

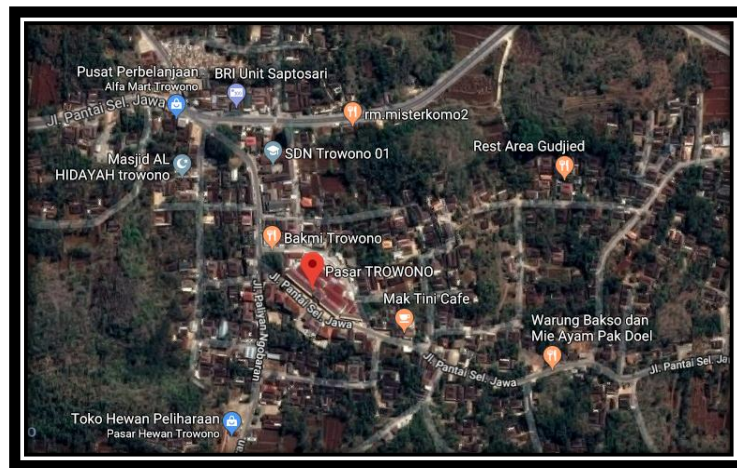
CHAPTER II

RESEARCH OBJECT DESCRIPTION

A. Profile of Trowono Traditional Market in Gunungkidul Regency

Trowono Market is the largest traditional market in the southern part of Gunungkidul Regency, Special Region of Yogyakarta. This market is located in Karangasem Village, Paliyan District, Gunungkidul Regency. This market is a market that has the largest volume of traders and occupies an area of 5,805m² with a building area of 2,398 m².

Picture: 2.1 Map of the Trowono Traditional Market



Source: <http://earth3dmap.com>

In general, this market operates most crowded on a market day, namely Kliwon day, when it is crowded by buyers and traders. Trowono Traditional Market is the same

as other traditional markets, but it is different from the southern part of Gunungkidul Regency because this market can be said as a market that has the availability of merchandise which tends to be more complete for some basic needs such as vegetables, clothing, household appliances, school equipment, agricultural equipment, and others.

According to the data from the Department of Industry and Trade of Gunungkidul Regency the number of facilities and infrastructure facilities in Trowono Traditional Market are as follows:

Table 2.1 Number of Kiosks and Los Trowono Traditional Markets in 2016-2017

Market Name	Address	Total			
		2016		2017	
		Kiosks	Los	Kiosks	Los
Trowono Traditional Market	Karang Asem Village, Paliyan District, Gunungkidul Regency	-	9	-	9

Source: Document of Kiosks and Los Markets in Gunungkidul Regency in 2016-2017

The table above shows that the Trowono Traditional Market had 9 Los in 2016 and in 2017 it also shows the same number. Therefore, 9 of these Los were placed by several traders which the number of these bases was the initial data on the number of Los in the Trowono Traditional Market before the revitalization project was carried out. From the 9 Los the data on the number of traders in the Trowono Traditional Market in 2016-2017 are as follows:

Table 2.2 Number of Traders for Trowono Traditional Market for 2016-2017

Market Name	Address	Total			
		2016		2017	
		Kiosks	Los	Kiosks	Los
Trowono Traditional Market	Karang Asem Village, Paliyan District, Gunungkidul Regency	-	236	-	236

Source: Document of Market Trader in Gunungkidul Regency in 2016-2017

The data above is data on the number of traders of the Trowono Traditional Market before the revitalization project. In general, this traditional market had 236 traders in Los in 2016 and in 2017 there were 236 traders in Los. In 2016, Trowono Traditional Market revitalization project was due to the fact that many buildings were no longer feasible to be used as Los (selling places) in some parts of the market, the amount of garbage scattered caused unpleasant odors due to the lack of garbage disposal, and the containers were not available in some places in the Trowono Traditional Market. Therefore, in order to improve the Trowono Traditional Market's existence, development revitalization efforts are needed, so that the presence of the Trowono market can be a clean and comfortable market. The Trowono Traditional Market revitalization program is carried out by the Regional Government Unit of Gunungkidul Regency through the Department of Industry and Trade.

