

## Minapolitan area development strategy: an effort to increase fisherman income, Gianyar regency, Bali Indonesia

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### Abstract

The main objective of this study was to determine: (1) external factors were the opportunities and threats for the development of traditional markets in Bali; (2) The internal factors were the strengths and weaknesses for the development of traditional market in Bali (3) traditional market development strategy. The research location was set in nine districts/municipalities in Bali. The research sample of 18 people, namely the head and secretary of the markets and traders in each district/city. In order to determine the market development strategy traditionally used a SWOT analysis (Strengths Weaknesses Opportunities Threats). The research found that traditional market opportunities in the future was the revitalization of the traditional market, stability conducive security and social concern on traditional markets, while the elements that pose a threat was the lack of information technology adoption The strength in the future was the quality of products, strategic market location, and the availability of parking areas, flexible pricing. Weaknesses fast transaction processing, promotion and cooperation with the tourism industry. Strategy development was a traditional market growth strategy.

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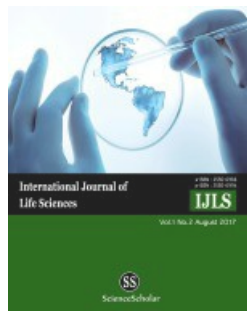
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The strategy to improve the competitiveness of existing wood craft products in Ubud District of Gianyar Regency is to make differentiation and innovation both in marketing and in production. Whereas the advice that can be given to increase competitiveness is for wood craft entrepreneurs to produce in accordance with market demand or which are more trendy in the market, utilizing the internet in marketing, both promotion, ordering and service to customers; stakeholders (government, academics, business people, associations) are expected to be committed to helping improve the competitiveness of w Minapolitan area development strategy: an effort to increase fisherman income, Gianyar regency, Bali Indonesia. IK Arnawa, IM Sukerta, NGAE Martiningsih, PS Astuti. International journal of life sciences 1 (2), 39-47, 2017. 22. 2017. Challenges of Bali economic export development in changing global environment. A Yuesti, L Julianti, NNA Suryandari, PS Astuti. International Journal of Contemporary Research and Review 9 (01), 2018. 15. 2018. Interactive lesson study as a competence indicator of prospective English teachers. PS Astuti, IK Wardana, DA Puspawati, NL Sukanadi. International journal View Minapolitan Research Papers on Academia.edu for free. —Sikka Regency Coastal Area has high marine and fishery potential and has been chosen as minapolitan area in Maumere urban coastal area, exactly in West Alok Sub district, however there is still no means of development. It is noted that more. —Sikka Regency Coastal Area has high marine and fishery potential and has been chosen as minapolitan area in Maumere urban coastal area, exactly in West Alok Sub district, however there is still no means of development. It is noted that factors affecting the development of West Alok Sub district coastal area as minapolitan area should be used as basis