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"Sekolah Pasar" as an Effort to Revitalize Traditional Markets Become a Source of Economy and Learning Resources

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Abstract

This study aims to find the best model to revitalize the market. The model designed in this study is expected to maintain the existence of traditional markets, improve technical and managerial human resource capabilities in managing markets, and achieve economic independence for traders. The method used in this research is Community Based Action Research, involving all stakeholders in the market which are packaged in the form of "Sekolah Pasar". This method is carried out so that the model designed is the result of the elaboration and optimization of assets owned by the market in the form of physical assets, cultural assets, philosophical assets and assets in the form of skills. The result of this research is the design of a traditional market model that is in accordance with the potential of the market. The by-product of this research is an increase in the literacy and skills of market traders, traditional market curricula and value chain networks for markets.
Keywords: Market School; Traditional Market; Market Revitalization

Abstrak

Penelitian ini bertujuan untuk mencari model terbaik untuk merevitalisasi pasar. Model yang dirancang di dalam penelitian ini diharapkan dapat menjaga eksistensi pasar tradisional, meningkatkan kemampuan SDM secara teknis dan manajerial dalam mengelola pasar, mencapai kemandirian ekonomi bagi pedagang. Metode yang digunakan dalam penelitian ini adalah Community Based Action Research, dengan melibatkan semua stakeholder yang ada di dalam pasar yang dikemas dalam bentuk sekolah pasar. Metode ini dilakukan agar model yang dirancang merupakan hasil dari elaborasi dan optimalisasi aset yang dimiliki oleh pasar baik berupa aset fisik, aset budaya, aset filosofis serta aset berupa skill. Hasil dari penelitian ini adalah rancangan model pasar tradisional yang sesuai dengan potensi yang dimiliki pasar. Hasil sampingan dari penelitian ini adalah peningkatan literasi dan skill para pedagang pasar, kurikulum pasar tradisional serta jaringan value chain bagi pasar.
Kata Kunci: *Sekolah Pasar; Pasar Tradisional; Revitalisasi Pasar*

Introduction

The existence of traditional markets has a very important role in providing basic needs (Pratiwi & Kartika, 2019). Mangeswuri dan Purwanto (2010) dan Lumihi & Pangemanan (2015) mentioned that traditional markets are still an option for shopping for daily or routine needs. This is indicated by the existence of traditional markets which are still often found. The number of traditional markets in Indonesia reaches more than 15 thousand markets (BPS, 2020). However, this number will decrease in line with the absence of quality improvement from traditional markets. The reason is the pattern of people's behavior that has begun to change due to globalization. People are starting to switch to modern markets which are considered to have its own charm, especially in terms of quality (Ayuningsasi, 2013; Nikmah et al., 2015). In addition to quality issues, the COVID-19 pandemic has also affected the existence of traditional markets. The public must pay attention to health protocols in shopping activities. This is an obstacle that must be considered by traditional markets because in reality there are still many traditional markets that have not implemented a good layout. This is in line with Kuncoro (2008) that stated that the physical condition of traditional markets was one of the reasons why traditional markets were being abandoned and switched to modern markets.

Changes in people's preferences from traditional markets to modern markets have an impact on the economy of traders. Many traders depend on their income from selling activities in the market. Pratiwi & Kartika (2019) mentioned that the existence of a trade center is one of the most tangible indicators to see the economic activities of the community in an area. Traditional markets are one of the parameters to determine the economic growth and dynamics of a city (Kiik, 2006). In addition, the market is a means of driving the wheels of the economy on a large scale (Paramita & Ayuningsasi, 2013). The paralysis of traditional markets due to not being able to compete with modern markets can kill the merchant economy, especially for small-scale economic actors. Because traditional markets are usually a place to sell products produced by small-scale economic actors (Pratiwi & Kartika, 2019). Therefore, fundamental changes are needed for traditional markets to be able to maintain their existence,

Revitalization is a step that must be taken by traditional markets in order to maintain their existence in the midst of competition with modern markets (Pradipta & Wirawan, 2016; Pratiwi & Kartika, 2019). Danisworo through (Pradipta & Wirawan, 2016) defines revitalization as an effort made to re-vitalize an area or part of a city that once lived, but was degraded by the times. Market revitalization is one of the programs that (needs) to be carried out by local governments and must be passed by traditional markets in order to be able to compete with modern markets. The local government will later play a role in improving the soft skills of traders, such as entrepreneurship training (Putra, 2014). The practice of revitalizing traditional markets is required to be able to keep pace with the rapid development of modern markets. In short, revitalization is efforts to make something important and necessary (Adhisakti, 2002). Revitalization requires a certain period of time, namely: 1) Physical planning; 2) Economic Rehabilitation; 3) Social/Institutional Revitalization. Revitalization policy is a government step or decision

making in a process or method and action to revive something that was previously powerless so that revitalization means making something or an action vital, while the word vital means very important or very necessary for life and so on (Anggreini, 2018). Revitalization can only be carried out if all related parties support each other, both the government, traders, and buyers. To measure revitalization, several indicators are needed such as income, physical condition, and governance (Pradipta & Wirawan, 2016). In terms of governance, market management is carried out in two ways, namely market management and market management itself. A market manager must have adequate managerial skills and have technical capabilities in the field of market planning, organizing and monitoring (Muslimin et al., 2018).

Through revitalization, the welfare of traders can increase (Febrianty, 2013). In addition, the bad image attached to traditional markets can be eliminated. Revitalization can be done by adopting modern market management. Sulistyo (2011) mentioned that one method to find the right market revitalization design is based on consumer needs (voice of the customer). In addition, this revitalization policy is not enough to only focus on physical improvements, but non-physical improvements (market management) are also very much needed (Alfianita et al., 2017). Through physical and non-physical development in traditional markets, the number of consumer visits to traditional markets can increase and have an impact on increasing the income of traders (Mustika & Apriliani, 2013).

