

OPTIMIZING TRADITIONAL MARKET FUNCTIONS FOR CULINARY MSMES IN YOGYAKARTA CITY

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Abstract: The research about optimizing the function of the traditional market for Culinary Small and Medium Enterprises in Yogyakarta aims to explore the condition of thirty traditional markets in Yogyakarta and to explore Culinary Small and Medium Enterprises guided by Departments of Industry Cooperative and Yogyakarta Small and Medium Enterprise. This research used the exploratory qualitative method. Qualitative research aims to understand the phenomenon that is happening in the traditional market, which is experienced by the research subject such as trader, market headman, market association, and government policy in market management. The exploratory method's purpose is to describe an object deeply and do a search, particularly in concept stabilization that will be used in the wider scope of research with a bigger conceptual reach. The analysis tool is using Strength, Weakness, Opportunity, and Threat (SWOT). The data is collected by using observation, interview, documentation study, and Focus Group Discussion (FGD). The informants are determined through purposive sampling. Data analysis is using the Miles and Huberman model, done interactively and continuously to produce saturated data. Explorations result found that 8 traditional markets are recommended in optimizing the function of the traditional market. Eight traditional markets are Ngasem, Kranggan, Karangwaru, Pujokusuman, Legi, Tunjungsari, Gedongkuning, and Gading. However, only three traditional markets which will be tested to sell together, both off-line or online are Kranggan, Ngasem, and Tunjungsari. Afterward, the three traditional markets are given brands suitable with the morning market brand on each traditional market. Kranggan market with brand food court millennial, Ngasem market with a brand food court of Mataram food, and Tunjungsari market with a brand food court of Nusantara food.

Keywords: *Traditional Market, Culinary Small, and Medium Enterprise.*

1. Introduction

One of the beneficial impacts of Yogyakarta's reputation as a city of education and tourism is that it has given rise to a variety of alternative non-formal sector economic activities carried out by persons from high, middle, and poor social strata (Sugiyanto, 2004). Tourists, students, and

students are the target markets for economic operations, thus the Yogyakarta City administration works hard to invite stakeholders to enhance public services with a focus on improving the welfare of the community, particularly the lower class.

The development of MSMEs through the "Gandeng Carry" initiative is one of the efforts made, given that the number of MSME actors in 2018 was around 24,000. Tourists, university students, and college students account for 80% of the 24,000 MSMEs' customers. Yogyakarta, on the other hand, has a number of potentials that can be combined with MSME activities, but this potential has not been fully realized by the government or the community. The optimization of traditional marketplaces is one area of potential with a lot of potential. According to statistics from the Manpower and Transmigration SME Cooperative Service (PKU Office) and the Yogyakarta City Trade Office, 30 traditional markets in 2019.

Eighty percent of traditional markets are open for less than 12 hours per day, with two exceptions: the Gading and Klitikan Pakuncen markets, which are open for 18 hours per day and the Giwangan market, which is open 24 hours per day. Tourists and students in Yogyakarta, on the other hand, have been active for 24 hours since the technology period, and during these activities, tourists and students have a variety of demands, particularly the need for culinary consumption.

In fact, Yogyakarta's 30 traditional markets are can carry out open 24 hours a day, seven days a week. This research proposes the concept of "turning on the traditional market in Yogyakarta City for 24 hours." The concept is based on both internal and external market factors. As a result, the internal aspect is comprised of strengths and weaknesses, while the exterior aspect is comprised of opportunities and threats. The problem is formulated as follows, based on the previous description. How can traditional marketplaces in Yogyakarta City be made more efficient? Who is responsible for optimizing traditional marketplaces in Yogyakarta?

Furthermore, the goal of this research is to look into the conditions of thirty traditional markets in Yogyakarta, as well as the culinary MSMEs assisted by the Cooperative Industry Service and MSMEs in Yogyakarta. As a result, the goal of this study is to first formulate an idea for maximizing the function of traditional markets in Yogyakarta. Second, identify and collaborate with stakeholders (OPD and community) to improve the function of traditional markets in Yogyakarta City. The research benefits include: 1) providing information and optimizing the function of traditional markets in Yogyakarta so that markets can operate 24 hours a day; and 2) in the city of Yogyakarta, strengthening the strategic role of MSME actors as drivers of the regional economy. Contributions to research include:

- a. It is possible to use the market for a longer period of time.
- b. For a period of time, the majority of traditional market traders were Yogyakarta residents.
- c. There is a possibility of relocating food vendors from the sidewalk inside the conventional market area.
- d. Provide chances for Yogyakarta's traditional dishes to be developed by culinary SMEs.

