EVALUATION OF REVITALIZATION PROGRAM
CASE : CIHAPIT TRADITIONAL MARKET

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Abstract.
The existence of traditional market was shifted because of the number modern market was come up and the internal problem of market such as messy, dirty, and uncontrol. It needs to revitalize the traditional market to face the challenges through the revitalization program. Cihapit market is one of the market in Bandung. It has done the revitalization program. However the problem still came up after the revitalization was held. For that reason, it needs evaluation to know what the achievemen, the result of the program and determine whether the program that has been done. So, the purpose of this study aims to evaluate the program and creates recommendation of revitalization program in the future. A literature review that used are evaluation criteria of public facilities, it consists of effectiveness, efficiency, adequacy, flatness, responsiveness, and accuracy, and benchmarked of revitalization program of best traditional market in Indonesia as the foundation of the researcher to built the recommendation. In this study, researchers applied the action research methodology. It consists of diagnosis, action planning, action taking, evaluation, and reflection. In analyzing the data, researchers used narrative analysis based on the result of documentation, report of program, interviews, and observation. The result is the evaluation of program was not effective and not efficient. The adequacy criteria conclude that it has suitable with the problem and market needs but it still needs an improvement. In flatness criteria result, it did not fulfill the expectation of customer, traders, and market manager. However it has positive responses from all of market user. Also it has raised number of visitor, but it did not change the income of traders. The recommendation of revitalization program in the future are traditional market management which used principal of cooperatives, creates SOP, and improvement service on public facilities in market.

Keyword :Traditional Market, Revitalization, Evaluation, Public Facilities, Action Research

Introduction

A market is a meeting space where buyers and sellers do buy and sell products or services through bargaining activities (Machfoeds, 2005). There are two kinds of market: traditional and modern market. According to Presidential Decree Number 112 Year 2007, traditional market is a market which been built and managed by the government. It is a private state-owned enterprise which has a cooperation with business industries. There are kiosk, stalls, and tent which is owned and operated by small or medium-sized traders, non-governmental parties, or cooperation among fellow smallholders. All of them are transacting small amount of capital through the process of bargaining activities for products or services. Traditional market has become a public facility was provides opportunity to reach public welfare. As time goes, the traditional market shifted its existence along with the emergence of modern retail stores. According to Department of Industry and Trade of Bandung, until the year 2015, there are 199 modern retail stores established and 122 more listed as the candidate to be built. It means that the amount of modern retail stores will increase. It makes the possibilities of the shifted existence of the traditional market is high.

The presence of internal problems in the traditional market also contributed to the shifted in the community. As mentioned by Syafruddin (2011) in his research, the problem faced by the traditional market are grungy, muddy, dirty, chaotic, uncomfortable, high criminality, and uncomfortable. The building of the market is poorly conserved. Moreover, the comprehension of good trade's action which paying attention to customer behavior is still weak, and the seller has an inadequate attention to the arrangement of items. They are enclosed with the limited access to capital, lack of cooperation with major supplies, and poor management of marketing, procurement, and unaccountable finance.

However, the existence of traditional market may not come to abolishment. This is due to the need of the customer to the cheap price of goods since many people still live in middle-low income. The extinction of traditional markets will also give an impact to the economic growth of a region. It can generate bigger employment number, a decreasing in purchasing power due to the smaller level of income per capita, the weakening of informal trade sectors, obstruction of flow distribution principal needs, etc. In the end, a traditional market was led by marginalization economy (Paskarina, Mariana, Atmoko, 2007).

Looking at this condition, it comes a needed of some alternatives way to make it survive in society. It also encourages government to revitalize the traditional market. Revitalization is an effort made to revitalize certain area, a part of town or a place that once lived but suffered relegation because of changing times (Doniswara, 2000). It hopes could help the condition of traditional market.

According to the Ministry of Trade of Indonesia, market revitalization is described as the change of market infrastructure into more modern system management. It has a purpose of encouraging growth through balancing or adapting the market with its environment. This is referred to the necessity of society. The purpose of the revitalization of traditional market is changing an image of the traditional market to be more hygienist, comfortable, and regular. Besides, it is prioritizing the interests of traders and customers to be more aware in conducting environmental sanitation action in market, healthiness and hygiene product to sell. It is also encouraging public and trader awareness about the importance of quality and safety attributes of the product, as well as improving their services for the community. In the end, it is expected to grow the local economy, traders, and help it to survive in community. As mentioned earlier by the leader of APPI, the focus mission of market revitalization program is to help the trader's economy (halloapakabar.com, 2016).

