

**ARAHAN PEMANFAATAN RUANG BAGI PELAYANAN
MINIMARKET DI KOTA TANGERANG**

T E S I S

Disusun Dalam Rangka Memenuhi Persyaratan
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ABSTRACT

The recent phenomenon of minimarket like Indomaret and Alfamart is more rapidly in Tangerang city and gave negative impact, it is a bad competition between them. The hard competition happened between Indomaret and Alfamart when the location both of them is close. Where Indomaret is exist, Alfamart is there also. This condition happened because there is no specific regulation or guidance to organize the mini market as well as location, the number in every region, distance and range of service.

The goal of this research is give the direction of land use for minimarket service in Tangerang city. The objective are (1) to identifying the number, location and spreading of Indomaret and Alfamart minimarket (2) analyses the number, location and spreading, range of service of Indomaret and Alfamart minimarket (3)analyses the land use pattern of Indomaret and Alfamart service

(4) understandingthe land use pattern of Indomaret and Alfamart service

(5) giving the direction of land use for minimarket service in Tangerang city.

Research method used in this research is a quantitative method by doing the primary survey with interrogation and questioner, secondary survey with data relatedwith this research. Based on survey result is done the analyses trough comparing with the standard or guidance and got the number of minimarket need. Other analyses is a descriptive based on the data, theory, observation and the result analyses before. To get the direction land use is done the analyses the land use pattern for Indomaret and Alfamart minimarket.

The conclusion are

(1) for one minimarket need the support resident 8.000 people

(2) the total of minimarket in Tangerang city at the moment is more enough for needed

(3) minimarket location and spreading is not covering in every place as well as the number and service

(4) minimarket range of service about 500 meter

(5)the land use pattern of minimarket in Tangerang city expanding in the housing and settlement area, commercial area and following the main road and collecting road and intersection road

(6) land use direction minimarket service is direct at housing and settlement areas that not yet been served by minimarket, trade and service area along the collector road, main local road with pay attention of needs and market area.

The recommendation are

(1) minimarket have ought to be entered by into standard of trading

(2) one minimarket need the support resident 8.000 people with range area service as far as 500 m

(3) determination range area service require to pay attention to also the appetite and satisfaction problem from consumer, so that radius service 500 m can be gone into effect to same brand minimarket, while minimum distance for specified different brand minimarket as far as 200 m.

Keyword: land use and minimarket service