The existence of this revitalization program is also in line with the vision and development mission of Gunungkidul Regency, namely the Vision of "*Gunungkidul*

that is Competitive, Independent, and Prosperous in 2025". The mission includes the following:

1. Realization of good and clean government
2. Realization of strengthening institutional system as well as improving the quality of human resources
3. Realization of strengthening institution economic system
4. Realization increased regional financial capacity
5. Realization of the basic adequate provision for infrastructure and facilities
6. Realization the utilization of natural and environmental resources

Based on the development mission above, the Trowono Traditional Market revitalization project acts as an embodiment for the provision of adequate infrastructure and facilities for the community. The Department of Industry and Trade is, of course, designing the construction of the Trowono Traditional Market using the Public-Private Partnership scheme that has advantages for both the government and the private sector. The implementation of this revitalization uses a PPP scheme with a government initiative (solicited), which is an infrastructure project initiated by the government and offered to the Business Entity for cooperation. In addition, PPP is an alternative source of funding and financing in providing infrastructure (unsolicited) for initiation from the private sector.

B. Profile of the Department of Industry and Trade in Gunungkidul Regency

The Office of Industry and Trade is one of the elements supporting regional governments in implementing government affairs and assistance in the divisions of industry and trade. This is stated in the Gunungkidul Regency Regulation Number 70 of 2016 concerning the position, organizational structure, duties, functions and work procedures of the Office of Industry and Trade. In this regulation all the descriptions related to the Department of Industry and Trade of Gunungkidul Regency have been described.

a. Main Tasks and Main Functions of the Department of Industry and Trade

The task of Industry and Trade Office is regulated in the Regent of Gunungkidul Regulation Number 70 of 2016 concerning the Job Description of the Office of Industry and Trade. The task is to carry out the affairs of the Regional Government and provide assistance in the industrial and trade sectors namely:

- 1) Secretariat has the task of carrying out the planning of activities, planning, monitoring, evaluation and reporting, financial management, staffing, equipment, households, libraries, general administration and public relations and providing functional administrative services.
- 2) The Industrial Sector has the task of carrying out guidance, control, development of production, business and industrial facilities.

- 3) The Trade Sector has the task of carrying out the development of trade facilities and consumer protection.
- 4) The Division of Market Management has the task of carrying out management of infrastructure and facilities, non-tax revenues, markets, and fostering security and market order.
- 5) Functional Position Group has the task of carrying out part of the duties and functions of the Office of Industry and Trade in accordance with certain skills and/or skills.

The functions of the Department of Industry and Trade of Gunungkidul Regency are as follows:

- 1) General policy formulation in the divisions of industry and trade
- 2) Formulation of technical policies in the divisions of industry and trade
- 3) Preparation of performance plans and performance agreements in the divisions of industry and trade
- 4) Industrial Development and Development
- 5) Implementation of technological guidance on improving production quality and diversification / technological innovation
- 6) Product supervision and industrial control
- 7) Implementation of facilitation of intellectual property rights
- 8) Fostering and developing trade businesses

- 9) Implementation of introduction and application of trade information technology
- 10) Fostering and developing e-commerce electronic commerce
- 11) Development and development of regional exports
- 12) Development and management of trade distribution facilities
- 13) Development of community trade distribution facilities
- 14) Monitoring the availability and price of essential goods and essential goods
- 15) Implementation of market operations
- 16) Supervision of procurement, distribution, and the use of subsidized fertilizers
- 17) Examination of hazardous material storage facilities and supervision of distribution, packaging, and labeling of hazardous materials
- 18) Implementation and supervision of legal metrology
- 19) Structuring and empowering street vendors
- 20) Implementation of industrial and trade monitoring
- 21) Implementation of internal control systems in the divisions of industry and trade
- 22) Compilation and application of operational norms, standards, and instructions in the divisions of industry and trade
- 23) Implementation of monitoring, evaluation, and reporting on industrial and trade activities
- 24) Management of UPT

b. Division of Market Management of the Department of Industry and Trade

Division of Market Management is one of the 3 division in Department of Industry and Trade in Gunungkidul Regency. Division of Market Management has the task of carrying out the management of infrastructure and facilities, non-tax revenues, markets, and fostering security and market order. Therefore, the Division of Market Management as a subject in conducting research for observation, interviews and documentation related to data relating to the Trowono Traditional Market so that the researcher further elaborated on the functions of the Division of Market Management of Department of Industry and Trade in Gunungkidul Regency as follow:

- 1) Compilation of plans for activities in the division of market management
- 2) Formulation of technical policies in the division of market management
- 3) Preparation of performance plans and performance agreements in the division of market management
- 4) Implementation of management of infrastructure and facilities, non-tax revenues, markets, and fostering security and market order
- 5) Implementation of internal control systems in the division of market management
- 6) Preparation and implementation of norms, standards, guidelines and operational instructions in the division of market management
- 7) Implementation of monitoring, evaluation and reporting of activities in the division of market management.