Based on these objectives, there comes a need for an evaluation to determine the achievement in a revitalization program that has been done in the traditional market as one of the public facilities. According to Suharno (2013), the evaluation is very necessary actions in order to analyze the implementation of the program or policy. It can certain how the program should be implemented to achieve the goals of the program. The various problems related to public policy made it not easy to achieve the purpose and intent predetermined. Therefore according to Winarno (2014), it is necessary to do an evaluation to determine whether the policy or program has achieved the objectives and to define whether the program has achieved the desired impact or not. According to Dunn (2003) the criteria in evaluating the public facilities was consist of some concern. There are effectiveness, efficiency, adequacy, flatness, responsiveness, and accuracy. The evaluation of revitalization program in traditional market was very suitable it since it is the part of public facilities. Furthermore, Jones (1997) argued that the evaluation of public facilities policy or program meant to review it to get fix on the undesired objectives. This is also means to minimize or prevent undesirable effects in the implementation of the program.

The revitalization program of a traditional market has also been done by the Government of Bandung. Bandung Government through Pasar Sae PD Pasar Bermartabat Kota Bandung and a market manager are the responsible parties in the revitalization of this traditional market. They recognized that revitalization is important to help traditional market keep its existence in society. It

is determined to revive, help, empower, and make traditional market endure. It also was had been done in some traditional market in Bandung.
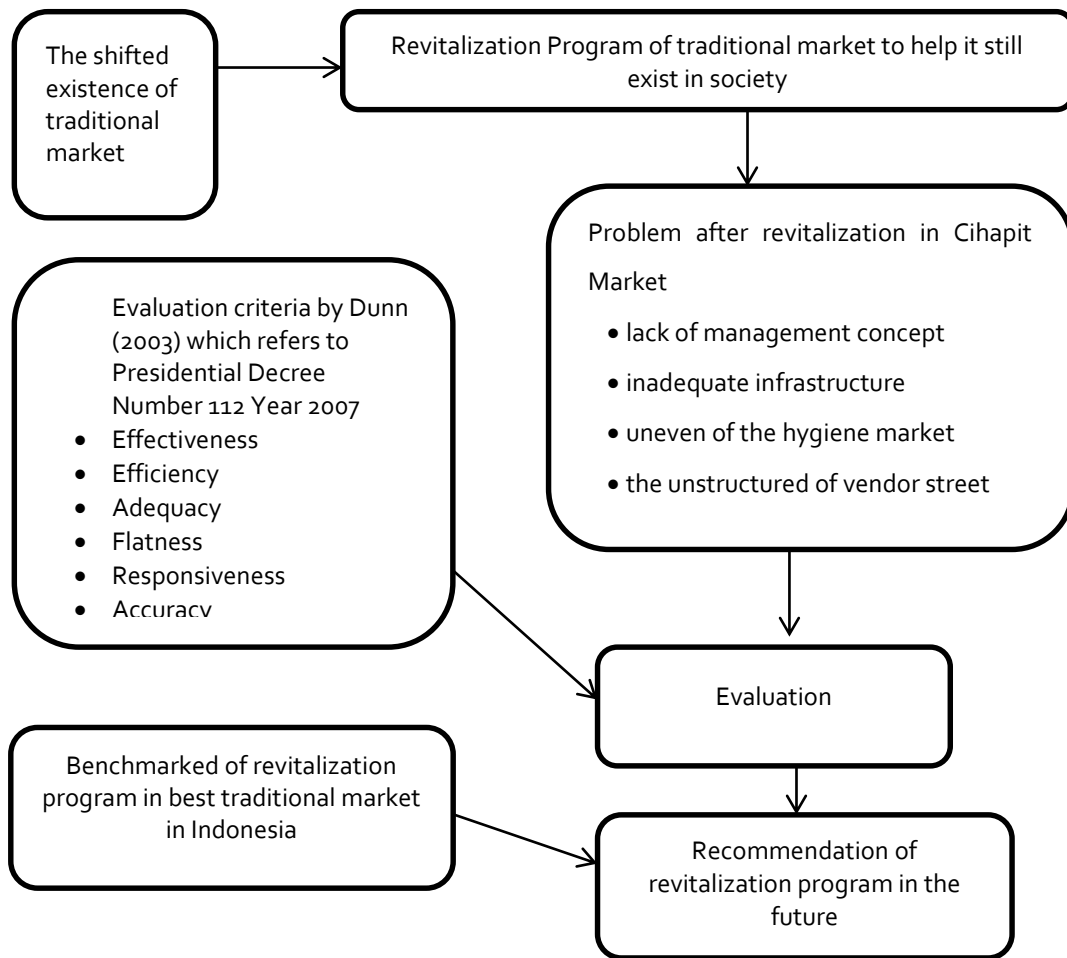
Cihapit market is one of the traditional markets in Bandung. It is located in Jalan Cihapit, Bandung Wetan, Bandung City. It has a massive area built before 1945. This market accommodates 176 traders in it. It is also experiencing the same problem with other traditional markets such as grungy, muddy, cleanliness, uncomfortable etc. The traders also did not aware about the environmental sanitation and the market area were untidy, messy, and uncomfortable. Besides that, there are a lot of kiosks that was empty and unkempt. It also has the problem with the absence of customer, limited facilities, and inadequate infrastructure. As time goes by, it also doing revitalization to improve their performance and change the image of the market. This activity has involved government, PD Pasar, community, and student of CCE-MBA ITB.

