

Implementation Of The Market Activity Transition Strategy From The Transit Market To The Sidoluhur Relocation Market Carried By The Sleman Regency Disperindag To Increase Traditional Market Customers

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Abstract

This study aims to analyze the implementation of the strategy to shift market activities from the transit market to the Sidoluhur relocation market by the Sleman Regency Industry and Trade Agency (Disperindag), and its impact on increasing the number of traditional market customers. Traditional markets in Sleman Regency experience challenges in maintaining their attractiveness to customers, especially with the presence of transit markets that often attract customers from more established traditional markets in terms of infrastructure. Therefore, the Sleman Regency Industry and Trade Agency (Disperindag) implemented a strategy to shift market activities from the transit market to the Sidoluhur relocation market to increase traditional market customers. This research uses a qualitative approach with in-depth interview techniques with various related parties. The interviews were conducted to gain an in-depth understanding of the implementation of the market activity transition strategy. The results showed that the implementation of the market activity transition strategy from the transit market to the Sidoluhur relocation market by the Sleman Regency Industry and Trade Agency has had a positive impact on increasing the number of traditional market customers. Factors contributing to this increase include better accessibility, improved service quality, and promotional support from the government. Nonetheless, there are still some challenges that need to be overcome, such as traders' adjustment to the new location and maintaining the sustainability of this strategy in the long term.

Keyword: Market Relocation Management, Customer Increase, Traditional Market, Transit Market.

INTRODUCTION

An economy can be defined as a series of activities involved in the production and consumption processes, which are interconnected with each other. This term refers to economic activities that occur in a region within a country (Richard et al., 1998). Trade, as a central concept in the economy, requires appropriate development to increase producer income, pay attention to consumer interests, increase foreign exchange earnings, expand employment opportunities, and strengthen equality of business opportunities (Kotler & Keller, 2016). In this context, the market functions as a means or forum for trading activities, which helps move the wheels of the economy in a region within a country.

Trade, or exchange, has a special definition in the economic context as a process of exchanging goods or services that is based on the voluntary will of each party (Boediono, 2016). Markets are identified as places where sellers and buyers meet to carry out trade transactions and exchange goods and services. As a mechanism that has existed since the earliest times of human civilization, markets are described not only as places of exchange, but also as centers where the forces of supply and demand for goods and services meet, where sellers want to exchange goods and services for money, and buyers want to exchange money with goods and services (Arifin & Halomoan, 2011).

Human life needs consist of the needs for clothing, shelter and food, which are primary needs based on their nature. This need can be obtained one way through buying and selling activities to fulfill needs through the market. The development of the times and technological advances that occur dynamically have made markets experience an increase in their role and function, from initially being a place for carrying out transactional relations between buying and selling goods and services, becoming one of the driving wheels for the development and progress of the local economy. Therefore, technological developments which are a strength for modern markets are one aspect of forming new competition with traditional markets (Prasetya & Fauziah, 2016).

The difference between traditional markets and modern markets that can be easily identified is through the characteristics of the market arrangement and appearance (Mairna, 2007). The modern market is often characterized by buildings that have many shortcomings and weaknesses both in terms of building structure and operations. In facing competitive conditions in modern and traditional markets which are part of the government's economic planning, a phenomenon was discovered where many traditional markets had inadequate

building infrastructure and were less hygienic in terms of cleanliness. In the context of this research, the Godean central market faces inadequate market conditions in terms of arrangement, cleanliness, and infrastructure that is starting to become obsolete. In response, the Sleman Regency Industry and Trade Service decided to revitalize the market by relocating the market, providing more comfortable facilities for Godean main market traders. The revitalization carried out by the Sleman Industry and Trade Department includes the construction of more modern buildings with increased air circulation and limiting the height of traders' equipment to two meters. Meanwhile, Disperindag also provides three transit places for traditional market traders during the relocation process.

The transfer of market activities carried out by the Sleman Department of Industry and Trade to the traditional Godean main market aims to increase the number of market customers by creating a market environment that is hygienic and more organized in its layout. This increase in the number of customers is expected to increase income and contribute to the economy in trading activities in traditional markets (Heriyanto, 2012). In line with this, market revitalization and relocation carried out through physical building improvements and market administration management is expected to have an impact and contribute to facing giant retailers and increasing the competitiveness of traditional markets in facing modern markets. The relocation market is planned to be built in January 2023 and is expected to be completed in May 2023. During this period, traders will occupy the transit market location until May 2023, before finally being planned to be moved to the relocation market until the Godean Market revitalization process is completed in February 2024.