2. Research Methods

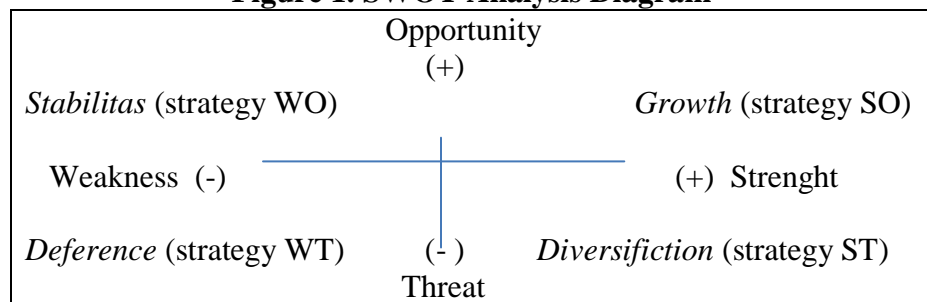
The study on optimizing the function of traditional markets for MSMEs in Yogyakarta City uses an exploratory qualitative approach. Explorative research is research that aims to explore broadly

the causes or things that affect the occurrence of something and is used when researchers do not know the conditions or conditions in the field (Arikunto, 2010). Therefore, the exploratory research method aims to map an object relatively in depth.

In relation to the above, qualitative research intends to understand the phenomena of things that occur in traditional markets and are experienced by research subjects, for example, the behavior of traders, market heads, and associations, as well as government policies in market arrangement (Arikunto, 2010). In this case, behavior and actions are in the form of words and language, in a special context that is natural and utilizes various natural methods. This is in accordance with the purpose of qualitative research, which is to explain the phenomenon in depth through detailed data collection (Wijaya, 2018). Thus, the type of research used is field research, namely research aimed at traders, merchant associations, market heads, and the Yogyakarta City Government, which consists of Bappeda, the Department of Trade, and the Department of Industry, Cooperatives, Micro, Small and Medium Enterprises, Yogyakarta City.

This study uses an exploratory qualitative approach with *Strength, Weakness, Opportunity, and Threat* (SWOT) analysis tools. According to (Rangkuti, 2013), SWOT analysis can identify several factors systematically to formulate a strategy based on logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and *threats*.

Figure 1. SWOT Analysis Diagram



Sumber: Rangkuti, 2002.

Figure 2. SWOT

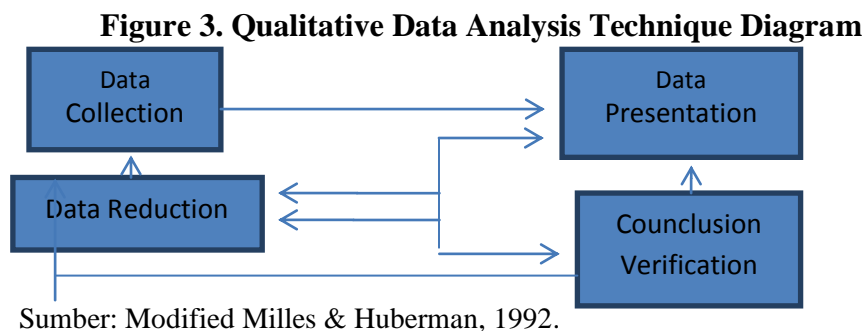
| Faktor | Eksternal | Opportunity (O) | Threat (T) |
|--------------|-----------|--|---|
| | Internal | | |
| Strength (S) | | Strategi SO Create a strategy that uses strengths to take advantage of opportunities. | Strategi ST Creates a strategy that uses strengths to address threats. |
| Weakness (W) | | Strategi WO Creating strategies that overcome weaknesses by taking advantage of opportunities. | Strategi WT Create a strategy to minimize weaknesses and avoid threats. |

Sumber: Rangkuti, 2002.

Data for this study were gathered using four methods: in-depth interviews, in-depth observations, documentation studies, and focus group discussions (FGD). Meanwhile, the research instruments were the Yogyakarta City Trade Office, the Yogyakarta MSME Cooperative Industry Service, and the Yogyakarta City Regional Development Planning Agency.

Informants in this study were determined using purposive sampling. These informants are subjects who can supply complete information to researchers, and because the qualitative research sample is small enough that it does not need to be representative of the population, it is selected or determined according to purpose (Creswell, 2016). Based on this, the researcher determined the informants in his research, consisting of: the Head of the Department of Trade; the Head of the Industry Service of Cooperatives for Micro, Small, and Medium Enterprises; the Head of Economic Affairs of the Yogyakarta City Bappeda; the Head of the Market Division, Head of MSMEs, the Market Village Head, and market sellers and market association managers.