The revitalization program consisted of several parts. There are infrastructure, marketing, education of children traders, and mentoring of cooperatives. The infrastructure was consists of zoning area, mural, and built of a library building, structuring of the wet market, and improvement on the entrance. They also did music market, media collaboration, buzzing, and social media optimization. Besides that, they also built children traders education and mentoring of cooperatives formation in the market.

It has an equivalent objective of market revitalization according to the Ministry of Trade that have mentioned before. The objectives of the revitalization in Pasar Cihapit were to change the market infrastructure, develop management that could adapt and balanced with the environment, changing the image of the market, prioritize the interest of traders and consumers, and encourage awareness of traders in sanitation. In the end, it could help traditional market keep exist in the community, and make people better choose to shop in the market.

Based on the revitalization program that has been done, it was not yet known the extent of the achievement of the revitalization program in current market conditions. On the other hand, the market evaluation is essential to determine whether the program that has been done correctly and what has been achieved matched with the goal of revitalization program. So the researcher wants to evaluate the revitalization program which has been done in Cihapit market. The evaluation used is evaluation public polisy criteria by Dunn (2003), because it suitable with the evaluation of public policy, since the revitalization program in traditionl market is one of public facilities. The evaluation criteria consists of the effectiveness of program, efficienfy, adequacy, flatness, responsiveness, and accuracy.

Through the evaluation, it is expected that we could understand how achievement of program, how the efficiency, the responsiveness, the capabilities of program to accommodate all activities in market, and how the revitalization program could solve the problem was come up. In the end the result of evaluation revitalization could become the basis of researcher to make recommendation program in the future. So it can help the traditional market condition in facing the shifted existence of it. The theoretical framework for this research are explained in the figure below.

The shifted existence of traditional market	Revitalization Program of traditional market to help it still exist in society

Problem after revitalization in Cihapit Market
- lack of management concept
- inadequate infrastructure
- uneven of the hygiene market
- the unstructured of vendor street

Evaluation criteria by Dunn (2003) which refers to Presidential Decree Number 112 Year 2007
- Effectiveness
- Efficiency
- Adequacy
- Flatness
- Responsiveness
- Accuracy

Evaluation

Benchmarked of revitalization program in best traditional market in Indonesia

Recommendation of revitalization program in the future

Methods

According to Davidson, Rartinsons, & Kock (2004). Action research is research method which founded by the theory and practices behind closed. It can integrate with the learning of the outcome of the interventions planned after accurate diagnosis of the problem context. According to the previous research by Hendratawan (2015), there are no exactly steps to conduct the action research. On the other hand, Davison, Martinsons & Knock (2004), divided action research in the five stages cycles..
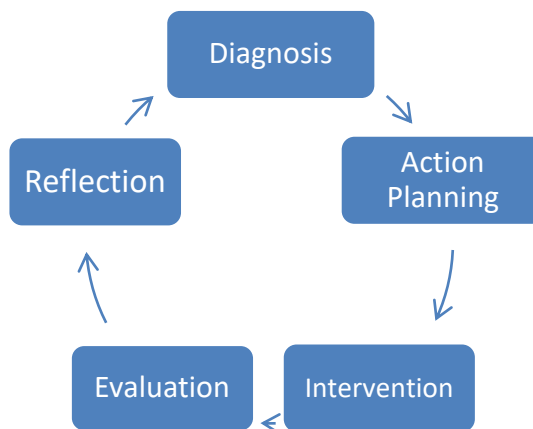
Diagnosis