LITERATURE ANALYSIS AND METHODOLOGY

Marketing

Marketing is a concept that is generally recognized by business people and companies, because it is an important aspect to achieve profits. Marketing involves a variety of interrelated activities, with the aim of creating benefits or value. Specifically, marketing is able to change the location or position of a product from one place to another, as well as allowing changes in ownership through buying and selling transactions. Marketing is also an activity that plays a role in the flow of goods and services between producers and consumers. In this context, the marketing concept becomes crucial for determining market needs, and needs to be differentiated from sales activities. Marketing's main task is to maximize customer satisfaction, while sales aims to maximize the company's sales volume.

Experts provide definitions of marketing according to their respective perspectives. According to Kotler & Keller (2016), marketing is a social and strategic activity carried out

by individuals or groups. Sofjan (2013) states that marketing is a human activity that aims to fulfill needs and desires through an exchange process. In addition, Kotler and Armstrong (2012) stated that marketing is a process in which companies create value for customers and build strong relationships with them. Thus, it can be concluded that marketing is a process of interaction between individuals and groups to fulfill needs and desires through the creation, offering and exchange of products and services that have value with other people. The presence of marketing activities is closely related to economic growth, so many companies place marketing as a very strategic management function.

Marketing Management

Companies need various methods to measure their marketing performance in order to achieve predetermined goals. Therefore, marketing management becomes a necessity in organizing and managing the company's marketing aspects. According to Hayani (2012), marketing management is a process that includes analysis, planning, implementation and control of goods, services and ideas that involve exchange, with the aim of producing satisfaction for all parties involved.

Furthermore, Kotler & Keller (2016) describe marketing management as the art and science of selecting target markets, as well as acquiring, keeping, and developing customers through the creation, delivery, and communication of superior customer value. Thus, marketing management is a holistic approach that involves a series of activities to achieve customer satisfaction and achieve company goals in the exchange of goods, services and ideas.

Market Theory

According to Boediono (2000), the meaning of market does not have to be associated with a place called a market in the everyday sense. The market is a place or medium for transactions between sellers and buyers. The types of goods transacted can range from vegetables, to transportation services, money and labor. Every economic good has its own market. The market is also a place where trade transactions take place between competing parties. Market interests are significant for society, investors and the government, especially when viewed from the perspective of ever-changing market activities (Fahmi, 2014). According to Presidential Regulation of the Republic of Indonesia no. 112 of 2007, a market is defined as a place where goods are bought and sold involving many sellers, including malls, traditional markets, shops, and the like. In market formation, there are four key points that stand out as characteristics of market emergence, namely:

- a) There are sellers and buyers.
- b) They meet at a certain place.
- c) There is an agreement between the seller and the buyer.
- d) Sellers and buyers have equal positions.

A simple definition of a market always involves the assumption that buyers and sellers must meet face to face to interact. However, technological developments, such as the internet and email, have changed this dynamic, where buyers and sellers do not always meet in person but can be in different locations or far apart. In market formation, the main elements are sellers, buyers, and the commodities being traded, as well as an agreement between sellers and buyers. Markets can be divided into three main categories: traditional markets, modern markets, and modern semi-traditional markets (Mairna, 2007):

a) Traditional Market

Traditional markets are places for direct meetings between sellers and buyers which involve a negotiation process. Market buildings usually consist of stalls, outlets, stalls and open spaces provided by traders or market managers. The products sold include daily necessities such as foodstuffs, fish, fruit, vegetables, eggs, meat, cloth, clothing, electronic products and cakes. The goods sold tend to be local and without strict quality classification. The traditional market distribution chain involves producers, distributors, subdistributors, retailers and consumers.