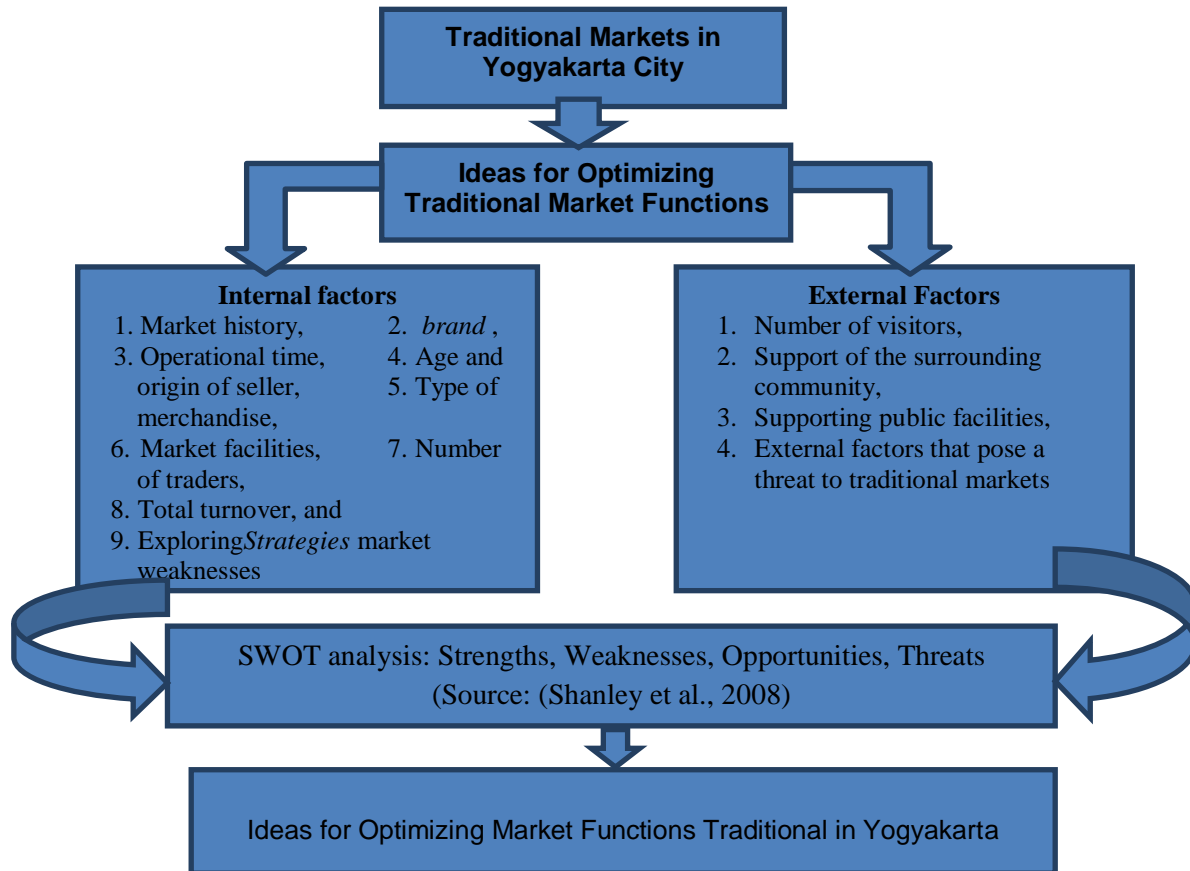
Data analysis in this study used the Miles and Huberman model. In this regard, Miles and Huberman in Sugiyono, (2016) say that "in qualitative data analysis, it is carried out interactively and takes place continuously so as to produce saturated data." The qualitative data analysis technique used by Milles & Huberman, (1992) is shown below.



Research Framework

A framework is a concise map that acts as a description of the research process and can be easily studied by researchers and by other interested parties. Based on this, it is important for researchers to describe the framework of this research, as presented in Figure 4 in the following diagram.

Figure 4. Research Thinking Framework Diagram



Literature Review

Market

The market is a meeting place for sellers and buyers to conduct transactions, so that the meeting can be direct or indirect. Given the nature of the market, some are open and some are closed. The meeting between sellers and buyers can be represented by intermediaries or services. So, the market is a mechanism that brings together buyers (consumers) and sellers (producers) so that both can interact to form a price agreement, so that sellers can be interpreted as an industry and buyers as markets (Lin, 2002).

Optimizing

Optimizing here is directed at a policy program that is carried out jointly between interested parties and the person in charge of the government as the host. This is in accordance with the opinion expressed by (K Adimihardja & Hikmat, 2001), that "development includes activities to activate resources, expand opportunities, recognize success, and integrate progress." Through the fulfillment of certain requirements, it is hoped that the market can function productively for 24 hours, contributing to the economic activities of the people of Yogyakarta.

UMKM

According to Micro, Small, and Medium Enterprises (MSMEs) Law Number 20 of 2008, the clustering of micro, small, and medium enterprises is based on aspects of business ownership, amount of capital, and total wealth. According to the law, the difference between micro, small, and medium enterprises is seen in the value of the assets and the annual turnover they have.

The development of culinary MSMEs in the city of Yogyakarta is through the stages of learning, training, investigation, enlightenment, ideation, and execution. This condition is in accordance with the opinion of Guilford, (1950), that the success of idea development is due to four creative dimensions, namely the personal dimension, the process dimension, the push/press dimension, and the product dimension.

Regarding the development of market functions, it can be directed as an effort to expand to bring a situation or situation in stages to a better and more complete and stronger situation so that development is directed at a better program. This is in line with the opinion of Kusnaka Adimihardja & Hikmat, (2004) that "development includes activities to activate resources, expand opportunities, recognize success, and integrate progress."

