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Post-revitalization of traditional market in a marketing perspective

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ABSTRACT

Revitalizing traditional markets is one of the government's efforts to reform the traditional market conditions both physically and non-physically. Badung Traditional Market is one of the revitalized markets based on the Republic of Indonesia's Minister of Trade Regulation No.37 / M-DAG / 5/2017 concerning guidelines for the development and management of trade facilities. This research aimed to determine the perceptions of traders and consumers after the revitalization of the Badung Market and the role of the Regional Company (PD) in market management after the revitalization of Badung Market. The research was conducted at Denpasar City Badung Market. It was conducted in qualitative research design. Traders, consumers, and markets were chosen to be research informants. The results of this research stated that after the revitalization of Badung Market, it experienced a significant change. Traders' and consumers' perceptions respond positively to the physical and non-physical changes in Badung Market. The Badung Market physically becomes better with modern buildings according to local wisdom while the non-physically, market educates traders to be more friendly, smarter and market school facilities for the children of transport service workers. The revitalization of the Badung market had an impact on increasing the turnover of vegetable traders on the 2nd floor, especially in the back, but has not increased.

Keywords: perception, trader, consumer, revitalization market, traditional market

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INTRODUCTION

Economic growth and regional development will be influenced by several activity systems, one of which is trading activity. Trading activities will always require facilities in the form of space with adequate infrastructure and facilities to accommodate these activities. Traditional markets as one of the facilities for trading activities, also maintain local culture. So far, Indonesian people, both urban and rural, use traditional markets to meet their daily needs. In traditional markets, there is a communication that will not be found in modern shopping centers, one of which is the existence of a bargaining system in buying and selling transactions in traditional markets which creates a separate relationship between sellers and buyers. In contrast to modern shopping centers, where the price of goods has been determined and there is no communication between sellers and buyers.

According to Sudana and Ayuningsasi, (2017), traditional markets in Bali have a uniqueness that is not owned by modern shopping centers or other traditional markets in other areas. In addition to marketing daily necessities like in other markets, traditional markets in Bali also market various materials needed for community ceremonies from low to high level who will buy ceremonial needs products traditional markets, this shows the

traditional market in Bali has a market share of different from modern shopping centers. According to Feinny and Sifrit (in Utari & Sudiana, 2017), apart from being a place for sellers and buyers to meet, traditional markets function as tourist destinations because they show the entire local area base related to the products produced.

In maintaining and improving the economy in the Traditional Market, it is necessary to carry out maintenance, rejuvenation, and modernization so that the Traditional Market is not inferior to the Modern Market. Denpasar Mayor Regulation No. 9 of 2009 concerning the arrangement and development of Traditional Markets, Shopping Centers, and Modern Stores explains that chapter II, part one, deals with Structuring Traditional Markets and chapter IX on development and supervision.

