

Development Implementation Traditional Market in the Kuningan District

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Abstract

Traditional markets are meeting locations for merchants and buyers, with direct seller-buyer interactions and, in most cases, a bargaining process. People will be quite satisfied with the existence of traditional marketplaces because they give many essential and daily commodities at lower prices. As a result, traditional markets must be developed more effectively. To improve tourist attention, adjustments or innovations are required. Traditional markets in Kuningan Regency are being developed in a variety of ways, including physical renovation, revitalization of traditional markets, market cleanliness and market environment activities, arrangement of places and grouping of types of merchandise, orderly administration, order, and security. The Traditional Market Development Policy is based on Kuningan Regency's Regional Regulation (PERDA) Number 11 of 2011, which governs the arrangement and development of shopping centers. Traditional Markets and Modern Shops (Kuningan Regency Government Office). Meanwhile, supportive variables include merchants who always follow market managers' instructions, the availability of cleaning workers, and positive backing from the Department of Industry and Trade. The goal of this research is to investigate and seek theoretical explanations to policy network principles, as well as to develop new policy network concepts. This research employs qualitative descriptive methodology and data collection approaches.

Keywords: Policy Network, Traditional Market, Market Development.

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1. Introduction

In developing traditional markets in the region. The Kuningan Regency Government follows typical market development policies. The Traditional Market Development Policy is based on Kuningan Regency's Regional Regulation (PERDA) Number 11 of 2011, which governs the arrangement and development of shopping centers. Traditional Markets and Modern Shops (Kuningan Regency Government Office). In general, this policy aims to organize, manage, and develop all economic sectors in Kuningan Regency. It also aims to improve the people's economy and clean up the layout of the public sector, providing guidance to ensure its smooth operation by empowering and protecting MSMEs, cooperatives, and traditional markets.

The success of conventional market development cannot be assessed solely by physical development. To improve efficacy in establishing traditional markets, complete action is required; development must occur in all elements relating to and influencing the growth of traditional markets. Physical revival, market management development, trader empowerment, and market protection are all activities taken to develop traditional markets. Traditional market development cannot be achieved solely by maximizing one action; rather, it must be done in a balanced manner.

According to the Ministry of Trade, Kuningan Regency has 24 traditional markets. Each market features numerous stalls and dealers. According to this statistics, the number of traditional markets in good condition is less than half of the total, showing that the development carried out thus far has not been appropriate. Kuningan Regency's traditional market issues are similar to those found in other Indonesian markets, including issues with building layout, facility availability, weak competitiveness, and poor market management (Uhsina Huda & Marita Ahdiyana et al., 2016).

The government's development efforts are now insufficient, as evidenced by the fact that various problems remain unresolved. In this study, researchers look at how the Traditional Market Development Policy is implemented in Kuningan Regency using a policy network approach, as well as the driving and inhibiting variables. The implementation of a policy network method is deemed appropriate because traditional market development is a multi-stakeholder policy.

The policy is being implemented by many agencies, each with their own set of responsibilities, but no particular inter-agency team has been established. Communication between actors is carried out by writing letters, thus what is given does not receive an immediate response and is subject to interpretation discrepancies (Uhsina Huda, Marita Ahdiyana et al., 2016). The absence of a coordination team has an impact on communication, making it less active and responsive.

Aside from the lack of a coordinating team, the monitoring and coordination mechanism across agencies is still inadequate. This is due to sectoral egos and a lack of understanding about mutual oversight among agencies. This is demonstrated by the fact that some new modern markets continue to operate in violation of contemporary market management zoning restrictions, and no action has been done to address this.

