

MODEL FOR IMPROVING THE COMPETITIVENESS OF TRADITIONAL MARKETS IN BANDUNG

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ABSTRACT

The existence of traditional markets in Bandung needs to be maintained. This is driven by the influence of globalization, economic growth, technology, social and cultural changes in society, and the growth of modern markets or modern stores such as mini markets, supermarkets and others.

The purpose of this research is to produce Model for improving the competitiveness of traditional markets in Bandung. The method used is exploratory research and descriptive research. Data collection techniques are carried out through Focus Group Discussion (FGD), and questionnaire.

Improving the competitiveness of traditional markets in Bandung a model is needed that provides strategic steps and integrated with consider people's perceptions, organization, human resources, product, markets aspect, public policy, and competition aspect. Consider people's perceptions, Improving the competitiveness of traditional markets requires professional market management management, through market innovation, so that traditional market developments are able to have competitive competitiveness.

Keywords : the competitiveness, traditional markets, Models.