

**EVALUATION OF THE *PELITA MARKET* REVITALIZATION  
PROGRAM IN IMPROVING THE WELFARE OF TRADERS IN  
THE CITY OF SUKABUMI**

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**ABSTRACT**

Study aims to evaluate the Sukabumi City *Pelita Market* Revitalization Program. The main focus is to understand the revitalization program, its implementation, and its impact on both traders and the local public. Evaluation steps include identifying program successes, challenges faced, and responses to feedback from various stakeholders. Research methods involve descriptive qualitative analysis using techniques such as interviews, observations, and documentation. Informants include the Head of the Sukabumi City Trade Service, *PT. Fortunindo Artha Perkasa*, and *Pelita Market* traders. Data is analyzed through reduction, presentation, and drawing conclusions. Research results show the effectiveness of related programs in enhancing the number of traders, sales turnover, and quality of market facilities, although there are diverse views from stakeholders. Efficiency in resource utilization, particularly in technology and optimal budget management, is a primary focus, although challenges in budget management and engagement with third-party parties remain. Adequate support for merchants, including facilities and training, is essential, along with attention to temporary access paths and additional support needs. Economic alignment in the market is crucial, but concerns regarding costs and accessibility persist. Responsibility for addressing trader and public feedback is important for sustainable repair, including market cleanliness and safety. The accuracy of the revitalization program must align with the needs of local traders, society, and aspirational goals, with room for increased responsibility and sustainability in the program, hoping for the involvement of all parties concerned.

**Keywords:** *Evaluation; Revitalization; Market*

## A. INTRODUCTION

Traditional market own role important in life public. For the community, traditional markets is place main For obtain goods need daily. The existence of a traditional market in an area area often becomes clear indicators about activity economy public.

According to the *Peraturan Presiden Nomor 112 Tahun 2007* regarding the Arrangement and Development of Traditional Markets, Shopping Centers and Modern Stores, traditional markets is a market established and managed by the Government, Regional Government, private sector, State-Owned Enterprises and Regional-Owned Enterprises. that market can form shops, kiosks, stalls and tents owned and managed by traders small, medium, independent society, or cooperative with scale business small, small capital and system sell buy through bid. On the other hand, the modern market is a market that has system service independent and selling various type goods in a way retail, such as minimarkets, supermarkets, department stores, hypermarkets, or wholesaler in form wholesale.

Traditional market is centre economy public. Although the role of the modern market is increasing developing, traditional markets still important and inherent in life public. Many people still do depend on traditional markets For look for income and fulfillment need daily through transaction sell buy. For some Indonesian people who work as farmers and fishermen, traditional markets is place For sell results earth and give profit for they.

However, in current Indonesian development this is the role of traditional markets as a pillar of development economy public not enough get due attention because growth fast modern market. Government must notice need people, including traditional markets. With proper focus on traditional markets, growth economy national can supported, and economic populist can materialized. Therefore, good and professional governance and management is needed for strengthen traditional markets.

Comparison between traditional markets and related modern markets cleanliness, comfort, arrangement traders, and goods merchandise show that traditional market lost compared to with the modern market. The only one advantage of traditional markets is more prices cheap and possible bargained for. For overcome problem this, Govt need Serious in manage traditional markets so that they can compete with modern markets and maintaining its existence.

Traditional market often identified with a place that is shabby, messy, dirty, and becomes source congestion then cross. For example occurred at the lamp market in Sukabumi City which experienced situation similar. The *Pelita Market* in Sukabumi City own potency high economy because strategic location in the center urban.

Policy market management in Sukabumi City has arranged in the *Peraturan Walikota Kota Sukabumi Nomor 22 Tahun 2011* on Structuring and Development of Traditional Markets, Shopping Centres and Modern Stores. However, the implementation of this regulation not yet fully gives benefit maximum for the lamp market.