Efforts to prevent traditional markets from dying include operating modern malls or shops in synergy with traditional markets, creating a mutually beneficial relationship. Procurement of merchandise, capital, trade management, market management, and holding certain events can be factors that attract visitors' interest in shopping at traditional markets.

b) Modern Market

Modern markets have a similar meaning to traditional markets, but in this type of market, transactions are not carried out directly. The product price is indicated with a barcode, the buyer is in the building, and the service is carried out independently. Products sold include foodstuffs, fruit, vegetables, meat, as well as durable goods such as soap, sugar, rice, oil, clothing and perfume. Modern markets offer a clean and orderly environment, so many people choose them as a place to shop to meet their daily needs. Examples of modern markets include supermarkets, Indomaret and minimarkets.

c) Semi Traditional-Modern Market

Modern semi-traditional markets are markets that are experiencing a transition from traditional markets to modern markets. The physical market building tends to be more modern and orderly among the stalls, with organized market management. Even though it has elements of modernity, this type of market still involves direct transactions between sellers and buyers which involve a negotiation process. Products sold include staple foods, fruit, fashion, and long-lasting daily items such as sugar, salt, and soap.

Physical planning of traditional markets can support a strategic environment and customer comfort through the following steps:

- a) Determining the location includes the market location which can refer to the Regency/City RT RW, the market being placed close to residential areas or centers of community economic activity, and the availability of transportation facilities and infrastructure that connect the regency/city capital and sub-district capital with the new market location.
- b) Building Facilities and Market Layout include shop/kiosk/stall buildings built with certain standard space sizes, plot or block arrangement with road access for visitors in all directions, adequate lighting from sufficient air circulation, shop/stall/stall arrangement based on types of merchandise, and the shape of traditional market buildings adapted to regional cultural characteristics.
- c) Supporting facilities for traditional markets include management offices, adequate parking areas, temporary rubbish dumps and waste management facilities, availability of clean water, good sanitation and drainage systems, places of worship, public toilets, security posts, waste management sites/installations. Waste Water Management, Hydrants and fire fighting facilities, and merchandise loading and unloading areas.

All of these elements are an integral part of the physical planning of traditional markets to create an environment that is comfortable, safe and supports trading activities well.

Location

Location theory is a scientific discipline that investigates the spatial layout of economic activities, focusing on the geographical allocation of potential resources, and their impact on various types of activities, both economic and social. The location of various activities such as households, shops, factories, agriculture, mining, schools and places of

worship is not coincidental or random, but reflects patterns and arrangements that can be investigated and understood (Heriyanto, 2012).

Location is an important strategic factor in business, so location selection must be done carefully by considering various aspects. Russell & Taylor (2000) noted several management considerations related to location selection, including the company's long-term planning, proximity to material sources, proximity to markets, business climate, total production costs, infrastructure availability, labor availability and quality of labor, availability of supplies, Government policies and political risks, Free trade zones, Trade blocks, Security, Environmental regulations, Acceptance of local communities, and Competitive advantages (Haming & Nurnajamuddin, 2014).

The following factors determine the development of trade locations, according to Prasetya & Fauziah (2016), including:

- a) Number of Supporting Population: Each type of retail trade facility has a population or market threshold that is a requirement for its development. The number of supporting residents can be determined from the size of the service area, but the area cannot be determined alone because it is influenced by physical factors that influence the attractiveness of trade facilities.
- b) Accessibility: Accessibility is related to the ease of reaching a location via public transportation, private vehicles, and pedestrians. Ease of reaching the location, smooth traffic and availability of parking facilities are conditions for determining the location and success of trading activities.
- c) Spatial Linkages: In trading activities that are generative, analysis of population and market thresholds is important, while in trading locations that are sustainable, analysis of the spatial linkages of activities is a key factor.
- d) Distance: The tendency of buyers to shop at dominant centers but prefer places that are close makes the distance factor an important consideration to see the possibility of developing a location, especially secondary trading centers that show a balance between the attractiveness of the center and the distance between centers.
- e) Completeness of Trade Facilities: Completeness of trade facilities is a determining factor in choosing a consumer's shopping location. Consumers tend to shop for durable goods at well-equipped trading centers, while for daily needs, such as groceries, short distance is still a consideration, as long as there are adequate facilities.

Relocation

Relocation can be interpreted as the act of rebuilding a new place, including assets, productive land and public infrastructure in a different location or land. Literally, relocation is a rearrangement by moving to a new place or moving from an old location to a new location. Relocation often occurs as a result of natural disasters or the unsuitability of the place, and the goals can range from renovation, repair, to revitalization.