In fact, the lack of capacity to revitalize is the cause of the defeat of traditional markets with modern markets. Muslimin et.al (2018) mentioned that the human resource capabilities of traders in managing the market technically and managerially are very limited. In addition, traditional markets also have limitations in policy setting, market maintenance, and counseling to traders. This is one of the factors that prevent traditional markets from developing following global changes. Therefore, a mentoring program is needed for managers and traders to improve the quality of market management.

Based on these problems, the researchers created a “Sekolah Pasar” program as a partner for managers and traders. This program aims to provide assistance to achieve the ideal traditional market. Technically, the implementation of market schools takes into account market conditions from aspects of administration, governance, finance, professional ethics, cleanliness, order and security. There are five stages in mentoring, namely the assessment stage, the curriculum preparation stage, the implementation stage, the mentoring and monitoring stage, and the evaluation stage. Through this program, traditional markets can adopt modern market governance so as to attract buyers. The object of this research is the Tirtonormolo market, Kasihan, Bantul, Yogyakarta. Tirtonirmolo market is a market that was just pioneered in 2020. This market is still far from ideal from technical and non-technical aspects. so it requires assistance to be able to improve its quality. Improvements in physical and non-physical conditions such as merchant zoning, good and professional management, as well as qualified human resources for traders and market managers are expected to increase the competitiveness of traditional markets. With the implementation of this “Sekolah Pasar” program, the

number of consumer visits to shop at traditional markets can increase, so that it can have an effect on increasing the income of traders. The condition of the revitalized market area is also an added value to attract buyers or consumers to make buying and selling transactions at Traditional Markets.

Methodology

The research method used is qualitative research with a community-based action research approach. According to Gunawan (2007), action research is an activity and or corrective action for something whose planning, implementation, and evaluation are carried out in a systematic and systemic manner so that the validity and reliability reach the research level. This research is divided into 4 phases, namely:

1. Laying Foundation, namely holding meetings with stakeholders to build joint commitments related to the program to be implemented,
2. Research Planning, namely making plans based on the results of discussions and observations. In addition, focus group discussion (FGD) sessions were also conducted to obtain feedback from all stakeholders,
3. Gathering and Analysis Information or commonly called the negotiating meaning and learning stage, is a process of meaning and learning through collecting, analyzing and interpreting data. Data collection can be done in several ways and tools, for example by conducting in-depth interviews, observations, documentation, FGDs, story-telling, community mapping, seasonal calendars, trend changes, and ranking matrices, and
4. Acting on Finding, namely the execution of the plans that have been prepared. At this stage, observations and documentation of every plan that has been carried out are also carried out.

The method of data collection is done by organizing a “Sekolah Pasar”. The implementation of “Sekolah Pasar” is carried out by considering market conditions in terms of administration, governance, finance, professional ethics, cleanliness, security and order. Besides that, it also considers the competence of market managers and market traders. For this reason, so that the implementation of market schools is right on target and in accordance with needs, it is carried out in several stages, namely: (1) the assessment stage or market assessment and classification, (2) the stage of preparing the curriculum from the results of the assessment, (3) the implementation stage, and (4) mentoring and monitoring stage, and (5) evaluation stage.

Results and Discussion

Demographic Data of Tirtonirmolo Village, Kasihan District, Bantul Regency, Special Region of Yogyakarta

Demographically, there are no significant differences between the sellers in the Nirmala market. In terms of age, for example, the average age of sellers in the Nirmala market has an even distribution (see graph 1). Apart from age, gender also has the same average distribution (see graph 2). From this it can be concluded that the sellers in the

Nirmala market are very heterogeneous in terms of age and gender. There is no tendency that the sellers in the Nrimala market are only for a certain age or gender. Furthermore, the following shows some collages of sellers in Nirmala market of various ages and genders.