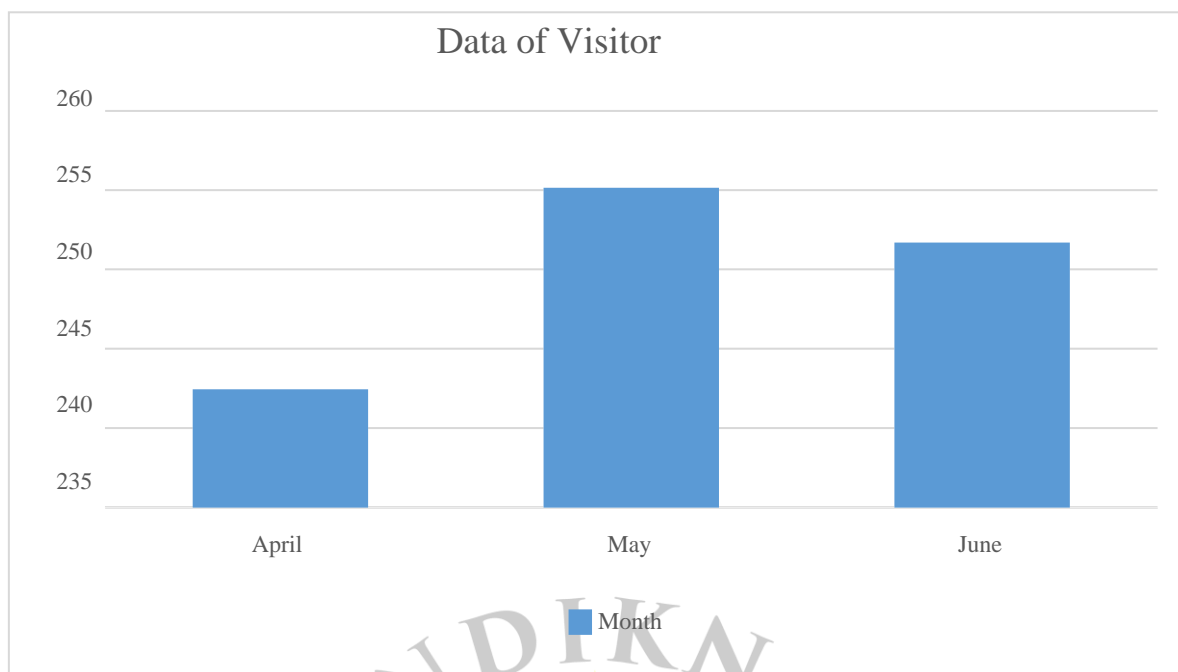
Market revitalization is one form of the program issued by the government related to development. According to the Regulation of the Minister of Trade of the Republic of Indonesia Number 37/M-DAG/5/2017 concerning Guidelines for the Development and Management of Trade Facilities, the Development or revitalization of development facilities in an effort to improve or empower physical, management, socio-cultural and economic facilities and infrastructure for trade facilities. According to Guna Juliarta (in Stutiari and Sudarsana, 2019), the revitalization of traditional markets is an attempt to revitalize traditional markets that were once vital or alive but then suffered a setback or degradation. Revitalization is not only limited to buildings and government regulations. However, all aspects that become traditional market instruments require revitalization in terms of management, market development, development support funds, and so on.

To assess an update requires an opinion from the people who use it. Perception is a process by which individuals organize and interpret their impression responses by giving meaning to their environment through the senses. According to Slameto. (2010) perception is a process that involves the entry of messages or information into the human brain, through human perception continuously in contact with the environment. Everyone's perception can be positive or negative. Therefore, perception has a subjective nature, but what we perceive can differ substantially from objective reality (Robbins and Judge, 2016).

One of the biggest traditional markets in Bali with semi-modern facilities is Pasar Badung which is located in the center of Denpasar city and is managed by the Regional Market Company. At the end of February 2016, there was a fire accident that devoured 1,698 kiosks with 1,700 traders, PD Pasar Kota Denpasar (Utari and Sudiana, 2017). The head of PD Pasar Badung said that due to the fire accident, the government was revitalizing it. One form of revitalization policy is relocation. Relocation is the movement of market locations from one place to another. The relocation of Badung Market traders was moved to the location of the former Tiara Wholesale Supermarket, Jalan Cokroaminoto. This location was chosen because the place and land are owned by the Denpasar City Government and Tiara Wholesale activities are no longer used so that Badung Market traders can continue their activities (Denpost, 28/09/16). However, there are still some traders who still choose to sell in the lobby of Badung Market. This revitalization is carried out so that the existence of the Badung Market can meet the expectations of the community so as to be able to restrain them from using supermarkets or various mini markets as the main alternative for shopping needs. daily.

After the revitalization, Pasar Badung has a building with modern elements and good architecture, with a land area of 12,700 m² consisting of 6 floors consisting of 2 basements, 4 floors for stalls, and kiosks. The 1st and 2nd basements are used for parking, the 1st floor sells various kinds of meat, fish, tofu, and tempeh. The 2nd floor sells vegetables, fruits, basic necessities, and ceremonial needs. 3rd-floor wet cakes, incense, plastic bags, household utensils, snacks, accessories, ceremonial tools, drinks, and slippers. the 4th floor sells clothing, food, some coffee traders to salads. Badung Market has 1,740 facilities consisting of 1,450 stall units and 290 kiosks with the number of traders in the booth as many as 1,418 people and as many as 280 kiosks. Badung Market has toilets on every corner per floor of the building, there are lifts and escalators as well as emergency exits for evacuation routes. The Badung market has undergone many changes, starting from the physical condition of the market, controlling security, providing service, comfort, and good quality.