Reflection

Action Planning

Evaluation

Intervention

Figure Action Research Stages

Diagnosing

On the first step, researchers diagnosed the condition of the market, how the revitalization program that as done and identified the fundamental problems that exist in Cihapit Market that needs to solve through interviewing to supervisor as the academician and manager of Cihapit market.

Action Planning

In gathering the information, the researcher gets some resource. First is general information about the traditional market in Bandung and Cihapit market profile from PD Pasar Bermartabat data. Second is the report of revitalization program from revitalization team as the implementer of the program.Third if interview and observbation also determines the condition of revitalization program. The limitation of the topic is the evaluation of program which used evaluation criteria by Dunn (2013) through determine the effectiveness of revitalization program and identifying the gap between planning and implementation of a program, efficiency, adequacy, flatness, responsiveness, and accuracy of the program. In the end as the function of research methodology, it could be the reference and input for revitalization team to improve the revitalization program in the future.

Developing Research

The research was arranged by revitalization team which is a student of CCE – MBA ITB. They conducted the research plan to implement the revitalization program. So the researcher will explore and evaluate every program.

Taking action

It used two type of data. There are primary data and secondary data.The primary data consist of observation and interview. When observation was doing, the researcher will observe on:

1.) What the problem was come up in Cihapit market?
2.) What is the revitalization program which has done?
3.) How the cleanliness and quality of the product?
4.) How the improvement of infrastructure?

There was observation timeline which conducted by researcher:

Table Observation Timeline

Observation Timeline			
Condition of Pasar Cihapit	**Interaction between Traders**	**Revitalization Program**	**Potency and Opportunities of Market**
20-21 April 2016	29-30 April 2016	29-30 April 2016 20 May 2016	5-6 May 2016

The researcher also observes the publication of Pasar Cihapit through online media such as google and Instagram to understand how the condition of the market and what the improvement publication program which has done by revitalization team to inform the market. On the other hand. It also used e structured interview. It is the kind of interview which used by the researcher because researcher wants to collect relevant data which could answer the objectives and as the preparation of the researcher before the interviews were run actually. The informants of this research will explain below.

Table List of Informant

NAME	ROLE
Bapak Rizal	Market Cihapit Manager
Adam	Leader of First revitalization program
Rikha	Leader of second revitalization program
Udin	Member of revitalization program
Ibu Lilis	Trader
Bapak Martin	Trader
Pak Tatang	Trader

Ibu Fatma	Customer
Ibu Bela	Customer

The interview would conduct to the Leader of first revitalization team, leader of second revitalization team, and two members of revitalization team. The list interview questions for them are:1. What the program plan of revitalization program?

2. What are the constraint, opportunities, challenges, and difficulties during the program?
3. How the implementation goes?
4. What was the different between planning and execution?
5. How the evaluation of the program?

The interview also conducted to the traders, customer, and manager of Cihapit market. The question are:

1. How the revitalization program could improve the traditional market condition?
2. What the traders/customer hope from the output of revitalization program?
3. How the traders/customer feel during the revitalization program was held?
4. What the differences of Cihapit market between before and after the program held?

The secondary data that the researcher need is report program from revitalization team.

Evaluation

After the evaluation of the program done, then the outcome of the result should develop or improve to suggest recommendation for the improvement of revitalization program in the future

Reflecting Stages

This stage is the final part of the cycle that has passed by carrying out a review in every stage that has done. Then the all of the criteria in the learning principle should be learned. The result of evaluation program which conducted researcher should communicate it to the client. In this case, the parties which involved in this program are revitalization team, manager of Cihapit market and PD Pasar Bermartabat Bandung. The evaluation result also becomes the review of the program that has done. It is as the reference and input to the next improvement of revitalization.

Results and Discussion.