First, the *Pelita Market* building Still quiet. Based on results observation, only about 30% of active traders selling in the building the. *PT. Fortunindo Artha Perkasa* (FAP) Sukabumi City as the *Pelita Market* manager stated that trader can selling with pay down payment amounting to Rp. 6,500,000 and the rest Can in installments, with a rental period kiosks and stalls for 25 years. Second, the market is still not yet organized with Good. Still many street vendors selling in front and on the side path, which causes congestion every the day.

Third, rules zoning traders at the *Pelita* Traditional Market are not yet optimal. Zoning traders in traditional markets this shared become two categories, i.e. category wet and dry. Planning distribution zoning Already laid out and arranged in Blocks A and B for category dry, but in in fact stalls the filled in by the trader clothes.

Fourth, not yet there is adequate training for traders at *Pelita Market*. Based on interview with a number of *Pelita Market* traders, they disclose that government not yet give coaching about method good sales. Coaching like guard cleanliness place selling, organizing goods merchandise, look after quality goods merchandise, and manage finance not yet given to *Pelita Market* traders.

Previous research conducted by Stutiari & Arka (2019) with the title "The impact of traditional market revitalization on trader income and market governance in Badung district". Based on the results of the analysis, it was concluded that traders' income increased after the revitalization of traditional markets in Badung Regency. And there was an increase in market governance which included the condition of market facilities or facilities, market cleanliness, market security and administrative services after the implementation of traditional market revitalization in Badung Regency.

Research by Triatmojo & Rengga (2019) titled "Evaluation of the Traditional Market Revitalization Program in *Rejomulyo* Market, Semarang City." The study found that the revitalization program for *Rejomulyo* Market is still not optimal. This is evident from the context of the program which is not yet optimal, because the program planning does not involve traders. The suboptimal program context makes the process and products of the program suboptimal, even though the program input is good. In addition, inhibiting factors for the *Rejomulyo* Market revitalization program were found to be ineffective program communication, suboptimal resources, poor disposition, and non-compliance with Standard Operating Procedures (SOP). Therefore, the researchers suggest reviewing the existing SOPs in the development of traditional markets so that trader involvement becomes clear, relocating traders who have not moved yet, and holding discussions for future market management.

And research by Pradipta & Wirawan (2016) titled "The Influence of Traditional Market Revitalization and Trader Resources on Trader Performance in Denpasar City." The analysis results show that partially, the variables of market revitalization and trader resources have a significant influence on trader performance. The dominant variable influencing trader performance in Denpasar City is the market revitalization variable.

The difference and novelty of this research is that it highlights the effectiveness of the traditional market revitalization program in Sukabumi City

with a focus on improving the welfare of traders through increasing the number of traders, sales turnover, and the quality of market facilities. In this study, the diverse views of stakeholders, attention to the efficient use of resources including optimal budget management, and challenges related to the involvement of third parties were noted. In addition, the emphasis on support to traders, responsiveness to feedback, and sustainability of the program also came into focus, adding a new dimension to the evaluation of traditional market revitalization programs that may not have been covered in previous studies.

## **B. LITERATURE REVIEW**

### **Evaluation Policy Public**

According to Yashinta (2017) "policy is something that functions in overcoming various problems in society by looking at various existing problems, which will become a program of policy products, but a policy program that has been implemented must be reviewed and re-analyzed as future evaluation material, by understanding policy analysis as a research science process. In this case, analyzing a policy is an effort to be able to recommend a better policy. This effort starts with the careful presentation of information by pointing out the existence of policy problems. This information is then used by the analyst to create information about policy alternatives, and so on."

According to Ambiyar (2019), "evaluation is a process based on strict discipline and timing. Therefore, to determine the results of activities or programs that have been planned, evaluation can identify obstacles or constraints that occur in an activity." Looking at its stages, Subianto (2020) "generally divides evaluation into three types:

1. Evaluation at the planning stage

The term evaluation is often used in the planning stage to try to select and determine priority scales for various alternatives and possibilities for achieving previously formulated goals, for which planning techniques are required. One thing to consider in this regard is that the methods used in prioritizing are not always the same for every situation but vary according to the nature and problems themselves.