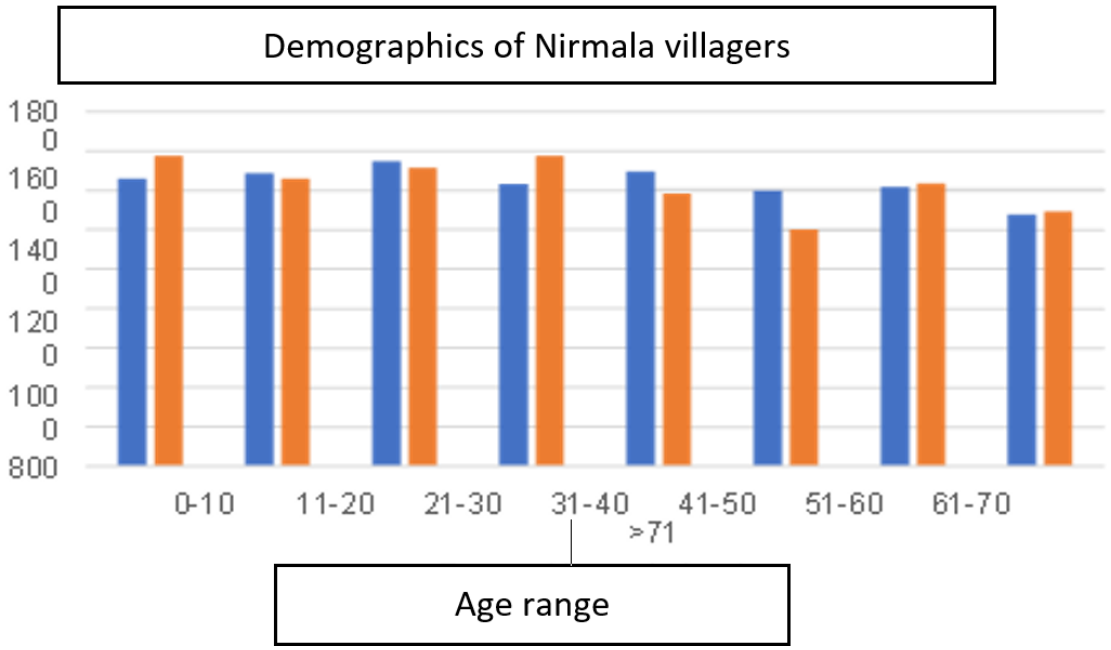


Figure 1. Demographics of Tirtonirmolo Villagers

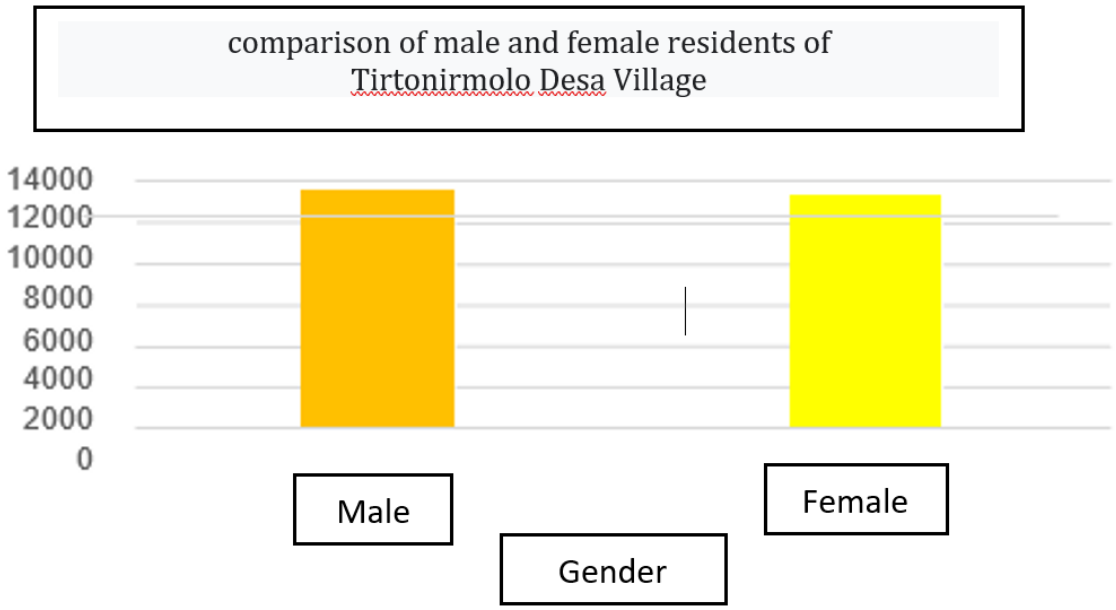


Figure 2. Gender of Tirtonirmolo Villagers

Improvement of Physical Conditions Through Layout Design

The existence of traditional markets when compared to modern markets still has many shortcomings, these conditions include slums, poorly organized trading areas, limited space in merchandise stalls, weak market processing, and inadequate market facilities and infrastructure (Mahendra, 2008). This condition causes discomfort for visitors and traders in traditional markets.

Layout design is one way for the existence of traditional markets to compete with modern markets. The design that must be considered in planning the layout and placing of the place of business in question. This is important because a market that does not take into account how well the arrangement and placement of its place of business should be will affect future market activities. Planning can include how the structure of the buildings to be used should be in accordance with market activities or also how best the division and placement of existing spaces in the traditional market should be.

One of the shortcomings of the Tirtonirmolo traditional market is the layout and landscape that makes visitors uncomfortable and causes buyers to have to go around the market and sometimes some traders sometimes don't sell well, the Tirtonirmolo traditional market needs an arrangement related to the improvement of existing problems so that the Tirtonirmolo market can more feasible and convenient for buyers to visit. Below, a table will be shown containing the existing departments in Tirtonirmolo Market before the procurement of the Pasar school program and before the improvement of physical conditions, as follows:

Tabel 1. Tirtonirmolo Traditional Market Department

Tirtonirmolo Traditional Market						
No. Code	Departement	Dimensions			Total	Area (m2)
		long	wide	large		
A	Office	8	5	40	1	40
B	East stall	5	5	25	10	250
C	South stall	5	5	25	9	225
D	Western stall	5	5	25	4	100
E	Los Vegetables	2.5	2.5	6.25	8	50
F	Los Sembako	2.5	2.5	6.25	12	75
G	Lost clothes	2.5	2.5	6.25	8	50
H	Los Snacks	2.5	2.5	6.25	12	75
I	Culinary	2.5	2.5	6.25	10	56.25
J	Vegetables	2.5	2.5	6.25	7	37.5
K	Play ground	5	2	10	1	10
L	Public Toilet	3	5	15	1	15
M	Seller Toilet	1.5	1.5	2.25	3	6.75
Total area of land used						990.5

