

e-Marketing for Improving the Competitiveness of Traditional markets in Bandung

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Abstract. The existence of traditional markets in Bandung has a strategic role in improving the economy of the community. The rapid market changes, such as the increasing number of markets and modern stores, consumer behavior, and technology, contribute in increasing the competitiveness of traditional markets, especially in Bandung. Based on the results of a Focus Group Discussion (FGD), some adaptation to these market changes through market management, support of the government policies, revitalization, and other supporting aspects are essential in enhancing the competitiveness of traditional markets. Market management requires improvements, especially in relation to market facilities and infrastructure, also professional management to keep abreast of the changing consumer preferences. The current market revitalization model has not provided a positive impact on enhancing the market competitiveness. Revitalization is not limited to the improvement of modern buildings or market buildings, but also the use of technology, specifically digital-based management to keep the managers well-informed about existing markets, social and economic revitalization. Moreover, there should be support integrated in the elements of the market management itself, such as the personnel, funds, facilities and infrastructure, technology, and government policies.