

## ABSTRACT

Talking about retail business, we always talking about how the customer reach the shop or retail easily. So, the distance from customer location to the retail location is a important factor.

Gis is a tool that can be used for maping the customer so that the potential location easy to analysis. GIS is tools that able to collect, save, integrate, process, and analyze objects and phenomenon. Geographic location is an important or crisis characteristic to be analyzed (Aronof, 1989)..

To get decision about the area potential status which include to high moderate or low potential category, it is needed to count the area potential value. To count the area potential value, spcifying the potential rate range and potential index for each parametre are needed. Parametres that used for determine potential status are traffic jam rate, economic rate and competiror rate for street analysis. While, for analysing each towns will compare 2 factor, there are resistor factor and fascination factor to be a trade area. Parametres that can be resistor factor are competitor rate, transportation, resident increase and urban planning. While, parametres that can be fascination factor are additional retail business area that given from goverment and public facility like universities, scools, real estates and hospitals. Potential status and potential value is determined by 3 calculation steps, they are: (1) determine potential index for each parametre (2) determine potential value for streets / area (3) determine potential status for streets/ area. So the outline of the procces in the system are (1) data preparation procces, (2) calculating potential factor procces , and (3) output procces for tematic map and tabular data visualisation.

This Information system can be used to decide potential market status for Alfamart in one area. The result is used as information support for determining the new business location strategy for Alfamart. Precision grade of the result gotten from this system is having a tight connection with input attribute data. So, to get precision result, accurate attribute is also needed

*Key words : GIS, Geomarketing, The Potential Location for retail, Thematic Map*