Effectiveness

Effectiveness implies the achievement of success in achieving the goals set. It also called effectiveness. It is always related to the expected result that already achieved. Sugiyono (2004) describes the effectiveness is conformity between the output with the intended purpose. Therefore the explanation about the goals and implementation of revitalization program would be explained below. The implementation of a program used the confirmation through interviewed team, manager, trader, and customer.

The revitalization program was not effective because there was still a gap between planning and implementation of the program. It means that the ability of revitalization team to implement the program set still low. So if it comparing with predetermined targets it still needs to improve in implementation.

The program was not suitable for planning before. It proves that the implementation of the program was not easy. Several programs that have planned are not realized, such as improvement of an entrance, some marketing activities, repairing public facilities, way finding and sign system, trash for the market, and cooperatives actualization. It happened because of the constraint and obstacles was come up. There are the limited funds available. Part of city government at this stage is only still involved in licensing and planning discussions, and the short 8pprocessing time becomes the problem which faced because of limited processing time from the college.

The other obstacle was about the limitation of time work of the team to do the program, so it makes them did not have creates maturation concept of the program. It could be done after the revitalization program was held, so it difficult to look for an investor who wants to help them.

Efficiency

It regard to the amount of effort required to produce a certain level of effectiveness. It is the relationship between effectivenees and effort. The revitalization program in Cihapit have and need some resource. There was financial resource, human resource, and time needed. It consists of some resource which has explained in the table above.

Table Resource of Revitalization Program

Resource of Revitalization Program		
Financial Resource	**Human Resource**	**Time**
Funding Team	Revitalization Team	The time required for implementation of the program
Sponsorship by CSR company	Student	
Funding by Society	Traders	
Funding by Trader		

Output	
Building of GTS	Media Collaboration
Zoning Area	Buzzing
Sakola Pasar	Social media optimization
Music Pasar	Creative Design of program

The revitalization have 17 program. Team using the resource above to conducted the program. However there was still unimplemented program. There are improvement of entrance market, repairing public facilities, wayfinding and sign system, sales merchandise and marketplace event, trash design, fundraising sponsorship, promotion with poster,banner, and billboard.

Dunn said that the program could achieve maximum efficiency when it could reach maximum results with the least cost used. It means that the maximum efficiency happened when the resource has should be covered the program need. So, the all of the programs could not implement well. However, in fact, there was some unimplemented program based on the result of effectiveness criteria. It can be concluded that the efficiency of the program still low because it could not cover the all of the program implemented through the resource owned. Even the there were many programs that has could market to improve its condition.

Adequacy

Adequacy is an evaluation criterion to explain the purpose has been achieved already perceived to fulfill a variety of things. Dunn suggests that sufficiency (adequacy) with a focus on how far a level of effectiveness to satisfy the needs, values, or opportunities to grow their problems. From the explanation above, it can be concluded that the adequacy still linked to the effectiveness of the measure or predict how far the existing alternatives or program can meet and fulfill the needs, values, or the opportunities to resolve the problems occur.To analyze the adequacy criteria, it needs to analyze the evaluation of program through the capabilities of the problem in solved the problem. There is some problem was come up in Cihapit market, and analyze the program that could answer the problem based on perspective of the team, manager, trader, and customer. The explanation has attached in the table below.

Table Problem of Cihapit Market

Problem Of Cihapit Market
1. The cleanliness of market still in central market area
2. Unstructured street vendor
3. No rules of operational time
4. Cleanliness and unstrustured layout area
5. Number of visitor
6. Unadequate infrastructured such as limited of parking area, not any get entrance, and unstrategic location
7. The problem of traders in their capital to conduct the business

The program is carried out by the team was based on the analysis of the diagnosis conditions and the problem was come up as the basis of the team in arranging the program plan. However, according to the perspective of trader and customer, there is some program did not need to solve their problem even it could give impact to the market and traders benefit such as Sakola pasar program and building of the library. Some program assessed could solve the problem but unfortunately, it did not realized yet. Besides, the program that has been implemented was needed by customer and traders, and the other was not implemented yet. So they did not understand about the program.

On the other hand, even the program has implemented and suitable with market problem and needs. There was some problem was come up after the revitalization such as not of the area was clean, unstructured street vendor, and necessaries of service facilities. So, it concludes that the revitalization program has suitable with the problem and market needs but it still needs an improvement because there was still the problem was come up after the program has realized. It also has possibilities to continued the program which not realized as the opportunities in the future.

