

**ANALYSIS OF HYPERMARKET INDUSTRY AND ITS IMPACTS  
ON TRADITIONAL MARKETS IN CIPUTAT AND BSD CITY  
AREA (DESCRIPTIVE CASE HYPERMART MATAHARI)**

By

Indra Rudiantmo

A Bachelor's Thesis  
Submitted to the Faculty of

BUSINESS ADMINISTRATION

in partial fulfillment of the  
requirements for the Degree of

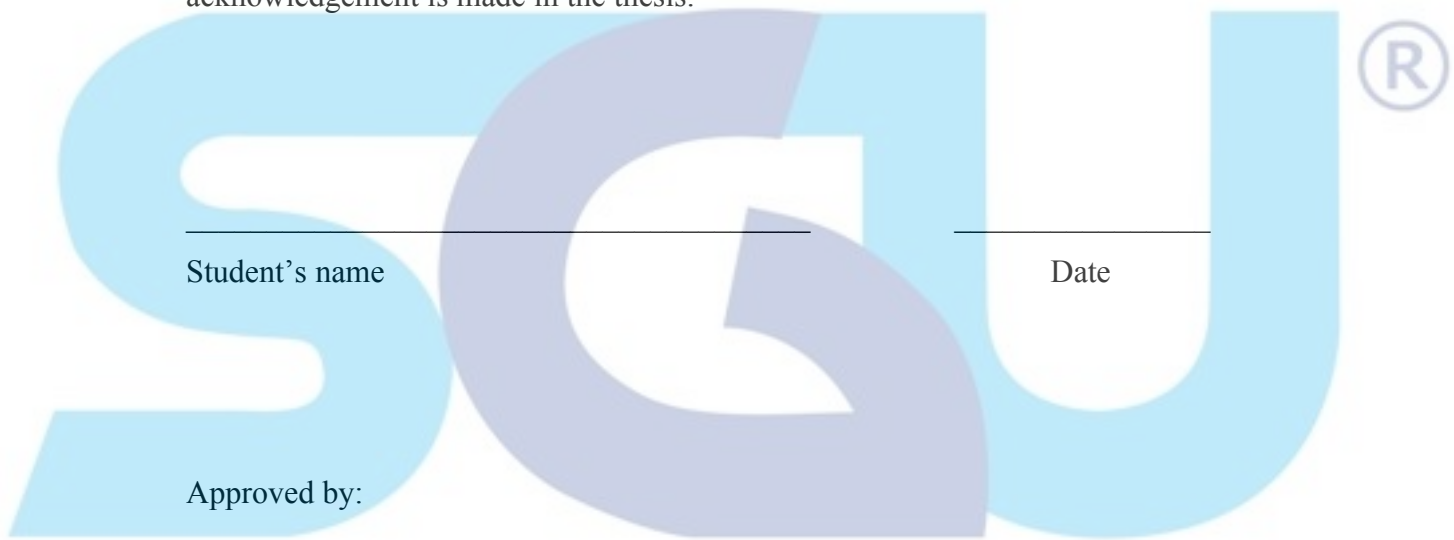
**SWISS GERMAN UNIVERSITY**  
BACHELOR OF BUSINESS ADMINISTRATION

SWISS GERMAN UNIVERSITY  
Campus German Centre  
Bumi Serpong Damai – 15321  
Island of Java, Indonesia  
[www.sgu.ac.id](http://www.sgu.ac.id)

July 2008

### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



Student's name

Date

Approved by:

SWISS GERMAN UNIVERSITY

Advisor

Date

Chairman of the Examination Steering Committee

Date

Indra Rudiantmo

**SGU**®

**SWISS GERMAN UNIVERSITY**

## ABSTRACT

### ANALYSIS OF HYPEMARKET INDUSTRY AND ITS IMPACTS ON TRADITIONAL MARKETS IN CIPUTAT AND BSD AREA (DESCRIPTIVE CASE MATAHARI HYPERMART)

By

Indra Rudiantmo

SWISS GERMAN UNIVERSITY

Bumi Serpong Damai

Netta J. Sjafei, SE, MBA, Thesis Advisor

The following research paper examines the growth of hypermarket industry in Indonesia and focuses on its impacts on traditional market located in surrounding area. A research is conducted in Ciputat and Bumi Serpong Damai through interview and observation. Hypermart Matahari is chosen as a case study to analyze the strategies employed by hypermarkets in order to survive the intense competition.