After the revitalization of the Badung Market, traders began selling again at the Badung Market in Denpasar City effectively starting in April 2019. After selling for a few months, traders began to experience an increase in turnover, but the problem that occurred was that traders still did not reach their expectations for increased sales or traders experienced a decrease in turnover. sales are mainly at the back compared to selling at Tiara Wholesale Cokroaminoto.



source: Badung Market

FIGURE 1. Data of Visitors to Badung Market

Based on Figure 1.1 above, shows that after the revitalization of the Badung Market, the number of consumers who came in April was 242,454 people, and in May as many as 255,154 people experienced an increase. visitors. However, the month of June amounts consumers down from 255,154 to 251,699. Even though Badung Market facilities are the most complete with existence elevator, exlastor, ladder and etc, however, consumers are still reluctant to shop at Badung Market because of traffic jams, even though the revitalization is expected to increase trading activities at Badung Market. Based on this phenomenon, it is necessary to conduct research under the title **"Analysis of Consumer and Trader Perceptions Post-Revitalization of Badung Market in Denpasar City"**. This research focused on the perceptions of traders and consumers after the revitalization and the role of the Regional Market Company in the post-revitalization management of the Badung Market in Denpasar.

LITERATURE REVIEWS

Perception

Each individual performs activities in a dynamic environment and interacts with other people who are in it. The individual's view can change if his environment changes which are influenced by the information he has. According to Robbins and Judge (2016), perception is an individual's process of organizing and interpreting sensory impressions to provide an understanding of their environment. According to Slameto (2010), perception is a process that involves the entry of messages or information into the human brain, through human perception continuously in contact with the environment. This relationship is done through the senses, namely the senses of sight, hearing, touch, taste, and smell. According to Kreitner and Kinicki (in Setiadi, 2010), perception is a cognitive process that allows us to interpret and understand our surroundings. It is also said to be a process of interpreting an environment. People must recognize objects in order to fully interact with their environment. According to McShane and Von Glinow (in Setiadi, 2010), Perception is the process of receiving information and making sense of the world around us. This requires consideration of which information needs attention, how to categorize information, and how to interpret it within the framework of our existing knowledge. Reviewing several sources regarding perception, it can be concluded that perception is a process that allows individuals to organize information and interpret impressions of the surrounding environment through tools.

Trader's Behavior

Behavior is a trait that is in humans. Behavior is the result of all kinds of experiences and human interactions with their environment which are manifested in the form of knowledge, attitudes, and actions. Behavior is a response/reaction of an individual to a stimulus that comes from outside or from within himself (Notoatmojo, 2010). According to Sujatmiko (in Primary and Sahnun, 2019), traders are people who carry out trade, and trade

in products or goods that are not produced by themselves for profit. Traders are people who carry out commercial activities as their daily work. Trader's behavior is a reaction that is owned by every trader who trades, trades goods that are not produced by themselves, to obtain a profit. Factors that affect service must be considered so that buying and selling activities in the market continue to run smoothly, and the number of existing traders will survive and continue to grow. According to Tjiptono (2008), there are five dimensions of service quality, namely: "Tangibles, Empathy, Reliability, Responsiveness, Assurance".

Consumer Behavior

According to Kotler and Armstrong (2018), consumer behavior is the research of how individuals, groups, and organizations choose, buy, use and place goods, services, ideas, or experiences to satisfy their wants and needs. There are factors that influence consumer behavior in purchasing a product. According to Kotler and Armstrong (2018), the factors that influence consumer behavior are cultural factors, social factors, personal factors, and psychological factors. According to Peter and Olson. (2014) the definition of consumer behavior is as a dynamic interaction between influence and awareness, behavior, and the environment where humans exchange aspects of life. Schiffman and Kanuk (in Mamang, 2013) define consumer behavior as the behavior that consumers display to search for, purchase, use, evaluate, and spend on products and services that they expect will satisfy their needs.