2. Evaluation at the implementation stage

At this stage, evaluation is an activity that analyzes to determine the level of progress of implementation compared to the plan. There is a difference between the concept according to this research and monitoring. Evaluation aims primarily to determine if what is intended has been achieved correctly and that the program is planned to achieve those goals. Whereas monitoring aims to see if project implementation is in line with the plan and if the plan is correct to achieve the goals, while evaluation assesses to what extent the project can still achieve its goals, whether those goals have changed, and whether the achievement of the program will solve post-implementation stage problems.

3. Evaluation at the post-implementation stage

In this case, the concept at the implementation stage, what sets it apart is the object being evaluated with what is analyzed, where the level is based on the

object being evaluated with what is analyzed, where the level of progress of implementation compared to the plan but the results of implementation compared to the plan, namely whether the impact produced by the implementation of the activity is in line with the goals that are or want to be achieved."

### **Revitalization**

According to Arni (2022), "Revitalization is a process that traditional markets must undergo in the competition of the globalization era. The abundance of modern markets with adequate facilities will reduce the role of traditional markets. Revitalization is an effort made to reinvigorate an area or part of a city that was once vibrant but has experienced degradation due to the passage of time. The revitalization program is expected to enhance the competitiveness of traditional markets so they do not lose out to modern markets."

### **Traditional Market**

According to Maulana & Tohar (2023), "the price formation in traditional markets is traditionally created through the bargaining process between sellers and prospective buyers. Facilities available in traditional markets include stalls, shops, stalls, warehouses, and public toilets located around the market. Traditional markets are not immune from negative or positive issues. Main issues related to the development of traditional markets as follows:

- a) The distance between traditional markets and nearby hypermarkets,
- b) The rapid growth of minimarkets (owned by network operators) into residential areas,
- c) The imposition of various trade conditions by modern retailers that burden suppliers, and
- d) The physical condition of traditional markets is very backward, so there is a need for policy programs to regulate them.

The rapid development of modern markets gradually reduces the role of traditional markets in society. The existence of modern markets can be said to threaten the existence of traditional markets. The threats faced related to the role of traditional markets in society are as follows:

1. Traditional markets have not been able to free themselves from negative perceptions as places that are dirty, messy, muddy, dirty, with high crime rates, uncomfortable, with minimal facilities (limited parking spaces, poorly maintained toilets, smelly garbage bins, easily flammable electrical installations, and narrow alleys).
2. Traditional markets are still filled with informal traders who are difficult to regulate and self-regulate. Market managers still face difficulties in organizing them more orderly. This condition makes traditional markets messy and uncomfortable to visit.
3. Markets with modern management patterns are increasingly emerging as one of the alternative shopping places that are not messy and comfortable. High-income residents welcome the arrival of modern markets, which are increasingly scattered in various areas and located in easily accessible places."

### C. METHOD

The research method used was descriptive qualitative with data collection techniques through interviews, observation, and documentation. There were 5 informants in this study, consisting of the Head of the Sukabumi City Trade Office, *PT Fortunindo Artha Perkasa*, and 3 *Pelita Market* traders. Data were analyzed through reduction, presentation, and conclusion drawing.

### D. DISCUSSION RESULT

#### Effectiveness

Effectiveness in Evaluation of the *Pelita Market* Revitalization Program in Sukabumi City refers to the extent of the revitalization program the succeed reach the goals that have been set. This matter describe deep program capabilities give expected impact as well as reach desired result in accordance with vision and mission of the program. By more detail, effectiveness in evaluation of the *Pelita Market* revitalization program involves a number of aspects important. First, the program must own clear and measurable goals to achieve identified with appropriate are goals the achieved. Revitalization program objectives Can covers enhancement amount trader active, increase turnover sales, repairs market facilities, improvements cleanliness and safety, as well enhancement service to traders and visitors.

