observation, interviews, documentation and literature study. This research uses sample a total sampling of population for minimarkets and traditional markets in Tasikmalaya City, and a random sampling for minimarket owners. The results of this research show that the distribution pattern of minimarkets and traditional markets in Tasikmalaya City can be identified from absolute location and nearest neighbor analysis, which consists of 227 minimarkets spread unevenly with a value of 1.0817 which is included in category II and the average distance between minimarkets, namely 0.487 Km, as well as 10 traditional markets which are evenly distributed with a value of 1.99042 which is included in category III and the average distance between traditional markets is 4.327 Km. The level of suitability of the distance between minimarkets and traditional markets can be determined by buffering analysis which is carried out by carrying out a 500-meter buffer at traditional market points, then the results obtained are 21 minimarkets that are not in accordance with Tasikmalaya Mayor Regulation Number 57 of 2019 Chapter IV Article 10.

Keywords: Location, Minimarket, Traditional Market, Geographic Information Systems