Sales of culinary products and services have not been stable, such as sales of *handicrafts* and *fashion*. Based on this, the proposal to develop the idea of a traditional market function specifically for culinarily MSMEs is based on this. In addition to the basic reasons mentioned above, there are other reasons why culinary products must be marketed for which marketing needs to be developed, since most culinary entrepreneurs in the city of Yogyakarta have a limited area of residence, so that the house is a place to live as well as a place for culinary production. Thus, culinary MSME actors find it difficult to carry out the production process because of the limited location for production, especially when getting culinary orders with large capacities. On the other hand, traditional markets in Yogyakarta City after 12.00 WIB tend to be empty and not used. Therefore, it is possible that some of these traditional market locations are used as Jogja culinary kitchens. Due to the limited location, it is possible that the government, through the Small and Medium Enterprises Cooperative Industry Service, the Trade Service, the Health Service, and the Tourism and Culture Office, has not or cannot control the hygiene and sanitation of products to the standards of the Food and Drug Administration (BPOM). With a centralized location, it is possible for the relevant OPD/Department to carry out intensive supervision.

3. Results and Discussion

The data collected from 30 traditional markets has been researched through observation, interviews, and FGDs with various *stakeholders*, then integrated with secondary data, profiles of traditional markets in the city of Yogyakarta, and several reports of previous research results, resulting in content analysis. The research results are presented in a SWOT model to explore internal and external aspects. In this regard, the internal aspects consist of strengths and weaknesses, while the external aspects consist of threats and opportunities.

The 30 traditional markets are:

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|---------------------|------------------------|-----------------------|
| 1. Pasar Terban | 11. Pasar Gading | 21. Pasar Giwangan |
| 2. Pasar Kranggan | 12. Pasar Prawirotaman | 22. Pasar Pace |
| 3. Pasar Karangwaru | 13. Pasar Sentul | 23. Pasar Pujokusuman |

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|-------------------------|------------------------|------------------------|
| 4. Pasar Pingit | 14. Pasar Gedongkuning | 24. Pasar Tunjungsari |
| 5. Pasar Lempuyangan | 15. Pasar Demangan | 25. Pasar Suryobrantan |
| 6. Pasar Pathuk | 16. Pasar Talok | 26. Pasar Ngadikusuman |
| 7. Pasar Ngasem | 17. Pasar Pasty | 27. Pasar Ciptomulyo |
| 8. Pasar Serangan | 18. Pasar Senen | 28. Pasar Klithikan |
| 9. Pasar Legi | 19. Pasar Karangkajen | 29. Pasar Kotagede |
| 10. Pasar Condronegaran | 20. Pasar Sanggrahan | 30. Pasar Ledok |
- Gondomanan.

Among the thirty traditional markets mentioned above, there is one that is well managed, and the market functions from morning to night, namely the Condronegaran market. However, this market is not managed by the Yogyakarta City Trade Office but is managed by the local community so that the Trade Office does not immediately intervene in its management. Through an overall business approach, the thirty traditional markets can be observed internally and externally as a material for consideration for market development.

Through the integration of internal and external aspects, focusing on 30 traditional markets in Yogyakarta City, it is possible to identify the strengths, weaknesses, opportunities, and threats in each of these markets. The results of the integration of the two aspects are presented in Table 1, below.

**Table 1. Data Integration of Internal Aspects and External Aspects
Traditional Market in Yogyakarta City**

| No. | Market | Internal | | External | |
|-----|---|--|---|---|---|
| | | Strengths | Weaknesses | Opportunities | Threats |
| 1 | Terban Traders: 145 Visitors: 1330 Turnover Rp: 359,479,215.00 | Land area. here are still empty stalls. Spacious parking area. Already has brand and a chicken slaughterhouse. There are several vegetable, fruit, and culinary traders. | There has not been an arrangement of traders based on the type of merchandise. There is no permanent barrier between the chicken slaughterhouse and the basic food traders. | Close to RS. Sarjito, Panti Rapih, and YAP. Close to campus: UGM, UII, SMAN 6, SMPN 8, SMPN 1. Located on a strategic path. | The presence of modern culinary, controlled by a third party. |

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|---|---|--|---|---|--|
| 2 | Kranggan Trader: 707 Visitors: 12,903 Turnover Rp: 1,280,455,477.00 | The market consists of 2 floors, good condition and two-lane stairs. The activities of traders in the market from dawn until approximately 12.00. | Behind the market, there are many traders selling along the shoulder of the road from dawn until 8.00. Managed by Kemantren Je-tis. The head of the market only has authority on the inside on the first floor. | Close to Tugu Yogyakarta tourist attraction | The market is controlled by three parties: a. 1st floor inside the market by the market head. b. The road to the north of the market by the ministry. c. 2nd floor market by 3rd party. |
| 3 | Karangwaru Traders: 82 Visitors: 337 Turnover Rp: 160,095,247.00 | The market consists of 2 floors in good condition. The merchants are well organized. The second floor is empty, not yet used for selling. The forerunner of the market snack center. | The stairs to the 2nd floor are inside the market, narrow and steep. Narrow parking area. | Close to the Magelang highway. The community supports the existence of the market. | <i>Devider</i> Jalan Ma- bracelet. Street snack vendors in the Sleman area are located along Jalan Mage- lang. |
| 4 | Pingit Traders: 223 Visitors: 1,888 Turnover Rp: 535,200,000.00 | The market consists of 2 floors. Good market conditions. Place the strategy. Have <i>brand</i> an ornamental fish marketIt was originally a transit market. | The 2nd floor has not been used yet. Narrow parking area.market building conditions <i>Singup</i> . The entrance and exit lanes are narrow, wrong position. Traders from | Near the Jana- badra campus, Entrepreneurs, and various offices such as: Kopertis, BKD, and BPOM. | Too close to Kranggan market. Visitors with four wheeled vehicles find it difficult to park. |