Furthermore, the effectiveness of the revitalization program is also related with use source precise and efficient power. This matter covers allocation budget, usage power work, as well management optimal time and energy. Revitalization program must capable utilise source available power with as well as Possible for reach maximum result. Apart from that, effectiveness can also be achieved assessed from impacts felt by stakeholders, incl traders, visitors, and parties related other. Enhancement income merchant, upgrade amount visitors, increase satisfaction customers, as well enhancement the image of a traditional market in the eyes public can become indicator from effectiveness of revitalization programs.

Interview result with five informants involved in the Sukabumi City *Pelita Market* Revitalization Program give diverse picture about effectiveness of the program.

Head of the Sukabumi City Trade Service, as one of them holder interest main, underline importance revitalization of *Pelita Market* as step strategic For increase trade and services as well as support income area. Although steps have taken, there is constraint in transfer trader from location beginnings and limitations influencing budget program optimality. Apart from that, market management by parties third create tension related price more stalls high, temporary effort liberation go for a walk main Still face challenge.

*PT. Fortunindo Artha Perkasa* (FAP) Sukabumi City highlighting enhancement structure in matter safety and cleanliness in the after market implementation of the revitalization program. However, they difficulty in compare condition before and after revitalization. Traders, from Informant 3 to Informant 5, have Different view. Informants 3 and 5 stated dissatisfaction they to results of the revitalization program Because Not yet There is change significant in sale or

condition business they. Although there are a number of visitors, the majority is existing customers there is previous, temporary visitors new still seldom. On the contrary, Informant 4 reported perceived improvement after the program applied, with visitors seen more comfort and improvement in turnover business.

From the results interview, looks that the *Pelita Market* revitalization program is facing diverse challenges and responses from various party involved. Difference views and experiences between government, companies, and traders highlighting complexity in evaluate effectiveness of such programs that. Next, researchers submit question second to five informants the related what only one can be measured for evaluate is improvement of this market walk with Good?

First, Head of the Sukabumi City Trade Service take notes that revitalization of *Pelita Market* has been produce achievement concrete, like more market arrangement neat and tidy. Although Still There is room for improvement, improvement activity economy local looks esp. with presence trader vegetables and *simalakama* on the floor two. This shows that revitalization program has reached a number of objectives in increase activity economy and giving contribution positive for trader.

Second, *PT. Fortunindo Artha Perkasa* (FAP) Sukabumi City take notes success in build infrastructure new, such as 4 floors, 3,200 kiosks, and mos. They have too succeed manage a number big merchants, though Not yet fully succeed interesting all trader. This shows that revitalization program has succeed reach a number of objective infrastructure and management.

Third, the views of traders (Informants 3, 4, and 5) highlight a number of indicator successes of revitalization programs, such as cleanliness, safety and comfort of the market. Although repair This considered positive, outlook they also reflect that Still There is necessary challenge overcome, like lack of visitors and decline customer still.

From interviews it is visible that evaluation the effectiveness of the *Pelita Market* revitalization program involves various aspect, start from infrastructure physique until experience visitors and traders. Evaluation of programs such as this in line with Dunn's principles, by which the effectiveness of the program is assessed based on measurable goals and impact to *stakeholders* involved.

### **Efficiency**

Efficiency in Evaluation of the *Pelita Market* Revitalization Program in Sukabumi City refers to use source optimal power in implementation of the revitalization program. This includes management budget, manpower work, time, and energy with effective and economical way. Evaluation efficiency will consider does the program use funds with right, right? Power Work utilized in a way efficient, and whether time invested in accordance with the results achieved. Steps special for increase efficiency, like reduce waste and increase productivity, will too evaluated in context efficiency of the *Pelita Market* revitalization program.