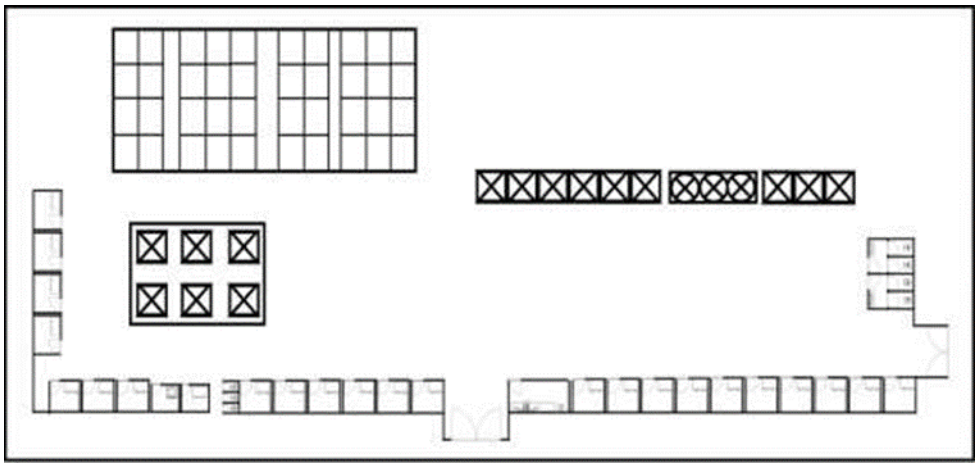


Figure 3. Tirtonirmolo Tradisional Market Layout

The traditional market of Tirtonirmolo village has 13 departments in which the total area of the market is 990.5 m2. Each kiosk, stall and stall size has been determined by the market manager, for kiosks it has a size of 25 m2 for each kiosk while stalls and stalls have a size of 6.25 m2 for each stalls and stalls. The layout and proximity between each department is not ideal for consumers. Therefore, it is necessary to prepare a new Market layout plan with the aim of attracting the attention of consumers and making them comfortable when conducting transactions in the traditional market. The planning of the proposed market layout is carried out using the CORELAP algorithm method, the stages are as follows:

1. Selection

Selection is the process of determining the order in which the facility will be selected. Prepare the proposed layout. In the selection process, it is necessary to determine the modules that will be used to prepare the layout design. After the module is obtained, the next step in the departmental selection process is to calculate the TCR for all. The following is the result of the calculation of the total closeness rating:

Table 2. The Calculation of The Total Closeness Rating

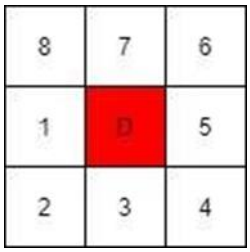
Kode	Fasilitas	Kedekatan												TCR	Luas (m2)	Rank
		A	B	C	D	E	F	G	H	I	J	K	L	M			
A	Office		O	O	O	O	O	O	O	O	O	O	O	O	36	40	7
B	East stall	O		A	A	U	U	O	U	U	U	O	U	U	35	250	8
C	South stall	O	A		A	U	U	E	U	U	U	O	U	U	37	225	4
D	Western stall	O	A	A		U	E	U	E	U	U	O	U	U	40	100	1
E	Los Vegetables	O	U	U	U		A	X	E	E	A	U	X	X	36	50	6
F	Los Sembako	O	U	U	E	A		U	A	E	E	U	X	X	40	75	2
G	Lost clothes	O	O	E	U	X	U		U	X	X	O	U	U	27	50	13
H	Los Snacks	O	U	U	E	E	A	U		A	E	U	X	X	40	75	3
I	Culinary	O	U	U	U	E	E	X	A		E	O	X	X	36	56,25	5
J	Vegetables	O	U	U	U	A	E	X	E	E		U	X	X	35	37,5	9
K	Play ground	O	O	O	O	U	U	O	U	O	U		O	O	32	10	11
L	Public Toilet	O	U	U	U	X	X	U	X	X	X	O		O	32	15	10
M	Seller Toilet	O	U	U	U	X	X	U	X	X	X	O	O		32	6,75	12

2. Placement

The next step is to define each department that has previously been identified in the selection stage. Determination of the location of the selected facility is by comparing the largest number of ranking placements for all possibilities. The placement process is carried out in the order of selection until all facilities get a place.

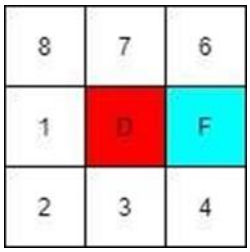
1 Iteration

Department D as the center because it has the highest TCR value. Then the placement of department F, seen from the proximity value between departments D-F, namely U, which means there is no need to be brought closer.



Placement of department F if placed at Location 1,3,5,7 is worth = 2

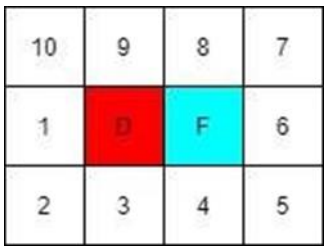
Then department F is placed at locations 1,3,5,7.



Iteration 2

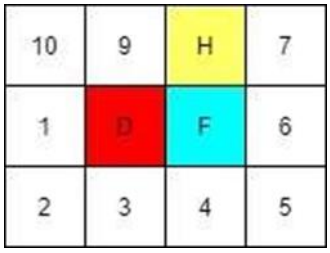
Placement of department H, the following is the value of the proximity between departments:

a. H-D: E (very important close)
b. H-F: A (absolutely needs to be brought closer)



Location 4 is worth = 6 + (5 x 0.5) = 8.5

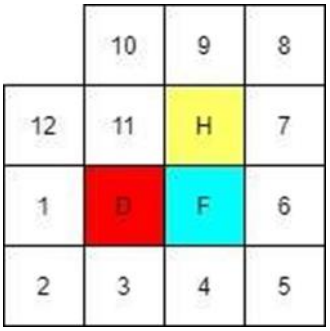
Then department H can be placed at location 4



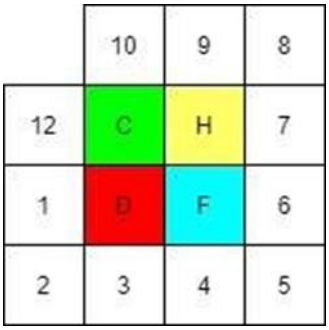
Iteration 3

Placement of department C, the following is the value of the proximity between departments:

a. C-D: A (absolutely needs to be brought closer)
b. C-F: U (no need to move closer)
c. C-H: U (no need to bring it closer)



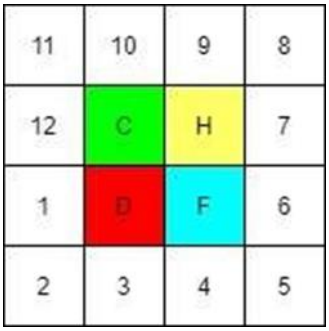
Placement of department C
if placed at: Location 11 is worth =
6 + 2 + (0.5 x 2) = 9
Then department C can be placed
in location 11