From a conceptual perspective, the simplest relocation can be defined as moving from one location to another. However, in its implementation, relocation involves various aspects, including spatial planning, socio-economic dynamics, and adaptation to the new environment (Armi et al, 2010). The choice of location and quality of the new relocation place is a crucial factor in relocation planning, because it influences aspects such as accessibility to business land, social networks, employment, business sector, credit and market opportunities. Each location has its own limitations and opportunities, so selecting a location that is similar to the characteristics of the previous area, both in terms of environment, social, culture and economy, can increase the possibility of recovering net income (Prasetya & Fauziah, 2016).

Relocation is one of the activities in government policy which covers the areas of spatial planning, improving economic, social welfare and other aspects. Therefore, the government, especially regional governments, have the authority to relocate sectors under their supervision, including public facilities such as markets (Armi, et al, 2010). A common problem in implementing market relocation policies is the lack of effectiveness of relocation locations which are often considered less strategic by traders. This can have an impact on reducing their income. The phenomenon of the relocation of the Godean traditional market attracted the attention of researchers because the policies implemented by the Sleman Industry and Trade Department gave rise to various pros and cons. In fact, a number of traders experienced rejection even though in the end the relocation process was still carried out. The Godean traditional market has a position as one of the largest economic central markets in Sleman Regency, with thousands of traders operating in it. This phenomenon can most likely be used as a reference or consideration for other market relocation policies in the future, both temporary and permanent.

RESEARCH METHODS

This research adopts a qualitative approach and field research using primary and secondary data. The data collection process was carried out through participatory observation and in-depth interviews with market players and various related parties, such as the Sleman Regency Industry and Trade Service. The analysis involved several individuals

from this service, such as Maria Eli Eka Restu, Amalia Fauziah, and Robertus Esti Raharja Prasetya, who have an important role in the development and management of traditional markets. The main focus of the research is on the transition activities of the Godean Traditional Market from a transit market to a relocation market, as well as exploring its effectiveness in increasing the number of customers.

RESULT AND DISCUSSION

Results

The process of transitioning the transit market to the Sidoluhur relocation market is a strategic step taken by the Sleman Regency Industry and Trade Service (Disperindag) aimed at increasing the number of traditional market customers. The research analysis unit further stated that this process involves a series of steps which include planning, preparation, implementation and evaluation. Here is a comprehensive description of the steps in the transition process:

1. **Planning:** The planning stage is the starting point in the market transition process. Disperindag conducted an in-depth analysis regarding the conditions of the transit market at that time, including the number of traders, types of goods sold, and the level of customer visits. Apart from that, research was also carried out on the location, infrastructure and market potential of Sidoluhur relocation. From this analysis, Disperindag formulated an appropriate transition strategy to increase traditional market customers.

Based on interviews conducted with the analysis unit of this research, the information obtained is that in planning to move the transit market to the Sidoluhur Sleman relocation market, the Sleman Industry and Trade Service (Disperindag) must carry out a series of detailed steps to ensure the success of the transition. Several planning steps carried out by Disperindag Sleman are as follows:

- a) Conduct feasibility studies to evaluate new market locations by considering aspects such as accessibility, market potential, supporting infrastructure, and impact on the surrounding environment.
- b) Disperindag needs to identify and analyze the needs of traders and the surrounding community to ensure that the relocation market can meet their needs optimally.
- c) Gather input and build consensus by involving relevant stakeholders, including traders, community organizations and local government.
- d) After obtaining approval and support, Disperindag can begin to prepare detailed plans including infrastructure arrangements, construction of supporting facilities, and necessary permits.

- e) During the planning process, Disperindag must also take into account factors such as security, sanitation and transportation to ensure smooth and comfortable market operations for all parties involved.
- f) The final step is to prepare an effective communication strategy to convey information about market movements to all stakeholders and ensure their good understanding and active participation in the process.

Through several detailed and organized planning steps, it is hoped that Disperindag will be able to minimize risks and ensure and optimize the transfer of the transit market to the Sidoluhur Sleman relocation market.

2. Preparation: The next step is preparation for implementing the transition strategy. Disperindag coordinates with various related parties, such as traders, local communities and other related agencies. Preparations also include creating infrastructure and supporting facilities in the relocation market, such as adequate parking, sanitation and transportation access.

