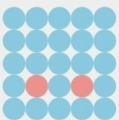




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## ABSTRACT

### *The Development Strategy of Market Management (Case Study on PD Pasar Tohaga Kabupaten Bogor)*

#### ADIASTUTI

*The objective of this study is to analyze the development strategy of market management which is carried out by PD Pasar Tohaga. This study applies the analysis of customer perception and the apparatus who are in charge of handling market places, the identification and the analysis of the internal and external environment of PD Pasar Tohaga. The formulation of selected strategy derives from IE Matrics which is developed by considering all attributes of market management which exists at quadran I of IPA Matric, either, in accordance with customers, class I market customers ,class II market custmers, class III market customers, or the apparatus who are considered of having performance under the average, and those who have interest for having performance above average. The selected strategy for developing market management which can be applied by PD Pasar Tohaga, consists of six selected strategies namely :1) Revitalization of market structure and infrastructure, 2) The improvement of market hygiene, 3) The strengthening the field staff, 4) The differentiation of products, 5) the settlement or arrangement of market environment, and 6) The survey of customers. The priority strategies which can be implemented by PD Pasar Tohaga are, firstly, applying the revitalization strategy of market structure and infrastructure, secondly, the improvement of market hygiene, thirdly, differentiation of products, the fourth, the strengthening of field staff, the fifth, the settlement or arrangement of market environment, and the sixth, the survey of customers.*

*Key words: PD Pasar Tohaga, Traditional Market, Analysis of Customer Perception, Internal Factor Evaluation, External Factor Evaluation, Internal External Matrix, QSPM.*

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