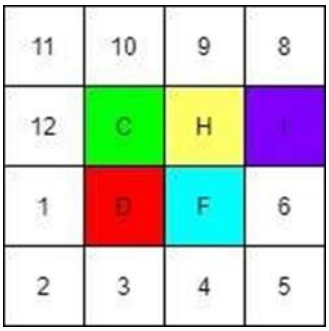
Iteration 4

Placement of department I, the following is the value of the proximity between departments:

a. I-D: U (no need to bring it closer)
b. I-F: E (needs to be closer)
c. I-H: A (absolutely needs to be brought closer)
d. I-C: U (no need to move closer)



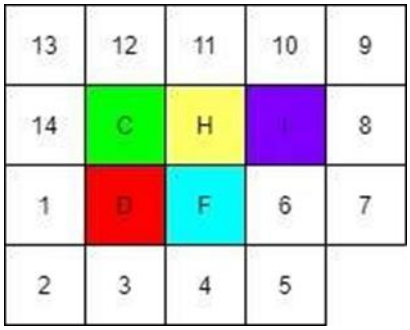
Location 7 is worth = 6 + (0.5 x 5) = 8.5.
Then department I can be placed in location 7.



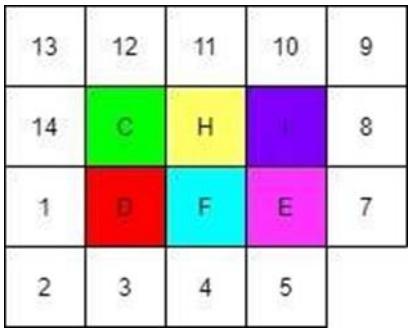
Iteration 5

Placement of department E, the following is the value of the proximity of department E to other departments:

a. E – D: U (No need to be brought near)
b. E – F: A (Absolutely need to be brought closer)
c. E – H: E (Really need to be closer)
d. E – C: U (No need to bring it closer)
e. E – I: E (Really need to be closer)

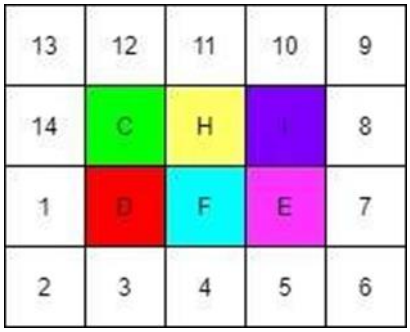


Location 6 is worth : 6 + 5 + (0.5 x 5) = 13.5
Then department E can be placed at location 6

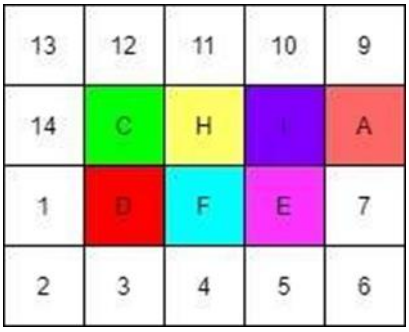


Iteration 6

Placement of department A, here is the value of the proximity of department A to the department that has been placed is worth O which means normal proximity, so department A can be located anywhere.



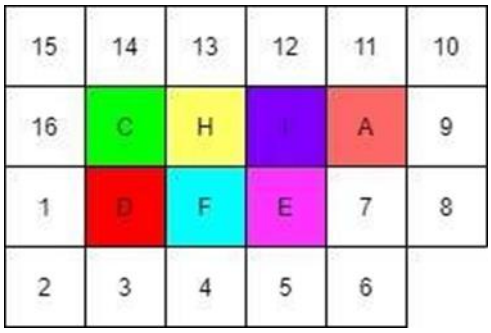
Placement of department A is placed at location 8



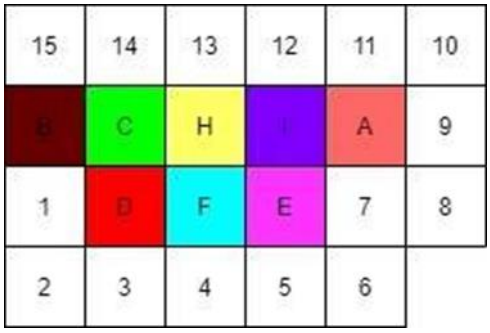
Iteration 7

Placement of department B, the following is the value of the proximity of department B to other departments:

a. B – D: A (Absolutely need to be brought closer)
b. B – F: U (No need to bring it closer)
c. B – H: U (No need to bring it closer)
d. B – C: A (Absolutely need to be brought closer)
e. B – I: U (No need to bring it closer)
f. B – E: U (No need to bring it closer)
g. B – A: O (Usual proximity)



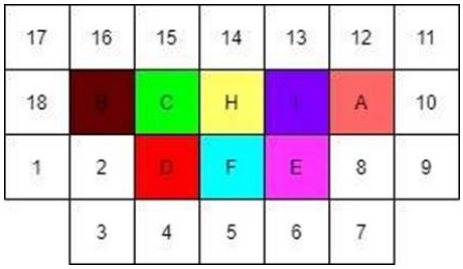
Location 16 is worth : 6 + (0.5 x 6) = 9
Then department B can be placed at location 16



