

## **ABSTRACT**

*Minimarket is one of the media providers of basic needs of everyday people. In 2009, the carrying amount minimarket in Bandung as 313 outlets and the number of traditional markets as many as 45 markets. Number of outlets minimarket cause unhealthy competition among modern retail and traditional retail because of its location adjacent in the city of Bandung. The local government's efforts to monitor the current minimarket becomes more difficult. In addition, many minimarket that do not have a business license of modern stores make traditional entrepreneur are increasingly demanding increased oversight of minimarket who violate rules which are set by local governments.*

*Rule No.2 Bandung city area in 2009 about the arrangement of the traditional markets, shopping centers, and modern stores demanding closer scrutiny of the mini undertaken by city governments, especially the cooperative department, small medium enterprise, and industrial trade. In addition to supervision, this department is also responsible for providing recommendations of business licenses of modern stores in the mini that will be built in the city of Bandung.*

*One of tool used in this study is the DSS or decision support system based geographical which utilizes features of the buffer so it can provide information about the scope of each minimarket. In addition, the system is able to provide an alternative location will be optimal for the entrepreneur who will set up the minimarket in Bandung.*

*With the application of geographically based DSS, the entrepreneurs who will set up a minimarket can find the optimal location by using the method of rating factors contained in this application. In addition, the application can provide information minimarket which have or haven't a business license of modern stores for the government of Bandung.*

*Keywords : Minimarket, Local Government Regulations, Decision Support System, Rating Factor Method, Geographic*