ABSTRACT

SOETJIE POERNAMA SARI. The Development Strategy of Market Management in Dumai City. Under direction of KIRBRANDOKO and IDQAN FAHMI.

The purposes of this study were analysing the type of market management that can be applied in Dumai city, analysing internal and external factors, formulating strategy alternatives, and formulating strategy priority that can be implemented by KPP for market management in Dumai City. Data was collected from April-May 2012 and involved six respondents. Benchmarking, SWOT matrix, and Analytical Hierarchy Process (AHP) were used to analyze data. The result of this study showed that centralized model is the most potential market management to be applied in Dumai city. There are six strategy alternatives derived from SWOT matrix and can be used on the centralized model. The first priority of strategy alternatives is revitalization of traditional market.

Keywords: Market, market management, development of market management, KPP