

# EMPOWERMENT OF TRADERS THROUGH TRADITIONAL MARKET REVITALIZATION IN SPECIAL REGION OF YOGYAKARTA

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## ABSTRACT

This study aims to analyze the empowerment of traders through the revitalization of traditional markets in the Yogyakarta Special Region, knowing the obstacles faced, and the efforts made to overcome these obstacles. This research is urgent because the revitalization process carried out by the government only focuses on physical infrastructure and leaves capacity building. It is important to have a study to balance the revitalization of infrastructure and the capacity of traders to be more empowered. This type of research uses a qualitative approach with descriptive methods. The researcher acts as the main instrument of research. Interview, observation, and documentation techniques are used to obtain valid and reliable data. Interviews will be conducted to the Head of the Market Management Office, the Head of the Integrated Services Unit (UPT) of the Market, the Chairman of the Traders' Association and market traders in Sleman Regency, Kulon Progo Regency and Yogyakarta City. Researchers also use secondary data derived from documentation data contained in related agencies and mass media and other sources of literature such as books and journals.

The results of this study indicate that increasing the capacity of traders is in line with traditional market revitalization programs. However, the empowerment process did not go on as a result of the absence of technical assistance and assistance programs carried out by each local government. Sustainable empowerment is actually mostly done by community groups and NGOs. The empowerment process faces a major obstacle in the form of no program integration between agencies. The great potential in community empowerment going forward is the development of a merchant cooperative community by prioritizing trust and lessons learned with strong leadership support.

Kata Kunci: *Empowerment, Revitalization, and Traditional Market Traders*