

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.

Baleendah traditional market is one of the market located in Bandung regency. Baleendah traditional market is managed by the government of the department of cooperatives and trade. Many buyers who shop at this traditional market with the aim of selling it back because the price is quite friendly, has complete different kinds of materials and stuffs and also has a good quality that is not inferior to other shopping places.

The purpose of this study is to find out who are the stakeholders in the traditional market Baleendah, then map the exchange of value between stakeholders in the traditional market Baleendah. In addition, to know the pattern of exchanges that occur among stakeholders.

Based on the analysis conducted through observation and in-depth interviews, it can be seen some of the stakeholders in the traditional market Baleendah and also the flow of value exchange that occurs among stakeholders in the traditional market Baleendah in the form of tangible value such as money, facilities, permits, And so on as well as intangible values such as beliefs, knowledge, suggestions or criticism and so on. From the survey that has been done to 30 respondents it can be seen that the store image of Baleendah traditional market is still not good.

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