The sub-sections in the Division of Market Management of Department of Industry and Trade in Gunungkidul Regency and their duties consist of:

1) Infrastructure and Facilities Section:

- a) Prepare a plan for the activities of the infrastructure and facilities section
- b) Formulate technical policies in the division of infrastructure and facilities
- c) Prepare a performance plan and performance agreement for the infrastructure and facilities section
- d) Carry out construction, development and maintenance of infrastructure and advice on markets and street vendors
- e) Carry out analysis and presentation of data on the management of market infrastructure and facilities as well as street vendors
- f) Organize the internal control system for the infrastructure and facilities section
- g) Prepare and implement norms, standards, guidelines and operational instructions in the division of infrastructure and facilities
- h) Carry out monitoring, evaluation, and reporting on the activities of the infrastructure and facilities section.

2) Revenue Section

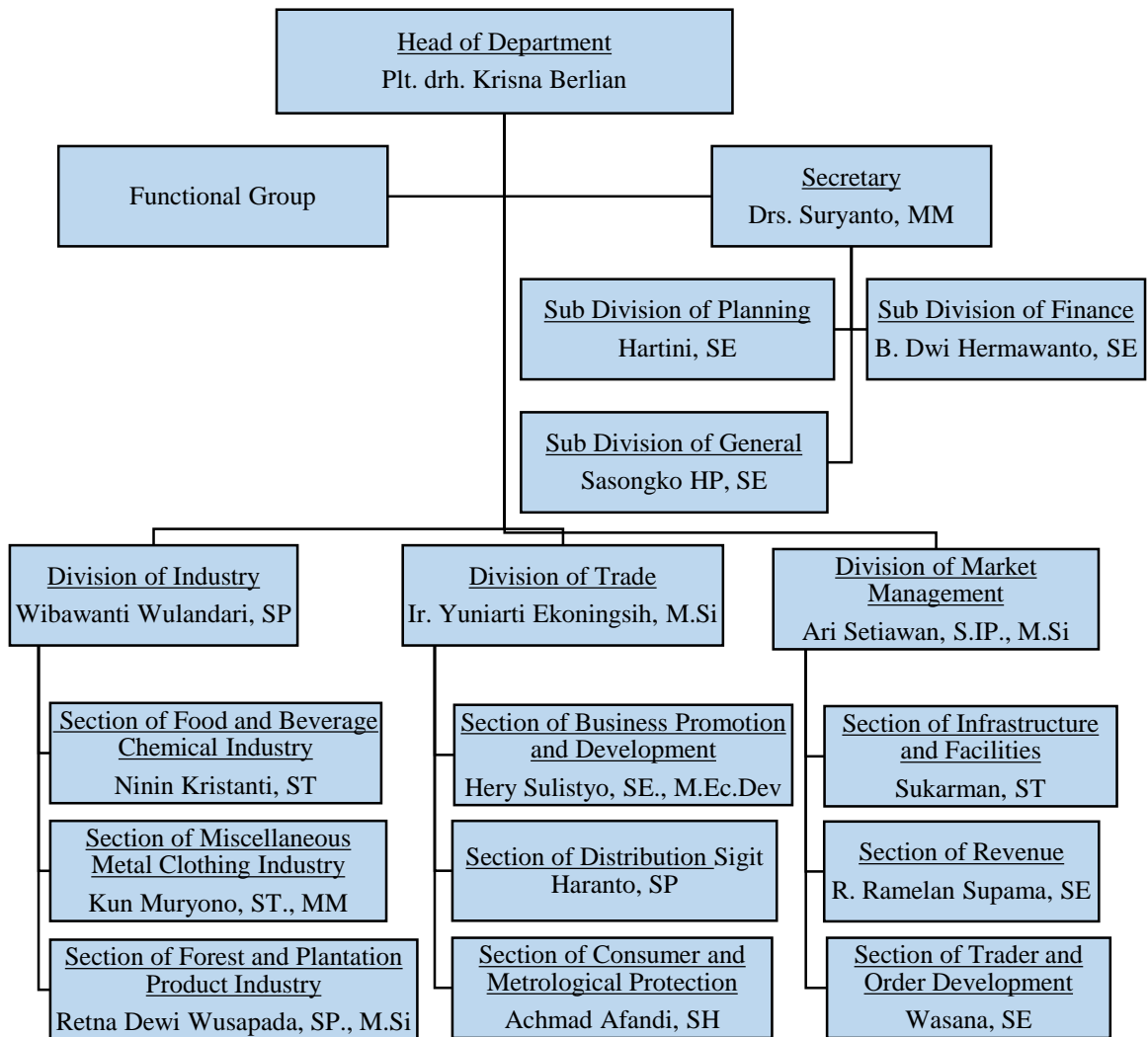
- a) Prepare a plan for the activities of the Revenue Section
- b) Formulate technical policies in the division of income
- c) Prepare a performance plan and performance agreement for the Revenue Section