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| | | | outside the city of Yogyakarta. | | |
| 5. | Lempuyangan Traders: 350 Visitors: 3,576 Turnover Rp: 846,666,800.00 | <i>brand</i> 2009. The market consists of 1 floor. Parking space is sufficient. The majority of traders are traders who move from the Reksongaran market. <i>brand</i> Rice distributor | The road on the north side of the market is still <i>chaotic</i> . | Strategically located close to the Lempuyangan Railway station. Close to: school, Bethesda Lempuyangan Hospital. Close to offices and shops. | Most of the market wholesalers do not have an ID card in the city of Yogyakarta. |
| 6. | Pathuk Merchant: 247 Visitors: 1598 Turnover Rp: 385,390,000.00 | <i>Brand</i> traditional Chinese culinary market (Chinese). The market building is only 1 floor. The market operates until noon, around 14.00. | The road in the southern part of the market is used as a parking area. The market trash can is inside the market. | Strategic location, near Malioboro. The consumers are mostly ethnic Chinese. The majority of traders are residents of Yogyakarta. Near Chinatown. | Merchants who sell are elderly. There are still traders who come from outside the city. |
| 7. | Ngasem Traders: 392 Visitors: 3,262 Turnover Rp: 704.666,648.00 | Has historical value of Javanese culture (<i>heritage</i>). There is an open stage available. There is an exhibition area. Spacious parking area. Already have <i>brands</i> (apem, brongkos, moringa, etc.). | Lack of maintenance on the bathroom and trash. The market building is connected to the resident village. | There are baths of Sultan HB II, 1809. Close to the village of Kauman. The location is close to the palace and integrated with the Tamansari tourism object. Close to the Widya Mataram campus. | Some of the historical values of the Yogyakarta palace are fading. |

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| 8. | Attack of Merchants: 314 Visitors: 2,380 Turnover Rp: 558,803,820.00 | The market is on the side of a big road. brands of tempe, thiwul, and charcoal. | The market location is in a sloping area. There is no parking space for visitors. The 2nd floor building follows the soil structure. Market operations: 4.00-11.00. | Close to art galleries. | Most of the traders are not residents of the city of Yogyakarta. |
| 9. | Legi Merchant: 328 Visitors: 2,502 Turnover Rp: 815,337,152.00 | Diversity of merchandise. The market is quite wide. The location is on the side of the road. | The market building makes the market condition 5.00-10.00 hours except for stalls on the edge of the highway until 17.00. | It is strategically located close to shops, residential areas, several schools. | Most of the traders are not residents of the city of Yogyakarta. Some of the traders are elderly. |
| 10. | Condronegaran | Managed by local people. Born <i>bottom up</i> , clean and orderly. | The city government does not have the authority to manage the market. | The location is near the UNY PGSD campus dormitory. There are no traders who store their wares in the market. The market operates in the afternoon until the evening, and the market becomes a culinary place. | Market management is not under the authority of the Yogyakarta City Trade Office. |

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| 11. | Gading Merchant: 180 Visitors: 411 Turnover Rp: 266,625,000.00 | The market building consists of two floors. Located on the side of the road. <i>Brand</i> fresh vegetables in the evening. In 2016 he became the number 3 market cleanliness champion in the city of Yogyakarta. | It has not been functioned optimally. The village headman is less focused on supervision because he manages several markets. | Close to Pol-sek Mantrijeron, Alun-kidul and the village. Located on the edge of the highway. | The regeneration of the merchant-gang is slow. Traders are not residents of the city of Yogyakarta. The location of the Gading market is close to the Prawirota-man market. Merchants are old. |
| 12. | Prawirotaman Trader: 631 Visitors: 6,510 Turnover Rp: 1,262,750,890.00 | New building with 5 floors. Facilities, modern and complete. Unite with the international village. There is already a grouping of traders based on merchandise. | Some traders are not comfortable with the grouping of types of merchandise. sales have <i>Online</i> n't started yet. | The location is on the side of the road. The market is surrounded by the hotel. | There are still traders who sell outside the market. |
| 13. | Senthul Traders: 373 Visitors: 3,078 Turnover Rp: 557,945,709.00 | The market consists of 1 floor, and is strategically located on the edge of Sultan Agung road. Have a parking page. Has <i>brand</i> of corn and bananas. The types of merchandise are | Market operations are only until 13.00. | Close to: UST and UAD campuses, offices and several schools, and close to Purapakualaman. | Close to: modern market, Super Indo, various modern restaurants. |

