

ANALISIS POLA PERSEBARAN DAN KESESUAIAN LOKASI MINIMARKET BERBASIS SISTEM INFORMASI GEOGRAFIS (SIG) DI KAPANEWON GODEAN, KABUPATEN SLEMAN

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INTISARI

Pertumbuhan ritel modern khususnya minimarket di Kapanewon Godean menunjukkan tren yang semakin meningkat dalam beberapa tahun terakhir. Fenomena ini memunculkan berbagai permasalahan seperti kepemilikan izin lokasi usaha serta intensitas persaingan antar minimarket yang beroperasi dalam jarak yang saling berdekatan. Permasalahan tersebut menimbulkan kekhawatiran terhadap keberlangsungan usaha dan keteraturan fungsi ruang wilayah. Penelitian ini bertujuan untuk: (1) mengetahui pola persebaran minimarket di Kapanewon Godean; (2) menganalisis kesesuaian lokasi minimarket yang ditinjau secara normatif berdasarkan Peraturan Daerah Kabupaten Sleman No. 14 Tahun 2019 dan secara tingkat persaingan; serta (3) menyusun arahan kebijakan untuk penataan dan pengembangan minimarket di wilayah studi.

Penelitian ini menggunakan pendekatan kuantitatif dengan dukungan analisis spasial berbasis Sistem Informasi Geografis (SIG). Data yang digunakan terdiri dari data primer berupa sebaran lokasi minimarket serta data sekunder yang meliputi data sebaran pasar tradisional, peta RDTR Kawasan Sleman Barat, dan jaringan jalan di Kapanewon Godean. Metode analisis yang digunakan meliputi *Average Nearest Neighbour (ANN)* dan *Getis-Ord Gi** untuk mengetahui pola spasial persebaran, analisis spasial dengan teknik *overlay* dan *network analysis* untuk mengidentifikasi kesesuaian lokasi dan tingkat persaingan antar minimarket. serta metode tipologi untuk merumuskan arahan kebijakan pengembangan minimarket.

Hasil penelitian menunjukkan bahwa persebaran minimarket di Kapanewon Godean cenderung membentuk pola mengelompok (*clustered*), terutama pada area koridor jalan utama dan permukiman. Hasil skoring menunjukkan bahwa sebanyak 25 dari 29 minimarket teridentifikasi berada di lokasi yang sesuai secara normatif, sedangkan 4 lainnya berada di lokasi yang tidak sesuai. Dari aspek tingkat persaingan, sebagian besar minimarket berada pada wilayah dengan tingkat persaingan tinggi. Berdasarkan analisis terhadap kesesuaian lokasi dan tingkat persaingan, diperoleh empat tipologi minimarket yang digunakan sebagai dasar dalam merumuskan rekomendasi kebijakan yaitu tipologi I diarahkan sebagai wilayah prioritas pengembangan minimarket, tipologi II difokuskan pada upaya pengembatasan dan pengendalian, tipologi III diarahkan untuk evaluasi terkait izin pendirian usaha, serta tipologi IV diarahkan untuk evaluasi dan relokasi.

Kata Kunci: minimarket, pola persebaran, Sistem Informasi Geografis (SIG), kesesuaian lokasi, tingkat persaingan.

Analysis of Distribution Patterns and Location Suitability of Minimarkets Based on Geographic Information Systems (GIS) in Kapanewon Godean, Sleman Regency

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ABSTRACT

The growth of modern retail, especially minimarkets in Kapanewon Godean, has shown an increasing trend in recent years. This phenomenon has given rise to various problems such as ownership of business location permits and the intensity of competition between minimarkets operating in close proximity. These problems raise concerns about business continuity and the regularity of regional spatial functions. This study aims to: (1) determine the distribution pattern of minimarkets in Kapanewon Godean; (2) analyze the suitability of minimarket locations reviewed normatively based on Sleman Regency Regulation No. 14 of 2019 and in terms of competition level; and (3) prepare policy directions for the arrangement and development of minimarkets in the study area.

This study uses a quantitative approach supported by Geographic Information System (GIS)-based spatial analysis. The data used consist of primary data in the form of minimarket location distribution and secondary data, including data on the distribution of traditional markets, the West Sleman Regional Spatial Plan (RDTR) map, and the road network in the Godean Subdistrict. The analytical methods used included Average Nearest Neighbor (ANN) and Getis-Ord G_i^ to determine spatial distribution patterns, spatial analysis using overlay techniques and network analysis to identify location suitability and the level of competition between minimarkets, and a typology method to formulate policy directions for minimarket development.*

The results showed that the distribution of minimarkets in Kapanewon Godean tends to form a clustered pattern, particularly in main road corridors and residential areas. The scoring results indicated that 25 of the 29 minimarkets were identified as being in normatively suitable locations, while the other four were in unsuitable locations. In terms of competition, most minimarkets are located in areas with high levels of competition. Based on the analysis of location suitability and competition levels, four minimarket typologies were identified, which served as the basis for formulating policy recommendations: Typology I is directed towards priority areas for minimarket development, Typology II focuses on restrictions and control efforts, Typology III is directed towards the evaluation of business establishment permits, and Typology IV is directed towards evaluation and relocation.

Keywords: *minimarket, distribution pattern, Geographic Information System (GIS), location suitability, level of competition.*