In context theory program efficiency by William N. Dunn, change in management source power, incl budget and manpower work, is element important factors that contribute to effectiveness whole from a revitalization program as happened at *Pelita Market*, Sukabumi City.

First, the Head of the Sukabumi City Trade Service, as part from effort for increase efficiency in implementation of the revitalization program, has adopted system digital levy with use *barcodes*. This step aim for reduce waste and increase productivity in market management. With Thus, implementation technology this expected can repair efficiency in management source Power.

Second, *PT. Fortunindo Artha Perkasa* (FAP) Sukabumi City also has take steps for increase efficiency operational. They focus on efficiency adapt with amount trader active, set use power work, incl cleaning service and security, accordingly with market needs. Besides, they consider use electricity in a way efficient with No turn on elevators and escalators on floors that haven't been filled trader. Steps like submit decline tariff electricity is also a example real effort increase efficiency management source Power.

However, views from traders (Informants 3, 4, and 5) showed that results from repair not yet felt in a way significant in operational daily they. Especially, Informant 3 stated that his business experience decline, meanwhile Informant 5 highlighted lack visitors although there are a number of improvements to access road.

In context management budget and evaluation of the Sukabumi City *Pelita Market* revitalization program, available difference approach between parties involved, influencing efficiency and transparency in use of funds as well support provided to traders.

First, the Head of the Sukabumi City Trade Service indicated that There is evaluation to use budget for the *Pelita Market* revitalization program. However, because the market is managed by parties third, evaluation the Possible limited to aspects certain, like availability facilities and services. The hope is so that markets can manage directly by the government, so price rent kiosks and stalls can more affordable and not look for profit as done party third.

Second, *PT. Fortunindo Artha Perkasa* (FAP) Sukabumi City, which manages *Pelita Market*, emphasized this that they using private funds and not rely on APBD funds. They use BOT (build operate transfer) system, where they build and manage markets for period time certain before submitted return to government. Although Thus, information about evaluation use budget or effort for optimizing use of funds is not in a way explicit mentioned.

Third, from corner look traders (Informants 3, 4, and 5), no there is help or support significant addition from managing party market improvement. A number of trader disclose hope they to help like clean water supply For clean merchandise or supporting facilities activity trade them, but No There is assistance provided until moment This.

Analysis this highlighting difference approach and level involvement from parties involved in the *Pelita Market* revitalization program. Efforts to increase efficiency, transparency, and support for trader's possible need enhanced for the revitalization program can give maximum benefit for all parties involved.

### **Adequacy**

Adequacy in Evaluation of the *Pelita Market* Revitalization Program in Sukabumi City refers to the extent to which the program delivers adequate support and facilities to *Pelita Market* traders after revitalization. Evaluation this will



evaluate is trader accept sufficient support in form facilities, training, or help other for increase business they. Question about is need trader has considered with good and whether steps certain required For increase continuity support will also be become part from evaluation adequacy of the revitalization program.

In evaluating adequacy support and facilities provided to *Pelita Market* traders after the revitalization program, there are different understandings from various parties involved.

First, Head of the Trade Service convey that effort done For facilitate merchants, incl give appeal to traders outside the market for switch to the market. Effort made For consider policy more price light for traders, especially new ones move from street to the market. However, there are obstacles Still There is in build a market on site alternative because desire trader for still trade in more places muddy.

Second, *PT. Fortunindo Artha Perkasa* (FAP) Sukabumi City, which manages *Pelita Market*, stated that they has provide facility like electricity, water, prayer room, and toilet for maximizing comfort trader. Steps specifics are also taken for ensure continuity support these, incl effort For push trader roads to switch to in the market.

Third, from corner look traders (Informants 3, 4, and 5), there is appreciation to effort internal market manager give help to merchants, like allow trader enter without DP for temporary time. However, still there are a number of perceived shortcomings, such as access fewer roads affordable for visitors or desire for lighten up cost stall and upgrade efficiency market operations.

In guarding adequacy supply and variety goods merchandise at *Pelita Market*, there are difference opinion and involvement from various parties involved.