The author carries out a descriptive qualitative study to gather facts and analyze the details of research object. In this study, primary data are collected by observing and interviewing a number of merchants in Pasar Ciputat, Pasar Cipulir and Pasar Modern BSD, customers of traditional market as well as hypermarket, and Vice President of Hypermart. While secondary data are obtained through literature review.

In this study, it is discovered that the success of hypermarket industry is somewhat correlated to the national and regional economic growth trend, change in urban lifestyle and government policies. Hypermart itself has its own strategies to compete in hypermarket industry. The author also applies the SWOT method to analyze the upsides and downsides of traditional market as well as ways to prevent the negative effects resulted from competition with hypermarkets.

The writer concludes that although the existence hypermarket affects traditional market, it manages to survive due to loyal customers such as small businesses like food stall, restaurants, who frequently shop in large quantity. Nevertheless, government intervention is necessary in order to create a healthy competition in the retail industry.



## **DEDICATION**

I dedicate this thesis to my beloved family – Mom, Dad and Sister.



### **Acknowledgments**

Firstly, the writer would like to send his gratitude to God Almighty. Only with His bless and mercy, he could finish this thesis on time.

The writer would also like to thank these following people for their contribution in making this thesis possible;

1. Prof. Peter Pscheid, Rector of Swiss German University
2. Bapak Dr. Ahmad Derry Habir, Dean of Business Administration Faculty of Swiss German University
3. Ibu Netta J. Sjafei, SE, MBA, the writer's thesis advisor. Without her valuable support and guidance, this thesis would not be completed as it is
4. Bapak Ir. Emi Nuel, Vice President of Hypermart Matahari (PT Matahari Putra Prima Tbk), who have given the opportunity, valuable experience and information to the writer. This thesis would not be possible without his support
5. Mr. David Bourne, the writer's English Lecturer, who reviewed the format and language of this thesis
6. All the lecturers and professors of Swiss German University, without their knowledge and guidance, the writer would not have the opportunity and skills to write this thesis.
7. Supporting Staff of Swiss German University, who help students including the writer in administrative as well as academic matters

8. The writer's wonderful family, H. Gatut P. Soetojo, SE and Hj. Soraya Soetojo, SE, parents of the writers, who have always been there for the writer and support him. Indri G Soetojo, sister of the writer who have helped him and always reminds him to finish this thesis
9. The writer's extended family, The Sukarno and The Soetojo, who have contributed their support and love to the writer. Lovely grandparents, H. Sukarno, SH and Hj. Soesi Sukarno, uncles and aunties, cousins, especially Mba Telly and Mba Nonnie who have actively guided the writer in writing his thesis, as well as nephews and nieces.
10. Best friends of the writer, Yuuki, Nicky, Sarah, James, Agra, Iqra, Renny, Adit, and Dinda. Without their valuable advice and support, the writer would not finish this thesis on time.
11. Colleagues and best friends of the writer, especially Nana, Dara, Ega, Nasya, Meis, Nikki, Adisty, Heppy, who have contributed and shared their knowledge and experience to the writer in the last 4 years.
12. All the people who could not be mentioned one by one, who have contributed and supported the writer in writing this thesis

Nevertheless, the writer realizes that this thesis is far from perfection. Therefore, he sincerely apologizes for any mistake in this thesis. Last but not least, the writer hopes that this thesis will be useful to all of the reader.

Jakarta, July 2008

Indra Rudiantmo



## TABLE OF CONTENTS

<a href="#">STATEMENT BY THE AUTHOR.....</a>	<a href="#">2</a>
<a href="#">ABSTRACT.....</a>	<a href="#">4</a>
<a href="#">DEDICATION.....</a>	<a href="#">6</a>
<a href="#">REFERENCES.....</a>	<a href="#">44</a>
<a href="#">APPENDICES.....</a>	<a href="#">46</a>
<a href="#">CURRICULUM VITAE.....</a>	<a href="#">84</a>