Traditional Market

According to Ariyani and Nurcahyono, (2014) traditional markets are places where sellers and buyers meet directly, meaning that sellers and buyers in conducting transactions interact directly and meet face to face. Traditional markets where sellers and buyers meet in the transaction process directly with the bargaining process and their place of business is in the form of kiosks, stalls, and tents in maintaining and improving (Runtu, 2018). In maintaining and improving the economy in traditional markets, it is necessary to rejuvenate and modernize so that traditional markets are not inferior to modern markets. According to Hanafi (in Azizah, 2016), the market includes the entire supply and demand, as well as all contacts between sellers and buyers to exchange goods and services. The market has its own benefits for both traders (sellers) and buyers (consumers). Mayor of Denpasar Regulation Number 9 of 2009 concerning the arrangement and development of Traditional Markets, Shopping Centers, and Modern Stores explains that chapter II, part one, is about Structuring Traditional Markets and chapter IX is about fostering and supervision.

According to Asakdiyah (in Wahyono, 2017) traditional markets function as follows:

- a. As a public facility to serve the daily needs of the community and has a wide range of services to customers Public.
- b. As the trading center of the city, the market is an element that forms the city's spatial structure. Therefore, urban trading areas generally grow and develop from the existence of a market, where the intensity of its activities is increasing according to the development of the city and the needs of the city.
- c. Its function is as price stability, a place to establish retail prices for various commodities, and provide opportunities for obtaining income.

Revitalization

According to the Regulation of the Minister of Trade of the Republic of Indonesia Number 37/M-DAG/5/2017 concerning Guidelines for the Development and Management of Trade Facilities, Development or Revitalization of development facilities in an effort to improve or empower physical, management, socio-cultural and economic facilities and infrastructure for trade facilities. It is also defined as a process, method, or action to reactivate many programs in an ongoing activity, planning, or stage (Nurcahya et al., 2021).

In a study conducted by Alfianita, Ella, Andy Fefta Wijaya, and Siswidiyanto, the implementation of the revitalization of the Traditional Market at the Tumpang Market has been going well in accordance with the principles of Good Governance. Efforts made in the implementation of revitalization are from the physical aspect which focuses on the construction and improvement of market facilities and non-actor aspects physique-focused market on development and empowerment of resources man. Second, a study conducted by Stutiary, NPE, Sudarsana, and Arka in 2019 showed that Merchant Income increases after-market revitalization Traditional in Badung and an increase in market governance which includes the condition of market facilities or facilities, market cleanliness, security market and administrative services after implementation revitalization of traditional markets in Badung regency. Third, a study conducted by Iran (2016) showed This research shows that public perception in terms of facilities and service systems is very good and supportive of consumer convenience in shopping, good quality, and affordable prices, especially for the community's upper-middle class. Besides that, safety and health modern market environment according to society is well secured as well as promotions and price discounts goods are often carried out by the market it is very helpful. Fourth, a study conducted by Al Eis Masitoh in 2013 showed that the existence of a revitalization policy in Bantul Piyungan Market is changing market conditions are cleaner,

Neat, and have the facilities support but this revitalization does not automatically encourage an increase in buyers, on the contrary, it makes people lose customers. Last, a study conducted by Putu Agus Ardiana in 2012 showed that the majority of traders respond positively to physical empowerment but not to non-physical empowerment because traders still have not experienced significant changes related to market governance and economic conditions.

METHODS

Research Location

This research was conducted at Badung Market, Denpasar City, which is located at Jl. Sulawesi No. 1 Denpasar City. Determination of research locations can facilitate researchers in developing and compiling data more precisely and accurately.

Data Type

This research used qualitative research methods that examined the problems of the object of research in-depth. According to Sugiyono (2017), the qualitative method is used to obtain in-depth data, data that contains meaning. Meaning is actual data, definite data which is a return value of valid data looked.

Data Sources

There are two types of data sources, namely primary and secondary sources. Primary sources are data sources obtained directly from informants while secondary data sources are not directly obtained from informants but from documents and literature books. Secondary data collection is usually done by searching for data through the internet, magazines, television, and journals.