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|-----|--|---|--|---|--|
| | | complete. | | | |
| 14. | Gedongkuning Trader: 193 Visitors: 795 Turnover Rp: 337,750,000.00 | One-story market, strategic location on the side of the road. Has a parking area, integrated with Gedong- yellow village. | The market courtyard is covered with the BLKH building. Merchants sell only until 11.00. Many traders come from outside the city of Yogya- Yogyakarta. | Close to Gembira-loka Zoo tourism object, and various community housing. | <i>Devider Jalan Kusumanegara</i> . |
| 15. | Demangan : 717 Visitors: 4,669. Turnover Rp: 1,517,650,239. 00 | The market consists of 1 floor. Strategic location on the edge of Jalan Gejayan. There is a parking lot. The market is integrated with De-mangan village. Market operating hours: 5.00- 14.00. BRI facilities, radio, hall, and cooperatives. | Parking space is very limited. Traders are mostly from outside the city of Yogya- karta. Market operations until hours: 11.00. | The market is near the UNY campus, UIN Suka, Akprind, RRI, shops, and various hotels. | A market with a variety of modern restaurants, <i>coffee shops</i> in the vicinity. |
| 16. | Talok | The market | Location near | The location is | Close to |

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|-----|---|--|---|--|---|
| | <p>Trader: 121 Visitors: 815 Turnover Rp: 177,466,707.00</p> | <p>consists of 1 floor. The location of the market is integrated with the village of Gendheng. Has several achievements, among others, piloting a retribution payment system through a QR code.</p> | <p>the train tracks (noise and vibration) Traders operate only until 11.00. Limited parking space.</p> | <p>close to the UIN, STPMD, Akprind campuses.</p> | <p>modern shops, Indomart, and Alfamart.</p> |
| 17. | <p>Pasty Trader: 408 Visitors: 8,201 Turnover Rp: 553,000,000.00</p> | <p>Has a brand of animal and ornamental plant market. Arranged in a good selling zone for animals and ornamental plants, equipped with educational facilities for trips and food, court. Strategic location. The Animal Market has no competitors yet.</p> | <p>Vulnerable for waders from the east to west zone and vice versa.</p> | <p>Close to the ringroad, and can be developed as an animal museum and fauna museum.</p> | <p>Vulnerable to the safety of rare flora and fauna.</p> |
| 18. | <p>Monday (temple) Trader: 227 Seller: 1,183 Turnover Rp: 314,647,190,00 Merged</p> | <p>with the village. brand The longest market Market operating hours: 5.00-17.00. Has historical value. There are temples, and lion</p> | <p>Located in the alley / village. Impossible to pass by vehicles. Physically difficult to develop.</p> | <p>Near Malioboro. There is an opportunity to develop it into a wi-sata village.</p> | <p>Surrounded by modern market. Close to Pathuk market.</p> |

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|-----|--|---|---|---|---|
| | | dance craftsmen. | | | |
| 19. | Telo Karangkajen Trader: 37 Visitors: 2,014 Turnover Rp: 180,595,220.00 | Owens <i>brand</i> . The strategic location is on the edge of the highway, a small number of traders come from the Ngasem market. No competitors. Third generation traders, so they are still productive. The circulation of merchandise is very fast/smooth. | There is no increase in the number of traders within a certain period of time. | There are more and more bakpia industries and restaurants and modern markets around. | Many people sell cassava in traditional markets, and near the Superindo modern market. |
| 20. | Sanggrahan Traders: 21 Visitors: 541 Turnover Rp: 16,362,507.00 | The smallest traditional market. Never got an achievement as a clean market in 2014. | The goods traded are incomplete. Hours of operation: 5.00-11.00. | There are traders who sell culinary delights after the morning market ends. | The condition of the market building is narrow, making buyers uncomfortabl e. |
| 21. | Giwangan Trader: 981 Visitors: 16,461 Turnover Rp: 3,224,453,478.0 | <i>Brand</i> center wholesaler of fruit and vegetables | Security monitoring needs to be extra strict. | Traditional market with <i>casing</i> . | The entry of imported fruit and vegetables. |

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| | 0 | (main market). Operating hours: 24 hours. Merchants are traders relocating from Jalan Sriwedani, Jalan Pabringan, and <i>Shopping Center</i> . Complete and adequate facilities. The location is very spacious. | | | |
| 22. | Pace of Traders: 21 Visitors: 305 Turnover Rp: 10,607,680.00 | Traders are the third generation. | The types of merchandise are limited. Service hours: 5.00-11.00. The condition of the market building is narrow. The majority of traders sell on the village streets. | | Located between Gedongkuning market and Senthul market. Incomplete trade . |
| 23. | Pujokusuman Trader: 92 Visitors: 1,335 Turnover Rp: 122,666,630.00 | Dutch-style ethnic market building. Already owns <i>brand</i> the Je-nang <i>Grendhul</i> . | The types of merchandise are limited. Some traders use roads or alleys to enter the village to sell. | The location is close to Ndalem Pu-jokusuman. Has historical value. | Most of the traders are not residents of the city of Yogyakarta. The market is functioned as a public space. |

