

Sekolah Pasar Movement: Improving the Capacity of Traditional Market Traders in the Disruptive Era

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ABSTRACT

This study aims to analyze the development of the capacity of traditional market traders through market schools. This research is important because the development of traditional markets by the Government prioritizes the physical development of the market. This type of research uses a qualitative approach with descriptive methods. Researchers act as the main instrument of research. Interview, observation and documentation techniques are used to obtain valid and reliable data. The interview will be conducted to Researchers at the Center for Population Economic Studies UGM, the Industry and Trade Office, the Head of the Kranggan Market Integrated Service Unit (UPT), the Chair of the Merchant Association and Kranggan Market traders. Researchers also used secondary data derived from documentation data contained in related agencies and mass media as well as other literature sources such as books and journals. Data validity checking techniques use source triangulation. In analyzing the data, researchers used four stages, namely: data collection, data reduction, data presentation, and conclusion drawing / verification. The results showed that the physical revitalization of the Kranggan market was not followed by the development of merchant capacity. So that physical development cannot maximally increase the number of visitors to traditional markets. The Market School Movement is carried out with market classes, market clinics and consumer education. The market class has a holistic and systematic curriculum that can increase the capacity of market traders. In addition, after the market class is implemented, there is a market clinical program which is a monitoring program and advocacy for market traders who experience difficulties. Consumer education is carried out through a massive campaign using various print and social media to reach all generations. After the school market implementation, the number of Kranggan market visitors increased rapidly. Infrastructure and merchant conditions make the Kranggan Market a model for many other markets. In addition, market schools can revive merchant cooperatives to reduce merchant debt to banks or other savings and credit cooperatives. The Market School Movement is the foundation in increasing the capacity of traditional market traders so that it can restore the glory of traditional markets from the growing number of modern markets in the city of Yogyakarta. The output of this research is in the form of articles in proceedings at an international seminar "2nd International Conference of Social Sciences and Education" with the title "Sekolah Pasar Movement: Improving the Capacity of Traditional Market Traders in the Disruptive Era".

Kata Kunci: Capacity Development, Market Schools and Traditional Markets