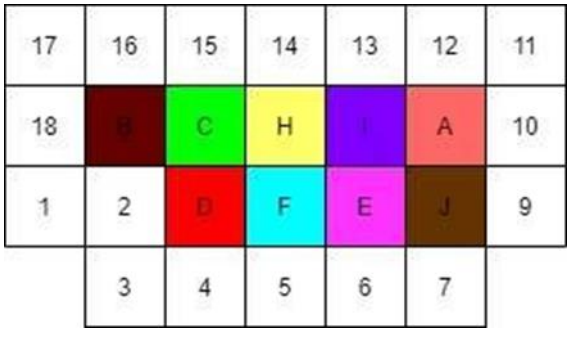
Iteration 8

Placement of department J, the following is the value of the proximity of department J to other departments:

a. J – D: U (No need to be brought near)
b. J – F: E (Really needs to be brought closer)
c. J – H: E (Really needs to be brought closer)
d. J – C: U (No need to be brought near)
e. J – I: E (need to be closer)
f. J – E: A (Absolutely need to be brought closer)
g. J – A: O (Usual proximity)
h. J – B: U (No need to bring it closer)



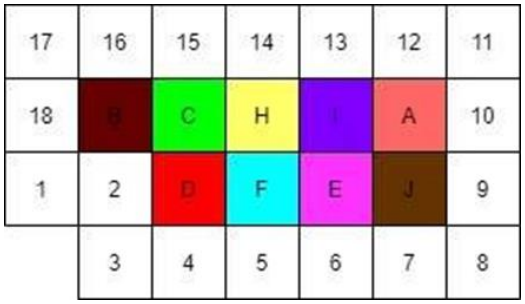
Location 8 is worth:
6 + 3 + (0.5 x 5) = 11.5
Then department J can placed at location 8



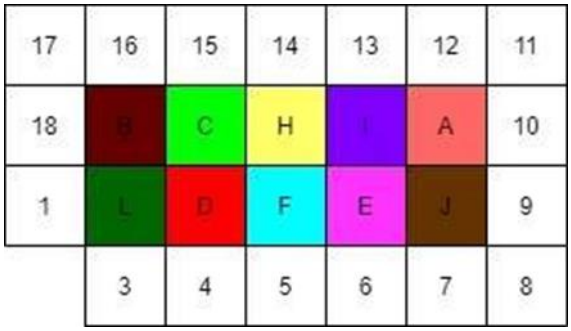
Iteration 9

Placement of department L, the following is the value of the proximity of department L to other departments:

a. L – D : U (No need to bring it closer)
b. L – F : X (Not expected close)
c. L – H : X (Not expected close)
d. L – C : U (No need to bring it closer)
e. L – I : X (Not expected close)
f. L – E : X (Not expected close)
g. L – A : O (Ordinary proximity)
h. L – B : U (No need to bring it closer)
i. L – J : X (Not expected close)



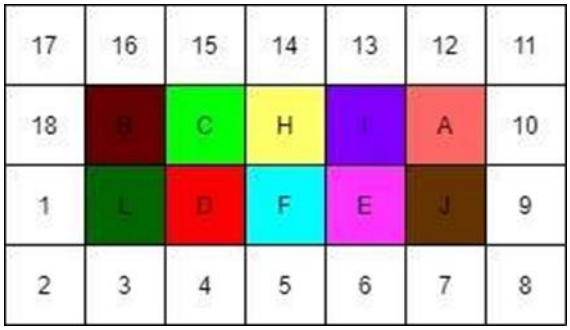
Location 2 is worth:
2 + 2 + (0.5 x 2) = 5
Then the L . department
can be placed in location 2



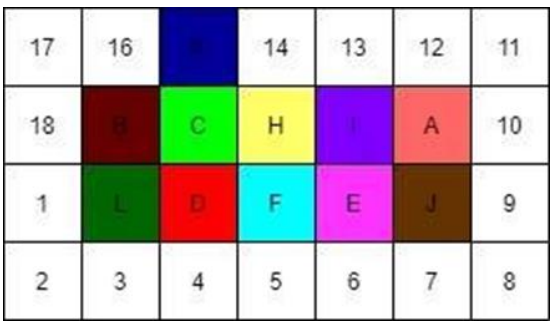
Iteration 10

The placement of the K department, the following is the value of the proximity of the K department to other departments:

a. K – D : O (Ordinary proximity)
b. K – F : U (No need to bring it closer)
c. K– H : U (No need to bring it closer)
d. K – C : O (Ordinary proximity)
e. K – I : O (Ordinary proximity)
f. K – E : U (No need to bring it closer)
g. K – A : O (Ordinary proximity)
h. K – B : O (Ordinary proximity)
i. K – J : U (No need to bring it closer)
j. K – L : O (Ordinary proximity)



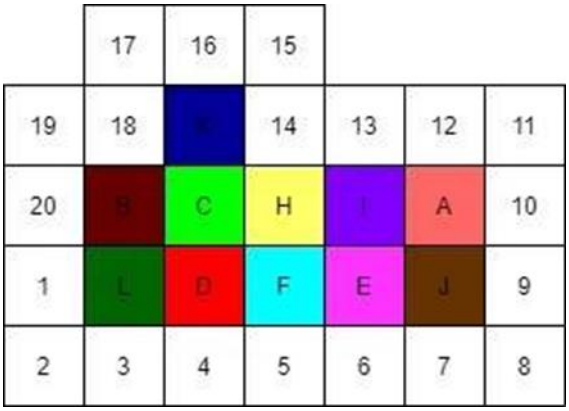
Location 15 is worth:
3 + (0.5 x 2) + (0.5 x 3) = 5.5
Then the K department can be placed
at location 15