Research Informants

Informants in this research who are considered to know the post-revitalization Badung Market are as follows:

- a. Regional company (PD) market as a company that manages the Badung market, namely the Market Director.
- b. Traders who sell floors I II, III, and IV represent the front, middle, and back as many as 10 traders.
- c. There are 4 consumers who make transactions at Badung Market, both buying basic needs and other needs.

Research Instrument Techniques

The research instruments used in this research are as follows:

- a. Interview guide
The interview guide is expected to be the basis for researchers in providing questions that contain information about the object of research and researchers prepare a list of questions according to the subject matter before conducting the interview.
- b. Voice Recorder
Voice recorder is one of the researchers' types of evidence to obtain information. The recording device used in this research is a mobile communication device.
- c. Notebook
A notebook can be used when recording the results of the interview.

Data Collection Techniques

The data collection technique is the most important step of the research because the main purpose of the research is to get Sugiyono's (2017) data. The data collection techniques used in this research are as follows:

- a. Observation
According to Nasution (in Sugiyono, 2017), observation is the basis of all science. Observation (observation) includes monitoring, paying attention, and understanding an object by using all the senses. Researchers will collect data by seeing or observing directly the activities carried out, in order to get accurate data.
- b. Interview
Interview is a data collection technique that is carried out by meeting directly with research subjects who are directly related to the object under study. The interview technique used in this study was an in-depth interview with a semi-structured communication interview type, where the interviews were conducted face-to-face with interview transcripts as a guide. According to Sugiyono. (2016), the purpose of this interview is to find problems more openly, where the parties invited to the interview are asked for their opinions and ideas.
- c. Documentation

According to Sugiyono (2010), research results will be considered more credible and trustworthy if they are supported by related documents such as photographs or existing academic and artistic writings.

Data Analysis Techniques

According to Sugiyono. (2016) said that data analysis in qualitative research was carried out before entering the field, while in the field, and after finishing in the field. Meanwhile, Naustion in Sugiyono (2016) states analysis has started since formulating and explaining the problem, before going into the field, and continues until the writing of research results. Data analysis becomes a guide for further research until, if possible, grounded theory. Miles and Huberman (in Sugiyono, 2016) suggest that activities in qualitative data analysis are carried out interactively and take place continuously until complete so that the data is saturated. Activities in data analysis, namely data reduction, data display, and conclusion drawing/verification.

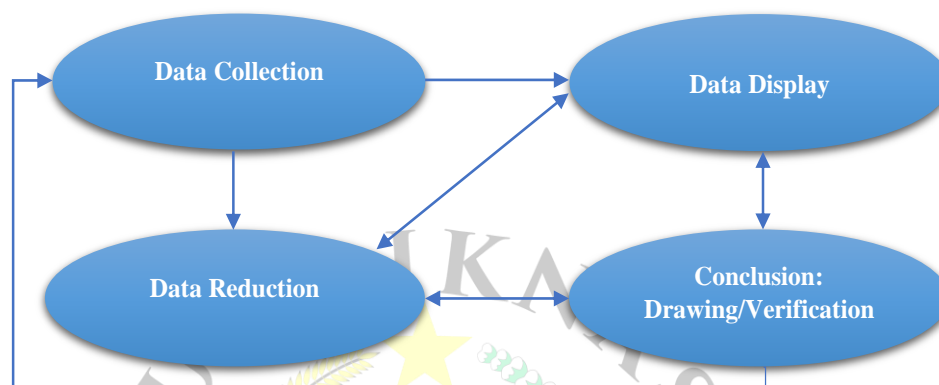


Figure 2. Data Analysis Components (Interactive Model)

The analysis steps based on the picture above can be explained as follows:

- a. Data Collection (Data Collection)
Data collection can be done by means or techniques by researchers to obtain the information needed in order to achieve research objectives.
- b. Data Reduction (Reduction Data)
Data reduction is a sensitive thought process that requires intelligence and deep breadth and depth of insight. According to Sugiyono (2016). In research, data reduction can be done in its entirety. The data obtained/obtained by the researcher so that it can be stated in a detailed and complete description or report. The data is then reduced, summarized, selected the main things, and focused on the things that are important through the editing process.
- c. Data Display (Presentation Data)
Presenting the data can make it easier for researchers to see the overall picture of the research results. (Sugiyono, 2016) said that in qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. Through the presentation of the data, the data is organized, and arranged in a pattern of relationships, so that it will be easier to understand.
- d. Conclusion Drawing/Verification (drawing conclusions and verification)
Conclusions at this stage are temporary and can change if no strong evidence is found in the next research step, but if the conclusions in the study are supported by valid and consistent evidence then considered as a conclusion that is credible.

