

ABSTRACT

Setono Wholesale Market is a shopping tourism, which sells batik with wide range of distinctive motifs. From ancestral times up to now, the wholesale market is able to compete with other markets. From year to year, it has a growing number of visitors, and its revenue has a significant impact on Pekalongan's PAD.

This research is achieving toward the development strategy of batik mass production on which should prioritized by batik entrepreneurs, due to strong competition nowadays.

The analytical tools used in the research are SWOT (*Strengths, Weaknesses/Limitations, Opportunities, and Threats*) dan AHP (*Analytical Hierarchy Process*). Using variables include the production, supply and place.

Results of this study using SWOT and AHP analysis showed that Setono Wholesale Markets well to every existing opportunities and threats. Conducting the batik festival can increase the number of tourist visit to Pekalongan. Conducting national and international batik festival as a solution for Pekalongan batik development having the value of 0.256 based on tourists respondent and value of 0.277 based on respondents with the consistency ratio about 0.1, which means that the results are consistent. Proposed policy to conduct national batik week (Pekan Batik Nasional/PBN) and international batik week (Pekan Batik Internasional/PBI) is a solution with the highest priority. The batik festival can increase the number of tourist visit to Pekalongan. The 5 leading priority according to key informans are: conducting national and international batik festivals, doing promotion through travel packages, establishing partnership with the private sector, conducting a traditional batik art performances and complementing infrastructure of batik tourism.

Key word: Batik Development Strategy, SWOT (*Strengths, Weaknesses/Limitations, Opportunities, and Threats*), AHP (*Analytical Hierarchy Process*), and In the Wholesale Market Setono