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|-----|---|--|---|---|---|
| 24. | Tunjungsari Trader: 38 Visitors: 62 Turnover Rp: 21,375,000.00 | The market consists of 2 floors. The market building on the 2nd floor has been designed to sell culinary delights. There is ample and comfortable parking space. The market consists of three blocks: upstairs, downstairs, and the stalls on the west (facing Pakel street). Operating hours: 8.00-16.00. | There is only 1 stall selling culinary on the 2nd floor. The 2nd floor has not been fully used for culinary purposes, but is currently being used for an advocacy office. | Located in the southern part of Yogyakarta, which will be developed by the government. Near the campuses of UNU, UAD, STI Widya Wiwaha, and others. Close to RS. Primary. Close to several budget class hotels. | Tenants on the second floor as a culinary place that is not yet known by the market head. |
| 25. | Suryobrantan Traders: 26 Visitors: 67 Turnover Rp: 7,385,000.00 | Local residents. | The location is in a very narrow village alley. Operating hours: 5.00-10.00. | A demonstration of the function of the mosque as an economic center in Yogyakarta. | The ratio of sellers to buyers is at a low position, namely 2: 5. |
| 26. | Ngadikusuman Trader: 31 Visitors: 648 Turnover Rp.: 10,960,700.00 | Historically, Guo Selarong was a trader who sold kepel, guava, and sapodilla fruit on Jalan Suryoputran | The location is on the edge of the village road, the mosque's yard. | The ratio of sellers to buyers is high, namely, 1: 20.90. | Developed towards the market for rare fruits, such as du-wet, kepel, etc. |

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|-----|---|---|--|--|--|
| 27. | Ciptomulyo Traders: 31 Visitors: 92 Turnover Rp: 34,247,622.00 | <i>Brand</i> building materials. | There are no products sold out of town yet. | Building materials sold can be developed into more modern products. | The presence of a building shop in the form of a modern market. |
| 28. | Klithikan Merchant: 740 Visitors: 9,593 Turnover Rp: 1,899,333,580.0 0 | Established in 2007. Strategic location. <i>brand</i> hand marketTraders are relocating traders from Jalan Mangkubumi, Jalan Alun-alun Kidul, Jalan Asemgede. Facilities are adequate and complete. | Crowded visited in the afternoon until midnight. | No competitors. | There is no standard price. Security levels are lacking. |
| 29. | Kotagede Traders: 609 Visitors: 10,811 Turnover Rp: 1,156,565,907,0 0 | <i>brand</i> (cultural heritage) in the city of Yogyakarta. | The market position is at the crossroads of the triangle. Limited parking space. | Used as a monument in the market area. | Extinction of historical value. The center for the typical food industry of Yogyakarta. |
| 30. | Ledok Gondomanan Trader: 9 Visitors: 136 Turnover Rp: 7,679,900.00 | Established since 1970. Market traders are the 3rd and 4th generation. | Buyers are local residents. The market is on the edge of a small alley, Jalan Brigjen Katamso. | - | Surrounded by shopping malls. |

Source: Primary Data processed, 2021.

After the internal and external factors of traditional markets are integrated, 10 nomination markets are obtained to be developed. Furthermore, the data were analyzed using a SWOT tool, and the results are shown in Table 2 below.

Table 2. Data Integration of Strengths and Opportunities of Yogyakarta Traditional Market

| No. | Market | Strength | Opportunity | Information |
|-----|--------------|----------|-------------|---|
| 1. | Tunjungsari | V | V | Spacious, strategic, adequate parking area, needs to be negotiated with the community management and users on the second floor. Opportunities to sell culinary can be developed on the second and first floors. If the two floors are used for selling culinary delights by MSMEs, the Yogyakarta City Government must move the bicycle market, considering that the bicycle market consumers are very quiet. Furthermore, the stalls on the west side of the road need to be rearranged, so that the kiosk users do not use the kiosk as a place to live and sell. |
| 2. | Kranggan | V | V | The existence of a dominant third party controlling the market, especially on the second floor. If the second floor will be used for selling by Culinary MSMEs, negotiations are needed between OPD and third parties. |
| 3. | Karangwaru | V | V | The location is quite spacious, ready to be used for culinary. Note, it takes stairs to get to the second floor with a position at the front, because the current stairs are in the market. |
| 4. | Pingit | V | V | market conditions <i>Singup</i> , there are several stalls for storing personal belongings and for housing. |
| 5. | Ngasem | V | V | The area and conditions of the market are open so that it is quite bright. Complete facilities, ready to be used for Culinary SMEs selling. The market already has <i>brands</i> traditional food |
| 6. | Legi | V | V | Market building is too low. Does not have a parking area so that visitors park on the side of the road which disrupts traffic flow and is prone to accidents. Market cleanliness needs to be improved. |
| 7. | Gading | V | V | market conditions <i>Singup</i> , there are several stalls that are empty, seem dirty and dark. Empty stalls, if they are to be used for selling culinary by SMEs, need to be rearranged. |
| 8. | Gedongkuning | V | V | Market conditions are open, clean and bright. There is a potential market page for culinary sales. In front of the |

| | | | | |
|-----|-------------|---|---|--|
| | | | | closed market the BLH building. |
| 9. | Talok | V | V | Consumers and operating hours are limited so that at 12.00 the market is locked. |
| 10. | Pujokusuman | V | V | The only Dutch building market so it has a <i>heritage</i> that needs to be preserved. The market is narrow but organized. There are already some culinary sales in the evening. Has a <i>brand</i> jenang <i>grendhul</i> . |

Source: Primary data processed, 2021.