Data validity technique

The technique of checking the validity of the data is a process to find out the truth of the data obtained in the field. According to Sugiyono (2017), triangulation in credibility testing is defined as checking data from shared sources in various ways. Thus, there is a triangulation of sources and triangulation of data collection techniques.

- a. Triangulation Source
Triangulation of sources to test the credibility of the data is done by checking the data that has been obtained through several sources, Sugiyono. (2016). The data sources of this research are the Market Director, 10 traders who sell on the I II, III, and IV floors representing the front, middle, and back and 4 consumers who visit the market Badung.
- b. Triangulation Technique
Triangulation techniques to test the credibility of the data are done by checking the data to the same source with a different technique, Sugiyono. (2016). The techniques used in this study are observation, interviews,

and documentation.

RESULTS AND DISCUSSION

Traders' Perceptions of Revitalization Badung Market

After the revitalization, the traders returned to selling at Badung Market, dominated by the old traders, they got a quota according to the conditions before being revitalized and were given relief in the form of a free 1 month of collecting Market Operational Fees in March 2019 and in the following month a fee would be charged. However, after traders returned to Badung Market, turnover decreased, especially at the back. Get a booth and kiosk at Badung Market through a lottery and pay daily retribution of Rp. 6,500 which includes all facilities such as toilets, security, cleanliness, and water which are taken by the officers every day. The Badung Market officer appealed to all traders by using loudspeakers to wear traditional clothes on Thursdays and holidays, dispose of garbage in its place, and not use plastic. Expectations from traders at Badung Market can be seen as follows:

- a. Increasing visitors to Badung Market and arranging more strategic merchandise locations so that every part of the stalls and kiosks can be visited.
- b. Improving cleanliness in various facilities such as lifts, escalators, toilets, and parking lots so as to increase the convenience of traders and consumers.
- c. Regional companies must pay attention to waste management rather than traders so that environmental cleanliness is well maintained.

The results of this research also support the results of research conducted by Stutiari, N.P.E., and Sudarsana, Arka (2019) on the Impact of Traditional Market Revitalization on Revenue and Market Governance, which was conducted in Badung Regency. The similarity is that after the revitalization there is an increase in market governance which includes the condition of market facilities or facilities, market cleanliness, and services, while the difference is the research subject and there is a decrease in the turnover of traders after the revitalization.

Consumer Perceptions After Badung Market Revitalization

Based on the results of the analysis of consumer perceptions of the Badung Market, as follows:

- a. Physical Aspect
After the revitalization, consumers feel a change in the physical condition of the Badung Market which is becoming better which includes:
 - A modern building consisting of 6 floors, 2 floors for basement and 4 floors for trading activities and also a layout of goods that makes consumers not confused to find the items they need.
 - Facilities such as elevators, escalators, market parking lots, market toilets, and security. So that consumers are comfortable when shopping is different from other traditional markets. In addition, consumers can see a good view of the Market on the Korean Tukad River.
- b. Social/Cultural Aspect
 - There is direct social interaction between traders and consumers to bargain.
 - The mindset of traders who are already friendly (smart) when serving consumers.
 - After the revitalization of the Badung Market, it still maintains the characteristics of the Traditional Market with the form of a semi-modern building style and a diversity of goods.
- c. Economic Aspect
The prices of goods sold at Badung Market are on average according to the standard but on holidays the price increases.

In addition, the expectations of the consumers of Badung Market are mentioned below.

1. Goods in Badung Market to be added more fully
2. Maintain and improve services at Badung Market such as cleanliness, especially in the toilet because it still smells, security and also provide charging points and WIFI instructions.

