

ABSTRACT

Traditional markets are a meeting place for sellers and buyers to bargain prices. Traditional markets in Indonesia have decreased from 13,550 in 2007 to 13,450 in 2009 and 9,950 in 2011. This is due to market conditions that are less feasible in terms of appearance, and slums. It is also caused by the number of street vendors that sell around the market, and the sidewalks, in addition, the presence of street vendors in the market kiaracandong also cause conflict with kiosk traders because kiosk traders feel harmed by the street vendors. With the condition of Kiaracandong market like that Bandung city government finally make policy to overcome the problem, that is by doing revitalization at kiaracandong market which will be done in 2017. But the conflict is getting happening because the street vendors do not agree with the revitalization, because it can cause the decrease of income of street vendors , And kiosk traders were less amenable because with the revitalization of kiosk vendors have to hunt the place that suits the needs so as not to lower their income.

The purpose of this study was to analyze the stable (equilibrium) solution of the conflict of traditional market revitalization plan of kiaracandong. The study also aims to provide conflict resolution over the revitalization of traditional kiaracandong markets. Which results can provide an overview of the conflicts that occur and produce solutions to the conflict that occurred.

This research belongs to exploratory research using qualitative method. The data collection is done by conducting interviews to informants namely, street vendors Kiaracandong, market traders Kiaracandong and Bandung city government. Data analysis technique in this research is by using Graph Model for Conflict Resolution (GMCR) method to get equilibrium solution in conflict settlement.

Based on the analysis result, it can be seen that the stable solution in the first phase is the condition where the street vendors keeps trading in the market area of Kiaracandong and does not follow the government policy, and the kiosk traders do the demo but do not decide to become street vendors. While the stable solution in the second phase is the condition where the Kiaracandong market traders refuse to revitalize the Kiaracandong market and do not demand the stalling of the kiosk, and the Bandung City government revitalizes the Kiaracandong market.

Based on the results of the research, to get a happy ending result, street vendors and traders in Kiaracandong market should follow the government policy by approving the revitalization that will be done, and for the government should negotiate with market traders and street vendors with suggestions to make the kiosk in Kiaracandong market become free.

Keyword: Kiaracandong market, street vendor, trader, government, revitalization