Head of Trade Department state that they Work the same with trader local for ensure supply and variety goods merchandise on the market. Officer Field active do data collection price and availability goods every day, especially on days big. Communication is also carried out with companies and farmers for ensure supply goods, incl lots of vegetables supplied by farmers. Cooperation with Bulog is also carried out for handle situation rare, like increase price rice

On the other hand, *PT. Fortunindo Artha Perkasa* (FAP) Sukabumi City state that they No involved in a way direct in guard adequacy supply and variety goods merchandise on the market. They only share information to trader about incoming goods, without involvement direct in arrangement supply.

From the corner look traders, there is difference opinion. A number of trader feel that need they already considered with Good in market improvement, because they see exists a semi-modern approach that delivers Decent and comfortable facilities. However, still There is constraint in visit visitors, esp. from area outside city, which is rare come to the market because condition economy difficult. However, there are also traders who feel that need they not yet considered with Good in market improvement.

Overall, the difference perception and engagement from various parties show complexities in guard market sustainability and fulfillment need trader as well as visitors. More collaboration Good between parties related Possible

required for overcome challenge this in a way effective.

### Alignment

Alignment in Evaluation of the *Pelita Market* Revitalization Program in Sukabumi City refers to effort for ensure exists distribution opportunity economic equality between trader. Evaluation this will review what is the revitalization program? Support alignment economy with give the same opportunity for old and new traders, as well is steps has taken for overcome inequality economy in the market. Additionally, evaluate will evaluate is policy or a particular strategy has adopted for ensure distribution opportunity in a way fair at *Pelita Market*.

In the *Pelita Market* revitalization program, the steps concrete has taken for support alignment economy in between trader. Head of Trade Department give priority to traders who have been selling at the market for a long time with give discounts, incl discount from the Asset Maintenance Fund (DPA), for interesting they return to *Pelita Market*. Preliminary data used for prioritize old trader, temporary trader new still given opportunity, though with payment full. Approach this expected can give opportunity fair distribution at *Pelita Market*.

On the other hand, *PT. Fortunindo Artha Perkasa* also plays a role in support alignment economy in between *Pelita Market* traders through the revitalization program. They give help with facilitate the *KUR* program, where kiosks Can guaranteed as asset for get access to credit business people. Although so, view trader about the same opportunity after market improvements is diverse. A number of trader feel that market improvements have been give equal opportunity for all traders, both old and new, while others feel decline turnover because reduced visitors. However, effort Keep going done for overcome difference and ensure that all trader own the same opportunities at *Pelita Market* after the revitalization program.

Efforts to create equal opportunities for trader traditional and traders new at *Pelita Market* has been become focus for party related. The Head of Service emphasized giving priority to old trader in filling in or kiosk. Priority this reflected in award price kiosk provided with A little discount to old trader. Although so, for other services such as attribution, no There is classification special, and all merchant, without looking forever selling, owning the same rights, obligations and services in that market.

*PT. Fortunindo Artha Perkasa* also has policy special for ensure empowerment trader traditional and inclusive for trader New at *Pelita Market*. They provide a special area for trader just traditional need one table for trade, and the area given for free, only worn cost security and cleaning amounting to IDR 10,000.

Apart from that, there are rules and steps especially at *Pelita Market* for ensure all trader own equal opportunities, as expressed by the trader That Alone. They state that all trader own equal opportunity because own the same desire For progress, live family, and advancing business they. Although condition physical market already adequate, challenge depends on how much Lots buyers who can accessed by traders. With Thus, various step has taken For ensure that all traders at *Pelita Market* have the same opportunities For develop and succeed in business they.

### Responsibility

Responsiveness in Evaluation of the *Pelita Market* Revitalization Program in Sukabumi City refers to ability party related parties, such as the Trade Department and market managers, for respond bait come back from traders and the public around related implementation of the revitalization program. Evaluation This will consider is There is change or adjustments that have been made done as results from bait come back these as well extent of the mechanism communication and engagement holder interest main integrated to in implementation of the revitalization program.

