

**ABSTRAK**  
**ANALISIS PERSEBARAN *FACTORY OUTLET* DI KOTA BANDUNG**  
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*Factory outlet* merupakan daya tarik wisata yang ada di Kota Bandung, dimana saat ini perkembangan *factory outlet* tersebar di ruas jalan yang menimbulkan kemacetan dan alih fungsi kawasan. Penelitian ini membahas mengenai lokasi *factory outlet* dilihat dari penyebarannya serta berdasarkan kesesuaiannya dengan rencana tata ruang wilayah di Kota Bandung dan daya tarik *factory outlet* serta motivasi pengunjung. Penelitian ini dilakukan dengan menggunakan metode deskriptif kuantitatif dan menggunakan teknik perhitungan analisis tetangga terdekat untuk mengetahui pola penyebaran *factory outlet*, overlay pemetaan kesesuaian rencana tata ruang dan teknik persentase dalam analisis data. Hasil penelitian menunjukkan bahwa persebaran *factory outlet* menurut teori analisis tetangga terdekat adalah mengelompok, dari jumlah 48 *factory outlet*, 7 *factory outlet* berada sesuai dengan rencana tata ruang wilayah dan 41 berada tidak sesuai, selanjutnya daya tarik dan motivasi pengunjung melihat berdasarkan keberagaman produk dan juga melepaskan stress dari rutinitas. Rekomendasi penelitian ini adalah keberadaan *factory outlet* yang mengelompok harus ditunjang dengan kebutuhan lahan parkir atau rekayasa lalu lintas agar tidak terjadi kemacetan parah, serta pengawasan izin pendirian bangunan yang diperketat sesuai dengan rencana tata ruang wilayah dan memperkuat konsistensi *factory outlet* dengan keberagaman produknya agar pengunjung merasa nyaman.

**Kata Kunci** : *factory outlet*, persebaran, rencana tata ruang, daya tarik dan motivasi pengunjung.

## **ABSTRACT**

*Factory outlet is tourist attraction in the city of Bandung , where the current is the development of factory outlet spread on roads that to cause traffic jam and over the region .This research discussed the issue of the factory outlet seen from their distribution are and drawing on alignment with the regional landscaping plan in the city of Bandung and charm factory outlet visitors and motivation. This research was done using descriptive method quantitative and analytical calculation using nearest neighbor to know the pattern of spread of the factory outlet, overlay mapping spatial plans and compliance techniques the percentages in data analysis. Results of the study showed that the spread of factory outlet according to the theory of analysis of nearest neighbors is clumped, of the total 48 7 factory outlet, factory outlet is in accordance with the plan of spatial locality and 41 are not fit, then an attraction and visitors see motivation based on the diversity of products and also releases stress from the routine. that is in the city of Bandung, where the development of the current factory outlets scattered in roads leading to traffic congestion and over the function of the area. This research deals with the location of the factory outlets of its spread as well as upon conformity with the plan of spatial locality in the city of Bandung. Recommendations of this research is the existence of the factory outlet that is clumped must be supported with parking needs land or traffic engineering to worst congestion , and supervision establishment license building that tightened in accordance with regional landscaping plan and strengthen outlet consistency moe with plurality their products so that visitors feel comfortable*