ABSTRACT

Management Strategy of Retail Dealer originated from Minangkabau in Traditional Market Jatibarang, Sub-district Jatibarang, Sub-Province of Indramayu - West Java
Syamsul Bahri

Existence of Retail Dealer for most local rural government, Sub-Province and also province government in Indonesia become an obstacle for the rural or regional development and planning program. Retail dealer is identified with dirty atmosphere, dirty, disorder and an uneducated individual. In reference with the condition mentioned, an occupation of retail dealer is one of the informal sectors that becomes a good alternative for Indonesian people to increase their living standard and their life, especially for people originated from Minangkabau who lives in Jatibarang. In the middle of decreasing of Indonesian economics, retail dealer originated from Minangkabau in traditional Market Jatibarang still could continue their life, and even they could expand it with a high speed and also increase the economics life of District of Jatibarang and its surroundings. In relation with the problems above, has conducted the research concerning to the management strategy of retail dealer originated from Minangkabau in Jatibarang. With the qualitative method by participating and doing the interview to see and describe the strategy how to start a business, buying and choosing merchandise commodity, selling the merchandise and develop, maintaining the cooperation between the community of retail dealer originated from Minangkabau Jatibarang. Four elements described are the main principals that make retail dealer originated from Minangkabau in Jatibarang could grow independently. These four elements are according to management concept 5M+1I and the concept of planning, organizing, actuating and controlling (POAC) in management theory.