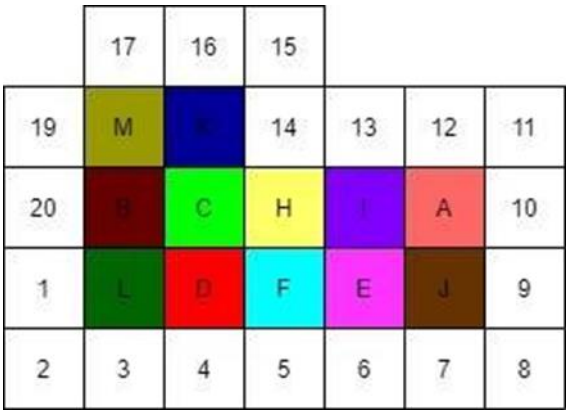
Iteration 11

The placement of the M department, the following is the value of the proximity of the M department to other departments:

a. M – D : U (No need to bring it closer)
b. M – F : X (Not expected close)
c. M– H : X (Not expected close)
d. M – C : U (No need to bring it closer)
e. M – I : X (Not expected close)
f. M – E : X (Not expected close)
g. M – A : O (Ordinary proximity)
h. M – B : U (No need to bring it closer)
i. M– J : X (Not expected close)
j. M – L : O (Ordinary proximity)
k. M – K : O (Ordinary proximity)



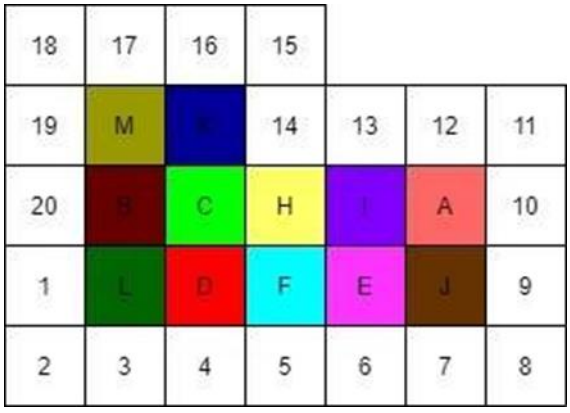
Location 18 is worth :
3 + 2 + (0.5 x 2) = 6
Then the K department can be placed at location 18



Iteration 12

Placement of department G, the following is the value of the proximity of department G to other departments:

a. G – D : U (No need to bring it closer)
b. G – F : U (No need to bring it closer)
c. G– H : U (No need to bring it closer)
d. G – C : E (Really needs to be brought closer)
e. G – I : X (Not expected close)
f. G – E : X (Not expected close)
g. G – A : O (Ordinary proximity)
h. G – B : O (Ordinary proximity)
i. G – J : X (Not expected close)
j. G – L : U (No need to bring it closer)
k. G – K : O (Ordinary proximity)
l. G – M : U (No need to bring it closer)



Location 14 is worth:
2 + 3 + (0.5 x 5) = 7.5
Then department G can placed at location 14

18	17	16	15			
19	M	K	G	13	12	11
20	B	C	H	I	A	10
1	L	D	F	E	J	9
2	3	4	5	6	7	8

From all iterations, the final results of the layout using the corelap algorithm are obtained, namely:

18	17	16	15	14		
19	M	K	G	13	12	11
20	B	C	H	I	A	10
1	L	D	F	E	J	9
2	3	4	5	6	7	8

From the results of market layout planning based on the Corelap algorithm method, the following is the layout of the new Tirtonirmala traditional market:

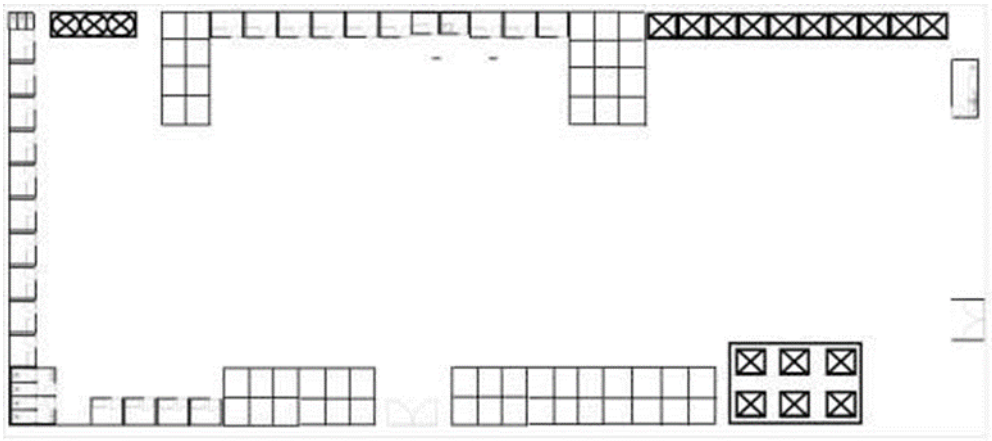


Figure 4. New Tirtonirmala Traditional Market Layout

In the picture above, it can be seen that in the middle part there is deliberately given a wide enough space so that consumers are free to choose which collage they will shop for.

In addition, each kiosk location that is made not overlapping will make it easier for buyers. Therefore, when compared to the old market layout, this latest layout can be said to be more ideal and more attractive to consumers.

Non-Physical Ability Through Trader's Technical and Managerial Improvement

In improving the quality of people's lives, the performance that must be pursued on an ongoing basis is to apply various models and patterns of development. Therefore, both as a group and individually, in this research, things must be done by observing carefully what are the problems and potentials of the community by conducting research in every sector of social life. In this context, there are two important non-physical abilities that should be applied for technical and managerial improvement of traders, namely: (1) Publication Team, (2) Field Assistant Team, and (3) Education Team. The full description is as follows:

1. Publication Team

In this digital era, publication is something that cannot be separated from human life, including in the field of buying and selling transactions. The purpose of publication is of course to get wider public attention. Therefore, for managers and traders who are in the Tirtonirmolo Traditional market, publication can be said to be one of the most efficient ways to attract the consumer public to visit the market. The steps in publication are: (a) creating social media accounts. Market managers create social media accounts, such as Facebook, Instagram, Twitter, etc. The purpose of creating social media accounts is as a means to promote and inform the activities of the “Sekolah Pasar” and to increase the branding of the Nirmala village market through social media. The Pasar Nirmala School social media account has been created by the First Class of Pasar Nirmala School, to be precise in March 2021. (b) regular status updates. After a social media account is created, the next step that must be taken is the use of social media.