Flatness

It could be said to have given the sense of justice and public policy goals obtained. Dunn (2003) states that the criteria for the equality is closely related to legal and social rationality and refers to the distribution due and business between the different groups in society. It consequently flatening or business fairly distributed to the parties which involved in the program. A particular program may be effective, efficient, and sufficient if the benefit received by all parties. The key to the alignment of justice or fairness. It means that the program was held should give fairness and accommodate to the interests of all market user. In the particularly program, it needs become well if the benefit of the program was received to all of the market user.

There is the explanation about the expectation and interest of the market user in the market which consists of manager of the market, customer, and traders. To evaluate the flatness criteria, the researcher identifies what the expectation of them and the actual output that received. So it could find the gap between their expectation with the actual output of the program that their received. The explanation was showed in the table below.

Table Gap Analysis of Participant (Traders)

Participants		
Expectation	Actual Output	Gap
Hoping for opportunities to increase their income	In general the program was held did not changes their activities and makes significant raising income	The program did not affect to the income traders yet
Raise of visitor number	There were new visitor who come in Pasar Cihapit	Not all people who comes were buy
Build entrance of market	The get entrance still oppressed and did not attractive	Understanding between revitalization team and traders

The table above is the summary gap between traders expectation and the actual output of revitalization program that held in Pasar Cihapit. The difference results based on the observation and interview collecting data. In general, the program revitalization did not change their activities and income. Even the visitor who comes to actually increase and founded new people. However, not all of them comes to buy their goods offer.

Table Gap Analysis of Customer

Participants (Customer)		
Expectation	Actual Output	Gap
The comfortable and cleanliness market area	The area of market is cleaner than before. It has high quality of product, and have some Sundanese activities	No gap
Provide improvement of infrastructure	There was no parking land	Lack of infrastructure

According to the customer interview, the overall of the cihapit market has changed than before. It includes the cleanliness and comfortable in shopping. Even the infrastructure building did not have significant differences. So they feel more happy, comfortable, and easily in shopping. Even they are not always shopping when they come. However, it still needs improvement in infrastructure and public facilities to improve the service offered to the customer.

Table Gap Analysis of Market Manager

Manager of Pasar Cihapit		
Expectation	Actual Output	Gap
Raising amount of visitors	Many new visitor who comes, the amount of visitors was raise from 300 to 500	No gap
Development of market potency	Improvement market through the feasible program and attract the visitor	No gap
Well of cooperation and communication	Traders ask about garage sales, why it needs to held in market	Miss communication between team, traders, and manager of team

The table above was the result of observation and interview that conducted to the manager of Cihapit market, in general manager always support and give licensing to revitalization team in conducting the program. If it makes a positive impact on the market, in general since the revitalization program held, the amount of visitor increased. Cihapit market also published in many printed or online media. However, the correction of manager is about the coordination between the traders and team to conduct the program. The team actually should give the explanation and socialize about "udunan pasar" concept. So in the end, their was miss understanding between traders because they did not understand why they should help them in fundraising. However, they could solve the problem which socialization and approached the traders.

On the other hand, refers to the perception of the team. There was the explanation about how the team could lead the program. So in the end, it could help and accommodate the activities of the market user. They said that they would provide all of the market user comfortable, convenience, safety, and secure. So in the end, it could raise a number of visitor and traders income. However, in fact, the program still did not fulfill the expectation of the customer , traders, and market manager. The number of the visitor was raised but the income and activities of traders still same than before. There were miscommunication and coordination between team and traders. So it needs an improvement. On the other hand, customer feels happy and comfortable during the program has held even if still needs improvement in facilities offer.

Responsiveness
Responsiveness in public policy can be interpreted as a response to an activity. It means that the response of public policy for the implementation of policy or program. According to the results of interviews conducted by the researchers, the revitalization program received positive responses from various parties. It could check on the result of an interview of the customer, traders, and

market manager. From the interview obtained information that traders feel more comfortable in the market. They also learn new things in order to satisfy the customer after the program held. Based on the results of interviews which conducted by researchers to the market management, it is evident that the visitors of Pasar Cihapit increased from 300 until 500 people. This program was also very feasible to do based on the considerable cost of improvement infrastructure building. It made a difference atmosphere in the market area through the mural program. It could establish the new image of Cihapit market. It also has increased the number of market visitor. Although, it was generally based on interviews which conducted by the researchers. The activities and income of traders were no difference than before, and their income was same but it is undeniable that the revitalization that has done made an improvement of a market and give a new potential of a market to be developed.

