

ABSTRACT

The existence of the traditional market is worse and threatened by a proliferation of modern markets in which resulted in many people who switch to modern markets. This situation raises concerns about the sustainability of traditional markets and impacts on the welfare of traders. Moreover, traditional markets require special attention from the Central and Local Government to increase the presence of traditional market in order to compete. One of which is the market revitalization program. The implementation of this revitalization program is inseparable from the role of the government. However, to carry out the development, the government needs the role of the private sector in order to create good relations as a party to the provision of public services. Furthermore, this collaboration can be called the Public-Private Partnership scheme.

One of the revitalization programs that has been carried out is the revitalization of the Trowono Traditional Market, There are many problems in the market such as the main market buildings that are not feasible, non-existent supporting facilities and infrastructure, to the smell, chaotic and dirty conditions. Furthermore, it has favorable conditions the largest traditional market in the southern part of Gunungkidul Regency and the market location strategically adjacent to the *Jalan Lintas Lintas Selatan* (JJLS) and tourist attractions. In addition, this revitalization program aims to restore the image of the Trowono Traditional Market as the main center for driving the economy of the people in the southern part of Gunungkidul Regency.

This research aims to know and understand the partnership process between the Department of Industry and Trade of Gunungkidul Regency and several private sectors such as CV. Seia Cons, CV. Jana Consultant, and PT. Putra Kharisma Sejahtera in revitalizing the Trowono Traditional Market. Furthermore, this research refers to the theory of the Public-Private Partnership Guideline Year 2010 by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, where the variables are: Project Selection, Public Consultation, Feasibility Study, Risk Review, Forms of Partnership, Government Support, Procurement, Implementation, and Monitoring. This research used descriptive qualitative, where to explore the phenomena is the focus of the researcher to examine more deeply the process of partnerships that take place in the revitalization program.

The results of this study indicate that the Public-Private Partnership in revitalizing the Trowono Traditional Market runs smoothly, this scheme was initiated by the Department of Industry and Trade of Gunungkidul Regency which has collaborated with several private sectors. Preparations such as making a Master Plan, Detail Engineering Design, Budget Planning, AMDAL, and Social Analysis were initiated by CV. Seia Cons as a Planning Consultant, and partnering used type Sharing Development Ideas, CV. Jana Consultant as a Supervisor Consultant who partners with type Management Contracts, and PT. Putra Kharisma Sejahtera partnered with a type of Service Contract + Build and Transfer. In addition, the variable government support for physical facilities cannot be optimized because there is still a lack of support in the form of Waste Water Shelter Installation and Rainwater Disposal Containers. Therefore, in this PPP there needs to be a synergy between the Department of Industry and Trade of Gunungkidul Regency and CV. Seia Cons, CV. Jana Consultant, and PT. Putra Kharisma Sejahtera in a market revitalization project.

Keyword: Public-Private Partnership, Traditional Market Revitalization, Trowono Traditional Market