This research analysis unit conveyed that the planning process for moving the market location from the transit market to the Sidoluhur relocation market requires time and very thorough and detailed preparation. The preparation process carried out by the Sleman Department of Industry and Trade is as follows:

- a) First, they conduct a feasibility study to evaluate the location of the new market and ensure that it meets market needs while minimizing negative impacts on the surrounding community.
- b) Disperindag coordinates with traders and related stakeholders to obtain input and build joint support for market relocation.
- c) They develop an effective transportation plan to facilitate the accessibility of traders and buyers to new locations. All basic infrastructure such as parking, sanitation and security are also well prepared to support smooth market operations.
- d) Disperindag also provides training and assistance to traders in managing their business in new markets.

During the transition process, the Sleman Industry and Trade Department continues to carry out monitoring and evaluation to handle problems that arise and ensure that the Sidoluhur Sleman relocation market runs well and provides maximum benefits for all parties involved.

3. Implementation: After preparations are complete, the transition process is carried out in stages. Traders from the transit market are encouraged to move their trading activities to the Sidoluhur relocation market. Disperindag provides technical and logistical support

to traders during the transition process, as well as conducting outreach to the public about the benefits of the relocation market.

In the context of this research, data and information were obtained through the analysis unit in the interviews conducted. It was stated that after the preparation stage was complete, the Sleman Industry and Trade Service (Disperindag) began the process of implementing the transfer of the transit market to the Sidoluhur relocation market with a gradual approach. Several approaches taken by the Sleman Industry and Trade Department in implementing this market transfer are as follows:

- a) Traders from the transit market are encouraged to voluntarily move their trading activities to the Sidoluhur relocation market.
- b) Disperindag provides technical and logistical support to traders during the transition process, including assistance in moving merchandise, arranging places, and arranging other infrastructure needs.
- c) Disperindag carries out intensive outreach to the community about the benefits of the relocation market, including better facilities, improved security, and potential for local economic development.
- d) Concrete steps taken include providing transportation assistance for traders who need it, assisting in building kiosks or stands at the relocation market, as well as providing information regarding the regulations and procedures that apply in the new market
- e) Disperindag also continues to carry out monitoring and evaluation to identify potential problems and provide solutions proactively.

With a directed approach and intensive support, the Sleman Industry and Trade Department is trying to ensure that the process of moving the transit market to the Sidoluhur relocation market runs smoothly and provides maximum benefits and comfort for traders and the surrounding community, especially in terms of increasing customer volume at the Sidoluhur market.

4. Evaluation: The final stage in the transition process is the evaluation of the results of strategy implementation. Disperindag monitors relocation market activities, including the number of traders and customers transacting at the market. The evaluation also includes an analysis of the social, economic, and environmental impacts of switching from a transit market to a relocation market. The results of this evaluation will be the basis for making adjustments and improvements in the future.

The final stage in the process of moving the transit market to the Sidoluhur Sleman relocation market is an evaluation carried out by the Sleman Industry and Trade Service (Disperindag). This evaluation is important to evaluate the results of strategy implementation and ensure that market transfer objectives have been achieved effectively. Disperindag monitors relocation market activities, including collecting data on the number of traders who have moved and customers who transact at the market. This evaluation was carried out to see the significance of the effect of moving markets on increasing customer volume in the market

The evaluation also includes an analysis of the social, economic, and environmental impacts of switching from a transit market to a relocation market, such as increasing trader income, increasing accessibility for the community, and impacts on the surrounding environment. Concrete steps taken in this evaluation stage include collecting data systematically, conducting interviews or surveys with traders and the surrounding community, as well as analyzing the collected data to evaluate the achievement of goals and identify areas that need improvement. The results of this evaluation will be the basis for making adjustments and improvements in the future, so that the market transfer process can continue to be improved to provide maximum benefits for all parties involved.

By carrying out these steps systematically, Disperindag can succeed in transitioning the transit market to the Sidoluhur relocation market, which in the end is hoped that this strategy will be able to increase the number of traditional market customers in Sleman Regency.

Discussion

The "Place" strategy implemented by the Sleman Department of Industry and Trade (Disperindag) in moving the market location from the transit market to the Sidoluhur Sleman relocation market includes choosing a strategic location and improving the infrastructure of the new market. In research conducted by Widodo and Suharto (2018) regarding the revitalization of traditional markets in Indonesia, the Place strategy was emphasized as an important aspect in increasing the attractiveness and convenience of markets for customers. Choosing the right location as carried out by the Sleman Industry and Trade Department by moving the market to the Sidoluhur location which is more strategic and easily accessible to the local community can increase customer potential. Apart from that, Disperindag is also making improvements to new market infrastructure, such as adequate

parking facilities, good sanitation and enhanced security, thereby providing a more enjoyable shopping experience for customers.