- 1) The research aims to identify the policy network involved in traditional market development in Kuningan Regency. The purpose of this research is to describe Kuningan Regency as a horse city, as stated in the magazine title.
- 2) Implemented regional development and revitalization programs, including revitalizing the Kepuh Kuningan Market and developing Kramatmulya in the Regency of Brass.
- 3) Manage the shared resources.
- 4) Factors that drive and impede policy networks

2. Method

Study methods are the techniques that researchers will use to develop, carry out, collect data, and draw acceptable conclusions about the study problem. This form of research is descriptive and takes a qualitative approach. Researchers study societal problems. As a result, researchers decided to employ qualitative research methodologies to identify how to search for, gather, and analyze data from the research findings. In this example, researchers employed the technique of receiving data from a data source, which is viewed as coming from the research subject. Data for this study were acquired by observation, interviews, and documentation.

Data analysis is not required in this qualitative research once the data has been collected and processed. In this instance, temporary data obtained, as well as existing data, can be processed and analyzed. The description of the analysis in the form of a description is consistent with the understanding expressed by experts (Sugiyono, 2018) and (Ilham Ramdhani & Multi Rezeki, 2020), who state that descriptive research is a type of research that describes the problem under investigation in the form of a narrative expression of words, rather than a description of the results of statistical calculations.

Prior Research

Development is a follow-up research activity that aims to use research findings and learn how to apply theories and processes in practical and beneficial ways (West Java Governor's Decree No. 34 of 2004) (Sandi Nugraha, 2017).

The market facilitates interactions between producers (traders) and customers, resulting in conventional and modern marketplaces based on service quality.

According to the several definitions provided, the action of establishing a trade center in a specific location and operating as a hub for activities selling goods or services to meet consumer demands with the goal of profiting and enhancing the regional economy.

3. Results and Discussion

Policy networking in implementing traditional market development in the Kuningan district

The policy network in implementing the Traditional Market Development Policy in Kuningan Regency is defined as the participation of numerous players in the policy, including both government and non-government entities, who are linked to one another by resource dependency and collective action. Using a network approach to policy implementation means that multiple actors collaborate to achieve the policy's aims considerably more effectively than organizations working individually. Aside from that, the diverse interests of policy actors will be easily accommodated throughout policy implementation. In Kuningan Regency, Traditional Market Development policies are implemented by various actors, including KPP, Kopdagperin Kuningan, Disperindag Kuningan, Department of Public Works, Department of Licensing, BLH, Bappeda, and other organizations (Regent and Deputy Regent/TNI/Polri/Satpol PP and SMEDC/Small and Medium Enterprises Development Center).

The Traditional Market Development Policy follows the Regional Regulation (PERDA) of Kuningan Regency Number 11 of 2011 on Central Arrangement and Development Shopping. Traditional Markets and Modern Shops (Kuningan Regency Government Office). Regional rules aim to improve Kuningan Regency by coordinating, guiding, and directing efforts (Area Arrangement and Revitalization, n.d.).

The Bureaucratic Network, which is made up of advocacy coalitions, is the most common sort of policy network that forms. The term "bureaucratic network" refers to the formation of links between the government and other parties involved in policy implementation, both private and public, controlled by government guidance and directives, with the government acting as an agency. The ability to steer will be a key structural strength in network management (Ardi & Wahyudi, 2017).

As a command center, KPP has the capacity to regulate policy execution in terms of the programs in the policy and how other players participate in implementing the policy. Relationship binding in policy implementation is achieved through the formation of an agreement between many parties, such as a collaboration agreement and contract. Providing an intermediate container. The goal of relationship management is to improve communication while maintaining the integrity of policy information. It is regrettable that there is no permanent intermediary forum for executing this strategy; communication is frequently carried out by developing specific forums based on demands and situational factors. To implement this policy, actors should communicate with each other and collaborate in their fields of expertise (Factors Related to Profit and Feasibility Level of Fruit Vendor Business at Kepuh Market, Kuningan District, Kuningan Regency, Java, Barat). Deni Mustopa et al. (2022).

