

Kajian Keberadaan Minimarket Modern di Lingkungan Perumahan Perkotaan (Studi Kasus Sebagian Kawasan Banyumanik)

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ABSTRACT

Modern minimarket, as a kind of modern retail outlet begin to grow and spread rapidly in large cities in Indonesia. Minimarket has been steadily growing and spreading to every neighborhood in large cities in Indonesia very quickly, and become the most expansive retail business in Indonesia. Minimarket development is mostly targeting the location in area closer to the residential and housing complexes. We can find one or even more minimarket outlets in every residential complexes in large cities in Indonesia. These minimarkets operated as a regular branch of a chain store or by franchise concept that started to be used in Indonesia in 1997. The spread of minimarket and it's expansion in to urban residential area is an urban development phenomenon which is happen in many large cities in Indonesia. Semarang, as a capital of Central Java Province, facing this similar phenomenon. Banyumanik, one of 16 districts in Semarang, is an urban residential area where modern minimarket spread and expand significantly. Until October 2008, there were 12 modern minimarket outlets since the first outlet was operated in 2003. The objective of this research is to investigate the impacts of modern minimarket's expansion on consumer's shopping habit in Banyumanik residential area. Research methode that be used in this research is quantitative descriptive.

Keywords: modern, minimarket, change, location, shopping

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