Based on information obtained through interviews with the research analysis unit, it was stated that the effectiveness of the "Place" strategy can be seen from the increase in the number of customers at the Sidoluhur relocation traditional market. With a more strategic location and improved facilities, the relocation market is able to attract more customers to shop. Sales data analyzed after the market move showed a significant increase in the number of transactions and sales turnover. In addition, surveys conducted with customers also show higher levels of satisfaction with new market conditions, including accessibility, cleanliness and safety. Therefore, the "Place" strategy implemented by the Sleman Industry and Trade Department in moving the market from the transit market to the Sidoluhur Sleman relocation market has proven effective in increasing the number of customers and strengthening the competitiveness of this traditional market.

Analysis of sales data carried out after the market move showed a significant increase in the number of transactions and sales turnover. This indicates that the relocation market has succeeded in attracting buyers' interest and creating a conducive environment for buying and selling transactions. In addition, the results of surveys conducted with customers also strengthen this conclusion by showing higher levels of satisfaction with new market conditions, including accessibility, cleanliness and safety. Measuring the effectiveness of the market transfer strategy in increasing turnover involved a survey conducted by the Sleman Industry and Trade Department which involved several samples relevant to this research. These factors are important indicators in assessing the success of the "Place" strategy. The increase in turnover is shown in the following table:

Table 1. Increase in Turnover Before and After Moving Market Locations Per Week

NO	NAME	COMODITY	BEFORE (IDR)	AFTER (IDR)	PERCENTAGE(%)
1	Hj.Eni	Pakaian	400,000	450,000	112.50
2	Sri Kundari	Sandal	300,000	350,000	116.67
3	Eniyati	Kelontong	700,000	1,000,000	142.86
4	Antok	Tahu Tempe	500,000	530,000	106.00
5	Rubi-yanto	Warung Makan	700,000	1,050,000	150.00
6	Totok	Plastik	400,000	400,000	100.00
7	Sumarjo	Kelontong	900,000	1,350,000	150.00

8	Yayuk	Pakaian	300,000	350,000	116.67
9	Suwarti	Belut	800,000	1,250,000	156.25
10	Sarjiyem	Belut	400,000	550,000	137.50
		Total Amount	5,400,000	7,280,000	134.81

From this table, several things can be concluded as follows:

- Increase in Turnover:** The majority of commodities experienced an increase in prices between the before and after periods. This can be seen from the "%" column, where all the percentage increases are more than 100%. This shows that these prices rose significantly in the recorded time period.
- Variety of Commodities:** This table includes various types of commodities, ranging from clothing, sandals, grocery, tofu and tempeh, food stalls, plastic, to eels. This shows the diversity of products traded by the traders listed in the table.
- Highest Price Increase:** There are several commodities that have experienced significant price increases. For example, the price of eels traded by Suwarti rose by 156.25%, while the price of the food stall managed by Rubiyanto rose by 150.00%. This shows that there are several factors that might influence the price increase, such as high demand or increased production costs.
- Total Increase:** The total price increase for all commodities was 134.81%. This is an overall indicator of price increases in the market represented in the table. The exact causes of this increase can vary, but can be caused by various economic factors such as inflation, increased production costs, or increased demand.

For example, a significant increase in sales turnover directly reflects the positive response of the community to the relocation market. In addition, the higher level of customer satisfaction with new market conditions shows that improving market infrastructure has succeeded in creating a more comfortable and safe shopping environment for them. Thus, the "Place" strategy implemented by the Sleman Industry and Trade Department has proven to be effective in increasing the number of customers and strengthening the competitiveness of these traditional markets, as well as providing real benefits for traders and the local community.

