SUMMARY

KHARUNNISA. The Traditional Markets Management Development Strategy by PD Pasar Pakuan Jaya Kota Bogor. Supervised by ARIEF DARYANTO and KIRBRANDOKO.

Perusahaan Daerah Pasar Pakuan Jaya (PDPPJ) is the company which manages traditional market in the city of Bogor. The presence of the modern retail industry, the existence of society's stigma, and various problems have stalled the development of traditional markets. PD Pasar Pakuan Jaya has plans and targets in developing the traditional markets it manages and for dealing with existing problems. However, this has not run optimally due to various obstacles. PD Pasar Pakuan Jaya needs to conduct a more in-depth study as a consideration in the strategy of developing market management, especially as an effort to increase company income which will affect regional income (PAD). One of them is by using the canvas business model approach.

The objective of the study is to identify and map the current PD Pasar Pakuan Jaya canvas business model, evaluate elements of business models with strength, weakness, opportunity, and threat (SWOT) analysis, and design the development of canvas business models. In addition, the research is conducted on the views of traders and buyers on the services provided by PDPPJ, as well as benchmarking analysis. The results of the two analyzes were used as supporting data in designing the development strategy of the canvas business model at PD Pasar Pakuan Jaya.

The results of the study show that PD Pasar Pakuan Jaya needs to pay special attention to each element of its business model, especially to key activities and key resources. PDPPJ may take advantage of existing opportunities to improve the quality of its services according to customer needs. The use of competent human resources, the construction of modern and conceptual infrastructure, and the use of technology will improve the quality of PDPPJ, both in service and customer relations. The results of the study may be taken into consideration by the company in formulating strategies for developing traditional market management in accordance with the company's vision and mission.

Keywords: benchmarking, BMC, traditional markets, SWOT