To sustain interdependence among participants in executing traditional market development, it is vital to manage cooperative interests. In general, the interests in implementing this policy can be separated into two categories: the interests brought by each player involved and the policy itself. Of course, the policy network in policy implementation seeks to achieve similar goals, namely those of developing conventional markets. According to Dwi Sutami et al. (n.d.), the policy network must have the ability to govern its members in order to suppress their individual interests.

In policy networks, players cannot fulfill their goals without relying on the resources of others. According to Restu Mangeswuri and Niken Paramita Purwanto (n.d.), this interdependence mechanism works by exchanging resources between actors.

Being part in traditional market growth implies that each actor has utilized its resources to suit the demands of the policy network. Coordination of joint resource management in conventional market development is accomplished by communicating policy resource requirements to all entities concerned. Milasari (n.d.) identifies challenges in managing shared resources in traditional market development. Specifically, KPP struggles to communicate policy network resource demands to members who can manage their own resources.

According to Nur Indah Ariyani and Hadi Nurcahyono (2014), the rules and resource distribution patterns can only be confirmed and updated through interaction and negotiation processes amongst network actors. Shared resource management is considered good if members can respond quickly to the resource needs required by negotiations. Not only does KPP, as the main actor, need to actively voice the network's needs, but each actor must be fully aware that their resources are truly needed by the network. Policies for achieving common aims.

Kuningan District: A City of Horses

Kuningan Regency is a district in West Java Province, Indonesia. The capital is Kuningan District. This district is notable for the implementation of agreements in Linggajati. Kuningan, like Ciamis Regency, Cirebon, Banjar City, and Pangandaran, is a gateway to West Java from the east in Cigugur district. Kuningan Regency is nicknamed "Horse City". Horses are a symbol of this district and are thought to represent the animal manifestation of Si Windu. This athletic horse belonged to the Arya Kamuning family, who ruled the region throughout the Cirebon and Pajang Sultanates. Kuningan Regency contains 32 sub-districts, 15 sub-districts, and 361 villages. In 2017, the population was 1,132,610, with an area of 1,110.56 km² and a population density of 1,020 persons per km². The majority of Kuningan district citizens work as farmers (sharecroppers and farm laborers), but others are traders, civil servants, TNI, police officers, entrepreneurs, and so on.

Regency Dependency Ratio

Kuningan's condition in 2007 was not much different from the previous year, achieving 50.00. The dependent burden figure (ABT) compares the population who are not yet/unproductive (aged 0-14 years and 65 years and older) to the population of productive age (aged 15-64 years), implying that in 2007, for every 100 people of productive age in Kuningan Regency, there are up to 50 people of pre-/non-productive age. The table below provides more full population data as well as demographic information.

Kuningan Regency has 24 traditional markets: Legok Market, Ancaran Market, Darma Village Market, Ciniru Market, Market Hantara, Selajambe Market, Subang Market, Ciwaru Market, Cihideunghilir Market, Ciputat Village Market, Cinagara Market, Lengkong Market, Kramat Mulya Market, Dugede Village Market, Cidahu Market, Maleber Market, Garawangi Market, Bojong Market, Mekarwangi Market, Baru Market, Sukasari Market, Cibingbin Market. Kepuh Market; Galuh Luragung Landeuh Market (Gede et al., n.d.).

Implementation of the area development and revitalization program (market revitalization)

The Traditional Market Development Policy follows the Regional Regulation (PERDA) of Kuningan Regency Number 11 of 2011 on Central Arrangement and Development Shopping. Traditional Markets and Modern Shops (Kuningan Regency Government Office). Society is a social, economic, and political entity. As social creatures, satisfactory dwellings and settlements are a socio-cultural requirement for society. Several public problems exist on the surface, but not all public problems are included in the policy agenda; only selected problems that are regarded critical are eventually included in the agenda (Putu et al., n.d.). The Ministry of Public Works explains the indicators for determining the level of slums based on six criteria: residential building conditions, environmental accessibility conditions, market conditions, raw drinking water service conditions, wastewater management conditions, and solid waste management conditions. A slum is formed when the density of structures and the size of the building area are both below standard. Finally, the Kuningan Regency Policy revitalizes traditional markets so that consumers and sellers can shop comfortably (Ilhami, 2023).

