

ABSTRACT

Developments in Indonesia with a population increase of population that is not balanced with a lot of educational background. Therefore, to work in the formal sector is not possible. Difficult to find a job then the number of jobs in the informal sector in great demand, one of them is working on a traditional market.

Traditional markets are markets that characterize traditional and itiadat in the past. Where traditional markets are cultural heritage must be preserved. Especially in today's emerging-proliferation where the modern shopping center.

Many obstacles that make the consumers (buyers) are reluctant to shop at traditional markets. One is the convenience factor. Where is the comfort factor on the market one of them is achieving a clear and not disguised, as well as spatial arrangements on the market. That is orderly arrangement of space in the market by considering the separation of the same activities on the market. Penzoningan orderly You could say, circulation, hierarchy, and spatial patterns in the market.

As in the Gulf Market Buyung where the state of the market is highly irregular. Zoning between service areas and public areas overlap. Also at the wet market to areas where wet, half dry and dry area to mix into one another. The absence of a clear separation with the hierarchy of space.

Buyung Gulf market is a market located in a strategic area and has the potential to be more developed. But very unfortunate because market conditions have not so regular Buyung Gulf despite the renovations.

Of course all this requires the handling of the various parties. Not only from market parties are working to fix it. But also the participation of government and society. Where is the government's role here is to not only provide financial assistance and physical building, but also in empowering small merchants for processing their efforts to conform with changes in consumer demand. The participation of local communities to assist market managers in running the applicable regulations, in this case is to maintain cleanliness and orderliness in the market area.