ABSTRACT

GEOGRAPHIC INFORMATION SYSTEM WEB BASED BUSINESS POTENTIAL IN BANDUNG CITY

by

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Department of Cooperatives, UKM and Industry, the trade is a government institution that has the task to implement the government, such as managing business data in Bandung, with the Department of Cooperatives, UKM and Industry trade investors can determine a good location for doing business, so that more effective and efficient in search business potential then needed a system that can assist in determining business potential.

With geographic information systems (GIS) will web-based information generated becomes more informative and easier to obtain data on spatial and non spatial data and equipped with Hierarcy Analytical method Process (AHP) as a system to determine the business potential.

Based on results on functional testing (alpha) and beta expected this application can help make it easier to obtain information quickly about the spread of the location - the location of the business potential as well as in determining the business potential can be made more optimal.

Keywords: *Geographic Information Systems, Maps, potential, AHP Method*