In this policy, regional regulations aim to give the best for Kuningan Regency by coordinating, guiding, and directing. When related to the general basis of the core policies in implementing the Regional Arrangement and Revitalization Program, which are:

- 1) Regional Structuring and Revitalization focuses on places with deteriorating vitality, potential, and strategic value that are disorganized and perform below optimally economically, socially, and culturally.
- 2) Improve the area's accessibility, connectivity, and facilities to better incorporate it into the city system.
- 3) Providing technical help and stimulation to promote regional development with a local cultural lens.
- 4) Create participatory (and) area revitalization management using tridaya (community, business, and environmental empowerment).
- 5) Increase the institutional capacity and knowledge of the government, local communities, and good legislative instruments within the context of good governance and management.

- 6) Encourage investment in historic and promising locations through collaboration among the government, business/private sector, and community.

Policy

- 1) Urban and rural development must be implemented using sound governance and management concepts, as well as collaborations between government, society, and the business world.
- 2) The provision of public services and the development of urban and rural infrastructure and amenities must be carried out fairly and equitably in accordance with local social, cultural, and economic conditions, and it relates to minimum service standards.
- 3) Urban Development and PE! Rural areas require support for economic growth, productivity, and market development through local and regional development. Additionally, regional capacity should be strengthened to manage social change and calamities.
- 4) Sustainable development requires maintaining environmental balance in both urban and rural areas.

Market Revitalization To make shopping at Kuningan Regency's traditional marketplaces more convenient for residents. The government offers financial aid for market revival. Revitalizing historic markets involves enhancing trader behavior to provide better services to consumers, rather than just creating new structures (Aliyah, n.d.).

The government is working to revitalize traditional markets so that they can compete with modern marketplaces. The growth of a market must consider the wellbeing of its sellers and purchasers. Traditional marketplaces can be restructured to focus on comfort, service, and safety, increasing their potential. Traditional markets are projected to gain a comparative advantage as their competitiveness increases.

The market revitalization program aims to promote market competitiveness and revitalize old market activities so that they can compete with modern markets, thereby increasing not just merchants' revenue but also competitiveness and market share.

The traditional market revitalization program follows Article 13 of Law Number 7 of 2014 concerning Trade, which requires collaboration between the government and regional governments to improve market management and empower individuals. There are various revitalizations of traditional markets in Kuningan Regency, including:

Commences the revitalization of the Kepuh Kuningan Market



One of the markets in Kuningan Regency. This traditional market sells a variety of essential commodities and food products, including Kuningan Regency rice, flour, sugar, salt, vegetables, onions, chilies, fish, chicken, and more. The benefit of this traditional market is that the products are sold at people's prices, making the price affordable to the community, as is the role of markets in general. Sellers/traders and buyers can bargain at Kepuh Market to reach a mutually beneficial pricing arrangement. Ordinary traders also offer discounts/promotions or discounts to their clients.

Kepuh Market is located on Jl. Kepuh Market in Kuningam, West Java, Indonesia. The Kepuh Market in Kuningan Regency has been transformed from a slum to a well-organized and comfortable shopping area thanks to the Traditional Market Development Policy based on Regional Regulation (PERDA) of Kuningan Regency Number 11 of 2011. Meanwhile, the kiosk has 62 and 177 shelves, and traders have been incorporated into the digital payment system. West Java Governor Ridwan Kamil inaugurated the Kepuh Market in Kuningan Regency, which has been fully revitalized. The inauguration will take conducted on Saturday, April 23, 2022. This refurbishment must give appropriate and well-maintained arrangements, security, cleanliness, and order to ensure the comfort of consumers who attend. Kang Emil recommended managers to innovate in promoting traditional markets in the digital era, as he stated, "Kepuh market was revitalized from provincial funds, so there are 230 traders who use it and everything is free, just pay for cleaning monthly."