The results of this research support the results conducted by Irsan (2016), regarding Public Perceptions of the Modern Market, which was conducted in Makassar City. The similarities are good facilities so that consumers are comfortable when shopping and also the safety and health of the market environment is good, while the difference is the research subjects and objects studied, different services where in modern markets are carried out independently while in Traditional Markets (Badung Market) traders will be assisted and there is also a bargaining value. In addition, affordable prices are in accordance with standard prices that can be reached by the middle and upper classes.

The Role of Regional Companies in the Management of Post-Revitalization of Badung Market

- a. Regional company which is responsible for the management of Badung Market for zoning arrangements, user fees, for empowering the 1st and 2nd floors while the 3rd and 4th floors are still waiting for the grant

process so they cannot take action for Badung Market because they use the Revenue and Expenditure Budget State (APBN) and Regional Revenue and Expenditure Budget (APBD)

- b. Regional company provides market schools for traders. PD Pasar urges traders to maintain and maintain assets such as maintaining and maintaining facilities and cleanliness.
- c. Regional company collaborates with several parties, such as collaborating with the Bali Children's Lentera Foundation to provide education to underprivileged children and collaborating with Danamon Caring and Adira to carry out activities at Badung Market.
- d. Regional company will make a work program in the future
- e. The cleanliness side is only 80% so that the regional company will improve again, especially in the toilets, water channels to be cleaner and also security which is always controlled every day by officers at Badung Market.

The results of this research support the results of Alfianita, Ella, Andy Fefta Wijaya, and Siswidiyanto (2015), regarding the Revitalization of Traditional Markets in the Perspective of Good Governance, which was carried out in the Tumpang market, Malang Regency. The results of this research indicate that the implementation of the traditional market revitalization in Badung Market has been going well in accordance with the principles of Good Governance. Efforts made in the implementation of revitalization are from the physical aspect that focuses on the construction and improvement of market facilities and non-physical aspects (social/cultural and environmental) that are comfortable and safe.

Findings

- a. The shop on the first floor is for the spice section, the meat shop position is too high where the merchant's goods are placed on top so that the buyer can't see the merchant clearly. The size of the shelves behind the merchants are not the same size so the items on display do not look neat and they are also confused to find items. In addition, the barcodes that have been provided have not been used for the payment process.
- b. The hope of traders is to have a door in the front so that it is easier to take goods so that traders do not put their goods in the middle of the stalls they have.
- c. On the inside of the Badung Market building which is still concrete and not stiel Bali and some facilities are starting to break down such as locks and toilets.
- d. Traders only order goods from their customers and they will be taken directly to the merchant's place of trade without having to hire people to lift the goods also the traders say they lost their customers after returning to Badung Market. Most of the traders do not have attributes or nameplates to install in their stalls/kiosks so users are confused about which merchants to go to. Traders who sell wholesale only have small kiosk sizes so it's difficult to put goods in large/large quantities.
- e. There are still some traders who are not yet friendly (smart) when serving consumers, as evidenced on the 4th floor at the Korean fashion shop.

CONCLUSIONS AND SUGGESTION

Conclusions

Based on the results of the research, it can be concluded that:

1. Perceptions of consumers and traders after the revitalization of Badung Market responded positively to physical and non-physical changes.
2. The role of the Badung Market Regional Company as a stakeholder in accordance with the policy of Denpasar Mayor regulation number 9 of 2009 concerning the arrangement of fostering and supervising traditional markets
3. After the revitalization, traders returned to selling at Badung Market, some of the traders complained that their sales turnover had decreased, especially at the back because consumers had less time to shop at Badung Market and most of the customers did not return to their traders. Lack of cleanliness such as toilets and water channels that are not clean.

Suggestion

Based on the results of the research that has been done, the suggestions that will be submitted are as follows:

1. It is better if the government officially submits it to PD Pasar so that it can take action for Badung Market in accordance with the wishes of traders and consumers
2. It is better if the booth on the first floor is lowered again by 40 cm so that the merchant can be seen by potential buyers
3. Increasing the performance of PD market services at Badung Market in managing markets, serving, providing security, and cleanliness for traders and consumers to make transactions comfortable.

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