Trade Department respond with carefully bait return received from traders and the public regarding the *Pelita Market* revitalization program. Response from various parties including complaint trader about slow development and concerns related change price has responded with Serious. Although a number of complaints No can direct response, effort done for negotiate problem with party related and conveyed problem to more agencies tall. Although No all party satisfied with response this is the Department of Commerce endeavor look for adequate solution.

The *PT. Fortunindo Artha Perkasa* also responded bait come back from traders and the public related implementation of the *Pelita Market* Revitalization Program. They lower price sell and offer option rent stall to trader For make it easier access for those who have difficulty buy kiosk. Besides, they provide an adaptation period for 6 months with No pick up cost rent to new trader move from outside the market.

Trader Alone give input and opinions about market improvement through market associations and parties manager. Response from market managers towards input trader seen positive, with the changes made in response to complaint or proposal trader. Although a number of traders feel that improvements made not yet fully create significant changes in amount market visitors, response from manager considered good and responsive to input trader.

In implementing the *Pelita Market* revitalization program, mechanisms communication and engagement with holder interest main like traders and residents around integrated with different way. Department picks up step for recruiting employee safety and cleanliness from inhabitant around, so build close relationship with community local. Revitalization program this own varying impacts for trader, who can felt good in a way neither positive nor negative. In terms of here, merchant given chance For trade in more environment safe and comfortable with price Affordable rent, though matter this also brings change in pattern customers must adapted by old traders.

Temporary that, *PT. Fortunindo Artha Perkasa* (FAP) Sukabumi City guard channel communication open with traders and parties related other with method guard office manager still stand by, okay through presence direct nor availability contact phone that can Accessible 24 hours a day. Smooth communication and availability system security as CCTV guarantees responsiveness to needs and changes in the field.

According to trader, the party who manages the market has respond with Enough Good to needs and ideas from trader. They feel that there is tolerance and

adequate response to input submitted. Although there is a number of hope For repair facility like arrangement more electricity flexible, generally trader feel that party manager has respond their needs and ideas with Good.

### **Accuracy**

Inner precision Evaluation of the *Pelita Market* Revitalization Program in Sukabumi City refers to the extent to which market revitalization strategies are appropriate with needs and characteristics local. Evaluation this will evaluate is decision taken during revitalization of *Pelita Market* has been precise and giving desired result. Apart from that, evaluation will also be carried out consider is There is update or adjustments made based on evaluation to program accuracy, as well what is the revitalization program in accordance with hopes and aspirations traders and the public local?

Trade Department adapt the *Pelita Market* revitalization strategy accordingly needs and characteristics local with consider various aspect, like create center trade, offices and places tour. Although so, still there are obstacles and challenges in realize such ideal goals, though has happen change in governance parking and access to the market. The hope is, with Keep going tidy and involved all parties; the market can become more good and appropriate with desire government and society.

*PT. Fortunindo Artha Perkasa* (FAP) Sukabumi City ensure that *Pelita Market's* revitalization strategy is appropriate with needs and characteristics local with build two building with a total of 3,200 kiosks and stalls, as support for that market. They adjust strategy accordingly needs and character public local, though initially own draft block special for commodity certain. In reality, traders more comfortable selling in a way spread, so change done for adapt.

Temporary according to traders, plans repair has fulfil part big need they. However, there is a number of complaint related considered costs too height and facilities desired electricity return submitted to trader for more save. Additionally, aspects access the road also becomes attention, with Lots outside traders make it difficult for customer for enter to in the market.

