

ABSTRACT

The business arena in starting a new culinary business requires business actors to have the ability and high willingness in realizing their business to be guaranteed in the market. Such application must pay attention to the field, type of business and location of the business to be applied. However, there are still mistakes on the part of these business actors, especially in the selection of a business location that will be pioneered. These mistakes have a big impact because they have an impact on the development of his business in the future. A strategic business location determination system is needed so that business actors can understand and understand the classification that affects their strategic business location or not. This strategic business location determination system is designed with a web application using the Analytical Hierarchy Process (AHP) method. This system is built using PHP programming software application and using MySQL. With this strategic business location determination system, it is hoped that business actors will find it easier to make decisions about determining strategic business locations.

Keywords: location selection system, current culinary, business, business, strategic.