The government has rejuvenated a number of markets in West Java to remove the slum-like atmosphere. This is done to cool down traditional markets while adhering to Pancasila's fifth principle. Kuningan Regent Acep Purnama stated that the rewards of this market revival must assist Kuningan Regency's economic prosperity. "Kuningan will continue on its road toward food security and economic resilience. "We will maximize the potential of traditional markets in Kuningan district," he added. The funding for revitalizing the West Java Kepuh Champion market is IDR 10 billion. Dozens more markets have been rejuvenated in West Java and will be expanded in the following year.



Market Development: Kramatulya in the Kuningan Regency

Kramatmulya Market is a traditional market situated in Kramatmulya Village, Kramatmulya District. The Kramatmulya Market is currently in poor shape, from the buildings that have sustained significant damage to the parking and loading and unloading facilities that use the road, to the sellers who distribute their wares along the market access route. As a result, traditional markets must be developed in order to gain more selling power. There are two common processes used to build a market: renovation and revitalization. Renovation is an activity that involves improving the physical quality of a structure, whereas revitalization is the reconceptualization of building systems, both internally and outwardly. According to Oktapiana and Hermanto (2022), regeneration primarily involves rethinking building systems.

According to the various definitions provided, the development of the Kramatmulya Market in Kuningan Regency referred to in this study is the activity of establishing a trade center in a location and operating as a center for activities selling goods or services to meet consumer needs with the goal of profiting and improving the regional economy. The Kramatmulya market will cover a land area of 3,985 m² (Ilhami et al., n.d.). The buildings that will be proposed for the development of the integrated business district include:

- 1) Main Market Building.

The Perumnas Market development design includes a daily market building with kiosks, booths, emprakans, houses of worship, bathrooms, and more, covering a total area of 3,826 m².

- 2) Market Gate Facilities.

Kramatmulya Market's design includes three gates in two locations: two in the main market building, with one entry gate and one exit gate, and one for loading and unloading, with one entrance gate and one exit gate. market.

3) Parking Facilities.

Kramatmulya Market's parking design is divided into two areas: motorcycle parking and automobile parking. The Kramatmulya market has a total capacity of 82 vehicles, which includes 50 motorcycles and 17 cars in the car and motorcycle parking areas, as well as 15 cars in the loading and unloading area at the back of the market. The design below is for motorcycle and automobile parking in the developing market area.

Managing Shared Resources

Coordination of joint resource management in conventional market development is accomplished by communicating policy resource requirements to all entities concerned. The challenge in managing shared resources in the implementation of traditional market development is that KPP still struggles to communicate policy network resource needs to its members, who have the authority to manage their own resources (Alfianita and Fefta Wijaya, n.d).

Shared resource management is considered good if members can respond quickly to the resource needs required by negotiations. Not only does KPP, as the main actor, need to actively voice the network's needs, but each actor must be fully aware that their resources are truly needed by the network. Policies for achieving common goals (Wahyudi et al., 2019).

The market is a gathering area for merchants and customers to conduct purchasing and selling transactions. In economic discourse, the market emphasizes the formal buying and selling procedure. The market has always held a major position in the economy. According to (Abercrombie 2010), the market is essentially an arena for buyers and sellers to exchange goods and services in order to profit or uncover unique wants.

Markets are classified into traditional and modern markets based on how transactions are conducted. Traditional markets allow suppliers and purchasers to bargain directly. Basic essentials or everyday necessities such as meat, fish, fruit, eggs, textiles, clothing, electronics, and services are among the goods purchased and sold. This type of market is still common in Indonesia, and it is typically located near residences or villages, making travel simpler for purchasers.

