

**STRATEGI PENGEMBANGAN UMKM
DI PUSAT KULINER BELUT GODEAN SLEMAN YOGYAKARTA
MENGUNAKAN METODE *MULTIPLE CRITERIA DECISION MAKING***

INTISARI

UMKM sangat penting bagi Indonesia. UKM menjadi dasar pembangunan perekonomian dan memberikan kontribusi dalam penciptaan lapangan kerja. Dalam peningkatan ekonomi lokal, pada akhir 2013 telah dibangun Pusat Kuliner Belut oleh Dinas Pasar Kabupaten Sleman. Namun, kebijakan ini belum menunjukkan perbaikan ekonomi untuk UMKM sehingga perlu dilakukan evaluasi. Tujuan dari penelitian adalah merumuskan rekomendasi strategi pengembangan UMKM di Pusat Kuliner Belut.

Metode MCDM tepat untuk merumuskan strategi pembangunan yang melibatkan cara pandang yang berbeda dari para pengambil keputusan. Penelitian ini mengusulkan sebuah model yang terintegrasi Delphi, Decision Making Trial and Evaluation Laboratory (DEMATEL), Analytical Network Process (ANP), The ViseKriterijumska Optimizacija I Kompromisno Resenje (VIKOR).

Penelitian ini merekomendasikan strategi pengembangan UMKM seperti peningkatan infrastruktur (mengatur ulang tata letak berdiri). Selain itu penelitian ini menunjukkan bahwa masalah kritis UMKM adalah informasi pasar, persaingan, dan program pelatihan. Selain itu, hasil ini memberikan solusi efektif untuk membantu pembuat kebijakan (pemerintah daerah Kabupaten Sleman) mengevaluasi proyek Pusat Kuliner Belut.

keywords: Strategy, development, SME, MCDM

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DEVELOPMENT STRATEGY OF SMEs AT EELS CULINARY CENTER USING MULTIPLE CRITERIA DECISION MAKING METHOD

ABSTRACT

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SMEs are great importance in Indonesia. SMEs have been the foundation for economic development and have provided important contributions to job creation. **To improve local economic**, at the end 2013 has been built Eels Culinary Center by Office Market of Sleman District. However, this policy has not shown improvement in the economy for the SMEs so that need to be evaluated. Thus, this research aims to formulate recommendation of development strategy of SME at Eels Culinary Center.

MCDM method is suitable for formulate development strategy that include different perspectives from decision makers. The research proposes an integrated model that combines Delphi, Decision Making Trial and Evaluation Laboratory (DEMATEL), Analytical Network Process (ANP), The VIseKriterijumska Optimizacija I Kompromisno Resenje (VIKOR).

This research recommends development strategy of SME such as improvement on the infrastructure (rearrange the layout of stand). Besides that this research shows that critical problems of SME are market information, competition, and training program. Moreover, this result provides an effective solution to help policy makers (local government of Sleman district) evaluate Pusat Kuliner Belut project.

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