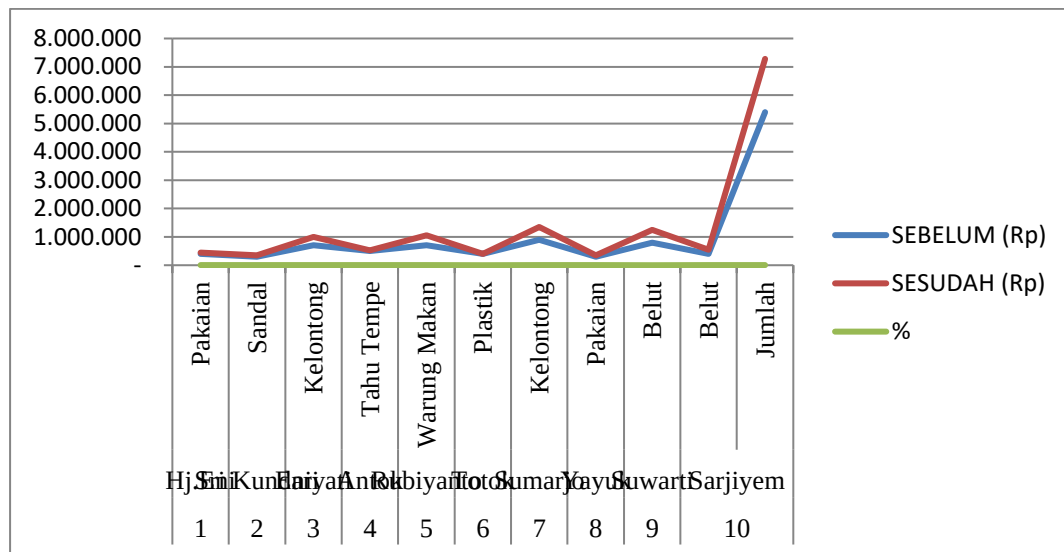


Figure 1. comparison of turnover before and after market relocation

CONCLUSION

This research discusses in detail the strategy for shifting market activities from the transit market to the Sidoluhur relocation market carried out by the Sleman Regency Industry and Trade Service (Disperindag) with the aim of increasing the number of traditional market customers. Concrete steps in the transition process, from planning, preparation, implementation, to evaluation, are described in detail. The data and information collected provide an in-depth understanding of the impact of market activity shift strategies on increasing the number of traditional market customers in Sleman Regency. In addition, factors influencing the success or failure of these strategies, as well as proposed solutions, are also discussed in this research. The conclusions from the findings in this research are as follows:

- The strategy used by the Sleman Department of Industry and Trade is a market transition strategy which is part of segmentation based on place and location factors which is one part of the 4P marketing strategy.
- The market transition strategy from the transit market to the Sidoluhur relocation market has proven effective in increasing the number of traditional market customers in Sleman Regency.
- In the process of market relocation activities, there were several obstacles and support from the surrounding community and traders from the market. This matter was then managed well by the Sleman Department of Industry and Trade.

- d) Concrete steps taken in the transition process, such as detailed planning, effective coordination, infrastructure preparation, intensive outreach, and technical and logistical support, support the success of the transition strategy.
- e) Supporting factors, such as detailed planning strategies, effective coordination, thorough infrastructure preparation, intensive outreach, and technical and logistical support, strengthen the implementation of market transition strategies.
- f) Inhibiting factors, such as stakeholder coordination challenges, limited resources, changes in trader attitudes, resistance from the community, and challenges in implementation, need to be overcome to maximize the effectiveness of the market transfer process.

By paying attention to these findings, Disperindag can continue to improve its market activity transition strategy to provide maximum benefits, especially in terms of increasing the volume of traditional market customers and for all parties involved and strengthening the competitiveness of traditional markets in the region.

RECOMMENDATION

Based on the research conclusions obtained, the author then determined several suggestions and recommendations for future research. Some of these suggestions and recommendations include:

- a) Long-Term Impact Study: Conduct research that focuses on the long-term impact of market activity transition strategies, including local economic growth, changes in people's consumption patterns, and the sustainability of traditional markets.
- b) Community Involvement Analysis: Conduct an analysis of the level of community involvement and participation in the market transition process to understand the factors that influence their support and how to increase their involvement in the process.
- c) Comparative Research: Conduct comparative research between market switching strategies implemented in various locations to identify patterns of success and obstacles that may differ in each location, as well as lessons that can be learned from other experiences.
- d) Study of Technological Innovation: Examines the use of technological innovation in market switching strategies, including the use of digital platforms, electronic payment systems, and other technologies to increase the efficiency and effectiveness of the switching process.

- e) Analysis of Inhibiting Factors: Conduct a more in-depth analysis of inhibiting factors, such as stakeholder coordination challenges and community resistance, and propose concrete strategies to overcome these obstacles in implementing market transition strategies.

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