

ABSTRACT

Traditional market is one of the central place where sellers and buyers meet and make direct transactions. Where in this place also happened the bargaining process. And in this traditional market, visitors not only always be a buyer but can also be a seller. Traditional markets are also one of the contributors to regional income. But as we can see, the conditions in traditional markets are quite apprehensive, ranging from cleanliness, security, to access the road to the traditional market itself.

Kiaracondong traditional market is one of traditional markets in Bandung capital city. Kiaracondong traditional market is managed by the Regional Company (PD Pasar). This traditional market is located between two districts, namely, Batununggal and Kiaracondong districts. The shopper is the middle class down with a fast turnover of goods.

The purpose of this study is to map the exchange of values between stakeholders in the traditional market Kiaracondong. As well as to find out the possibility of conflict among stakeholders.

Based on the analysis conducted through observation and in-depth interviews, it can be seen that the flow of value exchange that occurs among the stakeholders in the traditional market Kiaracondong in the form of tangible value such as money, facilities, permits, etc. also intangible values such as trust, knowledge, suggestions or criticism and so forth.

Keywords: Stakeholder, Traditional Market, Value Flow Mapping, Store Image, Value Exchange