In running revitalization of *Pelita Market*, decisions taken by the Trade Department and parties related are results from collaboration with various agencies, incl police, army, *ISUR*, and government area. Retrieval process decision this involve fulfillment promise political from leader the city must proven through action real. Steps in revitalization need cooperation with various parties, including *ISUR*, Bapeda, police, and sub-district areas. The resulting decision is results meetings and agreements together, like ordering violating traders rules and gifts chance to trader in accordance with established rules. Although the Department of Commerce become executor policies, lot involving decisions participation from all over party related. Evaluation efforts continuously done for ensure policy taken give impact positive in accordance with hope.

The *PT. Fortunindo Artha Perkasa* stated that decision taken during revitalization of *Pelita Market* has been proven precise and appropriate with need public. Arrangements made possible transaction sell buy done inside comfortable building without disturbed by the weather. Apart from that, security parking is also guaranteed for 24 hours for comfort buyers and traders.

Traders at *Pelita Market* feel decision related infrastructure and market facilities have well, like update means, improvement cleanliness, and systems adequate security. Existing complaints apparently more originate from party customer than trader.

Although So, some trader Still feel that aspect cleanliness and safety of the market still need improved, as well exists need For increase system safety and comfort visitors with notice things like existence mosquitoes and levels more accessibility open.

The differences and innovations of this study compared to previous research are that it was conducted in Sukabumi City, while previous studies focused on other cities such as Surakarta, Semarang, and Denpasar. This indicates variations in the context and conditions of traditional markets across different locations. Although all previous studies also evaluated traditional market revitalization programs, this research emphasizes the effectiveness of the program in improving the welfare of traders in Sukabumi City by measuring increases in the number of traders, sales turnover, and the quality of market facilities. The study records diverse perspectives from stakeholders regarding the effectiveness of revitalization programs, indicating attention to varied perspectives in program evaluation. The research highlights the importance of efficiency in resource utilization, including optimal technology and budget management, showing awareness of the importance of effective budget management in revitalization programs. The study identifies challenges related to budget management and involvement of third parties, demonstrating attention to the political and administrative dynamics in program implementation. The research underscores the importance of support for traders, including facilities and training, emphasizing the social aspects of revitalization programs, not just physical infrastructure. The study emphasizes the importance of responsiveness to feedback from traders and the community for sustainable improvement, highlighting the need to ensure that revitalization programs focus not only on short-term improvements but also on long-term sustainability. Thus, this study not only provides new contributions in the context of traditional market research but also highlights important aspects that may not have been comprehensively covered in previous studies.

## E. CONCLUSION

Based on results study evaluation of the *Pelita Market* revitalization program in Sukabumi City, concluded that effectiveness of related programs with enhancement amount traders, turnover sales, and quality market facilities, though there is view diverse from stakeholders. Efficiency in use source Power become focus main with technology and management optimal budget, however challenge in management budget and engagement party third Still There is. Adequacy support to merchants, incl facilities and training, is attention, temporary access path and support addition need noticed more carry on. Alignment the economics in the market are important, however worries related cost and accessibility still become issue. Responsibility to bait comes back traders and the public important for repair sustainable, incl market cleanliness and safety. The accuracy of the

revitalization program must aligned with need local and aspirational trader as well as society, with room For increase appropriate program responsibility and sustainability hope all parties involved.

For study furthermore related with the Market revitalization program several suggestions can be made considered. First, research can focused on evaluation impact period long from the revitalization program them to economy local, include growth income merchant, upgrade visit tourists, and change pattern shopping public local. Second, study about program sustainability can be achieved done For identify influencing factors continuity existing market operations revitalized, incl aspect finance, management, and participation community. Third, research can explore use technology in market management, such as use application mobile for facilitate transactions and communications between traders and visitors. Fourth, analysis comprehensive about experience and perception traders and visitors towards the revitalization program can give valuable insight for increase implementation and future success of the program. Fifth, research comparative between the markets that have been revitalized with traditional markets others in similar areas can give more understanding deep about influencing factors success market revitalization. With dig more in through research this is expected will there is more contribution big to development and improvement of market revitalization programs in Indonesia and locally other.

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