

## Abstract

The increase of population of Salatiga town with all its activity claim accomplishment of requirement of service activities of publik utilities and infrastructure like market. Market as accomodate result of agricultural sector, home industry, and also quicken economic growth rate of Town area of Salatiga. Pursuant to obtained data from On duty Market and of PKL Town of Salatiga known that acceptance of Town market retribution of Salatiga is not effective but is efficient. This matter show the existence of performance acceptance of efficient market retribution but is not effective. Its problems is the existence of performance acceptance of market retribution in town of Salatiga less effective and existence of some factor influencing performance acceptance of market retribution in Town of Salatiga that is internal factor and external factor.

Target is to analyse market retribution elasticity of kios-los-PKL to merchant of kios-los-PKL, wide of market of kios-los-PKL. Formulating strategy for increase of performance acceptance of market retribution in town of Salatiga.

Data which is used in this research is primary and sekunder of data. Sampling method which is used in this research is sampling purposive (merchant, officer of collector of market retribution and officer of organizer of market retribution/ On duty Market and of PKL Town of Salatiga) with amount 62 people.

In the year 2001 and in year 2004 elasticity acceptance of retribution of kios-los-PKL to amount of merchant occupying kios-los-PKL is to have the character of elastic that is 1,47 (year 2001) and 1,81 (year 2004), its meaning if there is increase of merchant amount occupying kios-los-PKL in Town of Salatiga equal to 1% will improve acceptance of retribution of kios-los-PKL equal to 1,47% in year 2001 and 1,81 in year 2004. Year 2001 elasticity acceptance of retribution of kios-los-PKL to wide of market of kios-los-PKL is to have the character of elastic that is 1,24, its meaning if there is wide increase of market of kios-los-PKL improve 1% hence acceptance of retribution of kios-los-PKL equal to 1,24 % in year 2001. While from year 2002-2004 having the character of inelastis that is equal to 0,22 (year 2002), 0,25 (year 2003) and 0,90 in year 2004. From matrix analysis of SWOT obtained by node that first priority is preparation and improvement of government officer quality / professional SDM. Both settlement of area room commerce of Town of Salatiga. Third Create Town Satellite of Salatiga as commerce town. Third of it represent strategy of S-O where using internal strength from On duty Market and of PKL Town of Salatiga to reach for existing opportunity. Strategy lessen weakness to catch existing opportunity (WO) is to create Town of Salatiga as interesting area for the activity of regional (priority to five), so that can draw economics activity (priority of six). While priority to seven is enableness of vicinity society. Performance acceptance of Town market retribution of Salatiga have total score of its 2,02 meaning IFE of internal position from On duty Market and of PKL as on duty which managing market retribution have position which is mean to existing weakness and strength. Total score of EFE is 2,42. This matter indicate that factor of eksternal both for having an effect on indirect and also direct to threat and opportunity have position average. Strategy which is is compatible to be applied by is penetrating strategy of market or product development strategy.