- d) Carry out market revenue management
- e) Carry out the Revenue Section internal control system
- f) Carry out intensification and intensification of market revenues
- g) Arrange and apply norms, standards, guidelines, and instructions and operations in the division of income
- h) Carry out monitoring, evaluation, and reporting on the activities of the Revenue Section

3) Section for Trade, Security and Order

- a. Prepare a plan for the activities of the merchant development, security and order section
- b. Develop technical policies in the division of merchant development, security and order
- c. Prepare a performance plan and agreement on the performance of the merchant building, security and order sections
- d. Carry out arrangement and guidance for market traders and street vendors
- e. Carry out data management of market traders and street vendors
- f. Carry out market security and order maintenance and street vendors
- g. Organize an internal control system for traders, security and order
- h. Arrange and implement norms, standards, guidelines, and operational instructions in the division of merchant development, security and order
- i. Carry out monitoring, evaluation and reporting of merchant development, security and order section activities

**c. Organizational Structure of the Department of Industry and Trade in
Gunungkidul Regency**



Source: <http://perindag.gunungkidulkab.go.id/>, (Accessed on December 8, 2018)

C. Profile of Several Private Sectors involved in Trowono Traditional Market Revitalization Project

a. General Description of PT. Putra Kharisma Sejahtera

PT. Putra Kharisma Sejahtera is a company engaged in the division of Construction Services and Clean Water Management Installation. The company was founded in 2014 and is currently headed by Dra. Anamin Nurul Jannah with Tax ID number 01,653,501.5-542,000. PT. Putra Kharisma Sejahtera is located at Agra Permai B.3 Perum, Besole, Trihanggo, Gamping Sleman Regency, and Special Province of Yogyakarta. PT. Putra Kharisma Sejahtera as part partnership with Department of Industry and Trade of Gunungkidul Regency, the position of PT. Putra Kharisma Sejahtera is a contractor in the Trowono Traditional Market revitalization project.

b. General Description of CV. Seia Cons

CV. Seia Cons is a private company engaged in the field of technical consulting services that has a tax base number 02.478.011.6-542,000. CV. Seia Cons is located at Karang Tanjung 02/12 Pandowoharjo, Sleman Regency, and Special Region of Yogyakarta Province. CV Seia Cons is partnering with the Department of Industry and Trade of Gunungkidul Regency in the Trowono Traditional Market revitalization project as a private sector which is a Planning Consultant that handles the making of the Master Plan, Detail Engineering Design, and project budget design.

c. General Description of CV. Jana Consultant

CV. Jana Consultant as a private company engaged in consultancy services that has a Tax ID Number 02.206.200.4-542,000. CV. Jana Consultant is located at Perum DPU Arteri 7 RT 02 RW 49 Maguwoharjo Depok Sleman, Sleman Regency, and Special Region of Yogyakarta Province. CV. Jana Consultant partnered with the Department of Industry and Trade of Gunungkidul Regency as a private sector that became a Supervisory Consultation, which oversaw the entire process from the beginning to the end of the Trowono Traditional Market revitalization project.