In this context, “Sekolah Pasar” Nirmala updates all forms of activities that are currently or will be carried out in their environment. Thus, the information will be spread to the public. For succession of status updates, it must be handled by people who have the capacity in that field, including the poster design section, video editing, etc. This status update, in addition to making market schools more widespread, other benefits of this action will also increase followers or followers on social media. (c) field documentation. Market activities must be dynamic, meaning that the market is not only a place for buying and selling transactions between consumers and producers. Therefore, cooperation between market managers and market activists must be activated in the form of procuring activities that can be documented. Activities here can be such as training or mentoring. The documentation of this activity is then published to the public through social media that has been created previously.

2. Field Assistant Team

The market is not ideal if it is led or ruled by an individual. Therefore, a solid team is needed to manage the market environment. In terms of the field assistant team, at least

the following will describe some of the work programs carried out during the "Sekolah Pasar" Nirmala activities, namely:

a. Registration Education Program
   This activity is in the form of educational content regarding recording and later guiding traders to record related income and expenses. The target or target of this program is all traders in Nirmala Market. The people in charge of this work program are Tiffanny Ryanica Nabila, Eka Fitriani Nikmatul Ulfa. Through this program, Merchants are able to record expenses and income and those who can already use the digital version can use the application.
b. Market Clean Program
   This program is carried out to provide education related to the importance of keeping the market clean and to invite traders to keep the market clean. Erika Puspita Sari was chosen as the person in charge of this program. Increase traders' awareness of market cleanliness and create a clean and comfortable market environment. As a result, the traders are aware of the cleanliness of the market so that they can have a habit of cleanliness in their daily life especially when in the market.
c. Da'wah Program
   This activity is in the form of making religious content and making interesting leaflets about daily prayers to attract the attention of visitors. This activity is not only devoted to traders, but buyers are also given space to participate in these useful activities. The person in charge of this work program is Muhammad Zia Ulhaq. To provide religious education to both traders and visitors, as well as a promotional event for the market. From this activity, traders and visitors realized the importance of the influence of religion in life, both in the household and at work. So, they can all realize and apply it.
d. Nirmala Village Merchant Book Program
   This program was implemented to create a documentation about the traders in the Nirmala village market in the form of a book. The person in charge of this work program is Madliyyatus Sholihah. From this work program, the community can access or read the activities of the traders at the Nirmala Village Market because it has been documented in book form.
e. Garbage Sorting Education
   Make modules, videos, and education about sorting waste and then distribute them to the Nirmala market trader WhatsApp group. Through this work program, market traders know and understand how to sort waste properly with education and video visualization to make it easier for traders to understand the material and not be boring.
f. Market Infrastructure Improvement
   Market infrastructure is related to directions for market locations to a catalog of product differentiation for traders, internal market improvements can be in the form of parking lots, trash cans for traders. The targets of this activity are traders

and market managers. The person in charge of this work program is Ahmad Nasirudin. Through this work program, managers will gain efficiency in managing market infrastructure and assist traders and buyers in developing market infrastructure.

3. Education Team

In market revitalization activities, an education team is also needed that aims to provide literacy education about the market, both to traders and market managers. The duties of this education team are as follows:

1. 5S Programs (Seiri, Seiton, Seiso, Seiketsu, Shitsuke)
   This work program is a method of structuring and maintaining so as to create a level of efficiency and productivity in the market. Hamzah Khamdani was chosen as the person in charge of the activity. The results of this 5S work program are very helpful for market managers in increasing market competitiveness and can reduce the number of market pestilences.
2. Market Development SWOT Analysis
   Strategy planning analysis method is used to monitor and evaluate the market environment, both external and internal. Andika Waras Santoso is in charge of the program. Through the SWOT analysis, traders get directions or recommendations as a foothold to rise up in increasing and maintaining opportunities and reducing weaknesses and knowing how to avoid and deal with losses that will occur to the market.
3. Selling Price Determination Analysis
   This work program is to conduct an analysis to market traders regarding the products being sold and then determine the selling price of the merchant's products using the specified method. The person in charge of this work program is Rizal Ryamizard. From this work program, there is price stability between traders and can face or prevent competition between traders. In addition, price determination also has a positive impact on traders in increasing the optimal price of market products and expanding marketing targets.
4. Right-Left Map
   The right and left hand map is a map that depicts all the movements at work and idle made by the trader, so that the trader can minimize unnecessary movements and can speed up the working time of the trader. The person in charge of this work program is Andikha Waras Santoso. Right-Left maps have functions that are quite intense for traders, for example helping traders in arranging a good work station layout for traders so that traders can shorten working time and reduce inefficient movements. No less important, traders when making transactions can balance the movements of the two hands and reduce fatigue and shorten the working time of traders.

Conclusion

The use of the corelap algorithm method is carried out so that the Tirtonirmolo traditional market can be arranged more neatly and comfortably, the ranking of TCR values is carried out so that it can see the level of closeness between departments. Then iteration is carried out starting from the earliest TCR ranking to the end. Technical and managerial improvement of traders through several well-scheduled and targeted work programs while still paying attention to the problems faced by Tirtonirmolo Market traders, Kaihan Bantul, in order to find solutions that are synergistic with the programs realized. The closing contains conclusions and suggestions.

Some suggestions can be given regarding the research that has been done:

1. Distance measurements can be used in other ways that are closer to the actual conditions, in this case input/output points can be used.
2. The method of preparing the layout can use different methods, such as the Space Filling Curve (SFC) or other continuous methods.
3. With the development of metaheuristic techniques, other solution algorithms can be used, so that they can find even better solutions.
4. The technical and managerial improvement of traders through several programs should be more enthusiastic for traders to be involved in the programs considering the progress of the traders at TirtoTirtonirmolo Kasihan Bantul Market.

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