Among the 10 markets that have opportunities for CULINARY MSMEs to sell, 8 markets are recommended for the development of these CULINARY MSMEs, as presented in Table 3 below.

Table 3. Optimizing Selected Market Function

| No. | Name of Market | Information |
|-----|----------------|--|
| 1. | Tunjungsari | The location is in the southern Yogya area, spacious, , one lane with Pratama Hospital, and <i>XT Square</i> . The market consists of two floors and a large parking area. |
| 2. | Kranggan | Floor 2 is ready to be used for selling culinary by MSMEs, but an MoU is needed between business actors, authorities, and the Market Service. |
| 3. | Karangwaru | Floor 2 is ready to be used for selling culinary by SMEs, it is necessary to build a new ladder at the front of the market. |
| 4. | Ngasem | The location is ready to be used for selling culinary by SMEs, there needs to be an MoU between the Trade Office and the PKU Office. |
| 5. | Gading | Needs to be rearranged, both upstairs and downstairs, and there needs to be negotiations between old and new traders. |
| 6. | Pujokusuman | Need coordination between morning, afternoon, and evening traders and the surrounding community. |
| 7. | Gedongkuning | Physical procurement to be used for selling culinary by MSMEs because the opportunities and potential are on the market page. |
| 8. | Legi | Need coordination between traders morning and afternoon and evening. |

Source: Primary data processed, 2021.

The eight markets above, viewed from a priority scale, which are ready to be used for selling culinary by MSMEs are first, Ngasem and Karangwaru markets, and both Kranggan and

Tunjungsari markets, while Gading and Gedongkuning markets need to be held for physical changes. Furthermore, for the Kranggan market, it is necessary to issue an MoU among the *stakeholders*, considering that the market has its own internal problems, particularly the problem of managing traders and associations. In addition, an MoU also needs to be issued for the Ngasem market, namely between the Trade Office and the PKU Office.

As for the Legi market, it is not used for selling culinary SMEs for the following reasons: 1) the sidewalk in front of the market has been used for culinary sales from the afternoon until dawn so that there are no empty locations, and 2) if SMEs sell in the market, there are health problems related to hygiene and sanitation, such as rats, in the market. Because cooking necessitates cleanliness and hygiene. On the other hand, Legi market does not have a parking lot, so visitors always park on the side of the road. This is very risky for security, both for visitors and for people who pass by.

Based on the data from the first and second FGDs, triangulation of the results was carried out with the three market heads whose markets were chosen by Culinary MSMEs as trial places for selling culinary, namely the Kranggan market, Ngasem market, and Tunjungsari market.

Characteristics and *brands* in the three selected traditional markets:

a. The Ngasem Market

Brand for the Ngasem market was agreed to continue *brands*, namely *brands*, such as: apem, krecek porridge, brongkos, "don't moringa", oseng-oseng genjer.

b. Kranggan

Market Kranggan market already has *brands* jengkol, buntil, mangut, carang gesing, garang asem, *cap jay*, *mentho* and gudeg. In principle, if the Culinary MSMEs are going to sell together at the Kranggan market, they can continue *brand* their morning *brand* new

c. Tunjungsari Market

It is proposed that the upper floor of the Tunjungsari market be used for selling culinary at night with Nusantara cuisine. *Brands* can be made by adding complements to attract consumers. *Gudeg* Tunjungsari market brand is the *brand* + Pelangi coffee so that *brand* that can be used for the Tunjungsari market is Indonesian cuisine, one of which is the *brand* Gudeg

4. Conclusion

After conducting a study of the 30 traditional markets in the city of Yogyakarta, they further researched the 8 traditional markets to prioritize in maximizing market functions. The eight traditional markets are the Ngasem market, Kranggan market, Karangwaru market, Pujokusuman market, Legi market, Tunjungsari market, Gedongkuning market, and Gading market.

However, only three markets will be tested to sell together, both *offline* and *online*, namely the Kranggan market, Ngasem market, and Tunjungsari market. Then, the three markets are given *brands*, which are made according to *brand* in each of these markets. Kranggan Market with a *millennial food court brand*, Ngasem Market with a *food court brand*, and Tunjungsari Market with a *food court brand* of Indonesian cuisine.

Suggestion

To implement the research results optimizing the function of traditional markets in the city of Yogyakarta, it is necessary to discuss together to equalize perceptions and share roles and responsibilities between Bappeda and the Yogyakarta City Trade Office and the Yogyakarta City Small and Medium Enterprise Cooperative Industry Office to formulate a policy.

The policies made by the three OPDs are socialized to the market head, market traders, and the MSME community (especially Culinary MSMEs) with instructions for implementing joint selling so that market parties and Culinary MSME actors understand and comply with their obligations and know their respective rights.

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