

## **Rancang Bangun Aplikasi Web Rekayasa Solusi Lokasi Ritel Modern terhadap Ritel Tradisional Berbasis GIS dengan menggunakan Algoritma Backtracking**

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### **ABSTRAK**

Persaingan antara ritel tradisional dan ritel modern paling banyak mengundang perhatian, semakin meningkatnya ritel modern memberikan dampak perekonomian masyarakat lokal khususnya ritel tradisional semakin menurun. Dampak perekonomian tersebut di sebabkan oleh jarak yang saling berdekatan satu sama lain. Dari jarak yang saling berdekatan tersebut pemerintah kota membuat peraturan tentang lokasi jarak untuk peritelan , dengan adanya peraturan pemerintah dapat meminimalisasi persoalan penurunan perekonomian masyarakat ritel tradisional. Dari peraturan tersebut dapat dikembangkan dalam hal pemecahan masalah tentang jarak lokasi ritel dengan teknologi berbasis web GIS dan menggunakan algoritma backtracking. Solusi lokasi ritel pada web GIS ini ditujukan bagi pemerintah kota Semarang dalam menangani lokasi jarak antar ritel.

Kata Kunci : Ritel, GIS, Solusi, Lokasi, web, algoritma backtracking

## **Design of Web Applications for Solution Engineering of Modern Retail Location to Traditional Retail Based on GIS using Backtracking Algorithm**

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### **ABSTRACT**

Competition between traditional retail and modern retail most inviting attention, modern retail growing economic impact of traditional retailing in particular local communities has declined. Economy impact caused by the distance that close to each other. From a distance the adjacent city government to make regulations about the distance to the location of retailing, with government regulation to minimize the problem of decreased economy traditional retail community. Of these regulations can be developed in terms of solving the problem of distance retail locations with GIS and web-based technology uses a backtracking algorithm. Solutions retail locations on the web GIS is intended for Semarang city government in dealing with the distance between retail locations.

Keyword : Keywords: Retail, GIS, solutions, Location, web, backtracking algorithm