ABSTRACT

Traditional markets are facing serious challenges due to competition with modern markets and e-commerce, leading to a decline in footfall. *Traditional markets are supposed to be the center of a sustainable local economy, while preserving local culture, providing fresh and quality food, as well as a place for social interaction and economic activities. However, in reality, traditional markets often experience a decline in the number of visitors. This can be caused by various factors, such as changes in people's lifestyles that tend to prefer shopping in modern shopping centers, lack of promotional efforts for traditional markets, and limited infrastructure and inadequate facilities. This decline has a negative impact on the local economy, reducing the income of merchants, and can even lead to business closures.*

The change in people's preferences away from traditional markets is a serious concern, as it has the potential to threaten the sustainability of traditional markets in the future. *In fact, traditional markets are a source of livelihood for most people with middle to lower income. Therefore, the existence of traditional markets needs to be maintained so that businesses in the lower-middle economic sector still have access to market their products. Based on this background, the author is interested in conducting research with the title "Strategy for Increasing Traditional Market Visitors Based on Consumer Behavior with K-Means and SWOT Methods (Case Study: Purwokerto Wage Market)".*

The solution offered is in the form of several strategies that are relevant to the results of the analysis of the two approaches, namely K-Means Clustering and SWOT. *There are three strategies offered, including repairing or improving physical infrastructure, improving cleanliness, and digitizing services that also function as branding or promotion of Purwokerto Wage Market.*

The main result obtained from this research is the fulfillment of the objectives set by the researcher. *The research can identify the strengths and weaknesses of Wage Market through SWOT analysis. In addition, this research also answers how consumer shopping patterns with the formation of clusters through the K-Means*

approach. Finally, this research provides a proposed strategy for increasing visitors to Purwokerto Wage Market based on the analysis that has been done.

Keywords: *Visitor improvement strategy, SWOT analysis, K-Means Clustering, Shopping Pattern, Wage Market Purwokerto*