Moreover the result of an interview with a customer, the revitalization program has changed the image of the market. It is becoming cleaner and orderly. Even the price of goods is more expensive but they feel more comfortable and easily to shop.

Accuracy

The purpose of revitalization has helped the condition of the traditional market to abolished it in its shifted existence through traditional concept. The objectives are improvement of the traditional market through leading market become the center of economic as one tourist destination to abolished the shifted existence of the traditional market. As mentioned previously, according to Ministry Trade of Indonesian traditional market revitalization goals is to change the image of the traditional markets become more hygienic, comfortable, and orderly. It can promote awareness of traders in conducting sanitation, health, and environmental hygiene as well as goods which bought and sold. The program is also expected to encourage public awareness of the importance of quality and safety of merchandise. In the end, the revitalization program expected to boost the local economy. According to the statement above, we can conclude that in the end, the purpose of the revitalization of the market is to help the traders economic condition, raised a number of visitors, and abolished it to the shifted existence of a market.

In fact, after analyzing the data based on the interview and observation. The revitalization program has raised a number of visitors, but it did not change the income of traders. Based on the result of it, the recommendation program are

- **Traditional market management which used principal of cooperatives management**

The obstacle was come in revitalization program was lack of funding. So the researcher suggests making recommendation of revitalization program concept which used principal of cooperative management. The cooperatives principal of market management have implemented in Pasar Sanggam Adji Dilayas as the best traditional market in Indonesia. It located in Berau, Kalimantan.

- **Creates Standard Operational Procedure (SOP)**

The standard operational procedure (SOP) is explain about the rules for the traders which consist of cleanliness order for the all of market user, rules for structuring vendor street, waste management, and extention rules of operational time work. In the end, it hope could manage market better. This program have implemented in Pasar Sanggam Adji Dilayas and Pasar Segamas as the traditional market which get the award about best traditional market in Indonesia and waste management system.

- **Improvement service on public facilities**

According to the desire of customer, they needs more service facilities to accommodate them to be more comfortable in market. Entertainer center and foodcourt is the alternative program offers to customer. It could add the function of the traditional market and as the add value to attract people, it also make them more convenience in market.

To add service facilities, there is public scale was provided by market manager. It could offer to the customer to check the weight of goods has bought. So the accuracy of it could transparence between trader and customer. It could build buyer confidence against of the goods that they have bought.

In the end, the all of recommendation program above could attract visitor to come and buy in market comfortably and easily. So the economic condition of traders could improve too. Last it hopes that the program could abolish the shifted existence of traditional market.

Conclusions

This section provides a brief explanation of the study and the impact of the study.
Based on the result of data collection and analysis, the evaluation of revitalization program was consist of some criteria, there are effectiveness, efficiency, adequacy, flatness, responsiveness, and accuracy. There was the explanation of evaluation result.
Effectiveness:
The revitalization program was not effective because there was still gap between planning and implementation of program. It means that the ability of revitalization team to implement the program set still low. So if it comparing with predetermined targets it still needs to improve in implementation. It caused by limitation of funding, lack of time work, and immature concept of program
Efficiency:
The efficiency of program still low because the resource owned could not cover the all of program implemented. It proves by some program that could not actualized yet. Even there were many program could market to improve its condition.
Adequacy:
The program has implemented and suitable with market problem and needs. There was some new problem was come up after the revitalization such as not of area was clean, unstructured street vendor, and the necessaries of service facilities. So, it conclude that the revitalization program has suitable with the problem and market needs but it still needs an improvement because there was still problem was come up after the program has realized.
Flatness:
The program still did not fulfill the expectation of customer, traders, and market manager. The number of visitor was raised but the income and activities of traders still same than before. There was miscommunication and coordination between team and traders. So it needs an improvement. On the other hand customer feels happy and comfortable during the program has held even if still needs improvement in facilities offer.

Responsiveness
According to the results of interviews conducted by the researchers, the revitalization program received positive responses from various parties. It could check based on the result interview of customer, traders, and market manager.
Accuracy :
In fact, after analyzing the data based on the interview and observation. The revitalization program have raised number of visitor, but it did not changed the income of traders.

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