As is well known, unhealthy competition between traditional and modern markets has resulted in the development of major measures aimed at revitalizing traditional markets. To enable delegation of duties and authority, Indonesia's unitary state is organized into provinces, districts, and cities. This concept aligns with the idea of decentralization, which strives to bring services closer to local communities and create a thriving society. Development must be carried out to improve the nation's quality of life, allowing Indonesians to live safely and prosperously. Development generally refers to advancements in various sectors, one of which is economic development, or market development. Market development is critical because of society's growing needs and has become the primary pillar of a country's economic system.

Traditional markets must aim to become acceptable and appealing places to visit by various groups in order to play a vital part in running the economy, given their power to boost income and create jobs in Indonesia.

As the number of traders seeking to sell in traditional markets grows, so does the demand for trading venues. The government must improve the market layout by teaching traders on discipline and cleanliness. Because when traditional market traders have a thorough understanding of customer preferences, competition will be balanced.

Market revitalization is not an obligatory condition for making the market better and more appealing, but it can be done to improve and empower the market so that it becomes a suitable place and develops originality and individuality, ensuring that its existence is not inferior to current markets. Aside from that, the restoration of traditional markets must be accompanied by a sense of safety, comfort, security, cleanliness, and organization.

The government must develop legislation or policies that expressly address modern and traditional markets. To ensure the longevity of traditional markets, policymakers must examine numerous factors,

including: First, improve the traditional market infrastructure and facilities. The finance issue, which has been frequently raised, should not be used as a barrier to the development of traditional markets; instead, a solution should be found by partnering with the private sector. Development principles must be considered while improving market facilities and infrastructure in order to create a market that fits the needs of traders and customers in the future. Second, implement the concept of overall improvement in market management performance. Currently, market management, including both market departments and regional corporations, has not performed efficiently in their role as managers. Third, a solution must be found for street vendors (PKL), namely by providing a location for them to sell their wares. Fourth, because the market is open, there is no oversight of standardized measures and scales. In the future, it is envisaged that market administrators will work with competent parties to ensure that commodities offered in the market have standardized sizes and scales, thereby protecting consumers' interests.

4. Conclusion

Based on the data that has been gathered and analyzed for the development of traditional markets in Kuningan Regency through the policy network in this research, as follows:

Policy Network: Implementing Traditional Market Development in Kuningan Regency, The Regional Government's implementation of traditional market development for market management aims to increase trader satisfaction and income through traditional market revitalization by increasing market competitiveness and reactivating traditional market activities so that they can compete with existing markets. So that it not only enhances traders' revenue but also their competitiveness in expanding market share, with the ultimate goal of the program being traders' prosperity. This rejuvenation produces four components: social, non-physical, economic, and physical aspects.

Suggestion

Market managers, both at the policy and management levels, should have a clear vision and goal for the future direction and shape of traditional markets. Market managers' primary responsibility is to provide guidance to traders, create market circumstances that are hospitable and acceptable for business, and aim for smooth distribution of goods in order to achieve price stability for items, particularly those that meet the community's basic needs. One of the features of successful management is that each function in the organizational structure has clear roles and responsibilities, which are documented in the SOP.

Market managers should establish clear game rules and then disseminate them to traders on a regular and thorough basis, ensuring that all market inhabitants understand their contents and purpose. If socializing has been completed, they should be asked to commit to following the mutually agreed-upon regulations. Market managers must be able to impose strict sanctions on anyone who violates the rules. The market will preserve order if its participants follow the rules and are consistent in their implementation.

Meanwhile, from the standpoint of a trader, it is critical to continue to do maintenance on a regular basis in order to extend a market's economic life. Traditional markets will undoubtedly become more beautiful, clean, and comfortable if this is done appropriately and on a regular basis. Street sellers also require a location to market their items. A successful market design should be able to fulfill seller needs while not disrupting buyer comfort or causing traffic bottlenecks. It is better if all market residents work together to establish a shared security pattern. Every merchant and resident must bear some duties for market security.

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