



Plagiarism Checker X Originality Report

Similarity Found: 0%

Date: Rabu, Juli 11, 2018

Statistics: 0 words Plagiarized / 5322 Total words

Remarks: No Plagiarism Detected - Your Document is Healthy.

STRATEGLE: TRADITIO Falw, Dr.etoUniversity, In ATCEIF INTRO T marts ivedgiven Ifocenthe marokreyeg pstitutiohas roto ecomi it. n he t nd, sectorisa fic hopin retexing nomic ness. herefre it not pp te the martarma btcitgey vernnt e iencing reand weag bcal gomeoy. B n ata m he irec f aBn Developnt f NielInesia, nkSur the dn ket ll ntinueto w nd evelopwell reing uerostorand gardvalue upiah (turnover)Mooacco him, he ketso the dn ket n nehas ncreasedto 6% m 19 2. hile n toher nd, he ero tradmarhas ecr y .1p .

ven Yode estiithe xt woyearthe dn marshariIndosia ll w abut 0wh 7% still tradmarRerinto d pcentage f nvenal rket hare, n ure, an bpssiblethat prtioof omars bb. In bg iIndosia, cialliSuraas trads tradmararincy incrnglmoermechams f e eco b Tesence oyerkets auperketar veragressiy xacerbg he xisttradl ket co Inational Journarrent Advn Research ISS - 6475, ISS 2319 - 6505, Available Online at ww.journalij Volume 7 ; e 1(D) ; Jy 2018 ; Pge No. DO <http://doi.org/10.24327/i> Article History: Received 6 t Octob , 7 Received revised fo 0 t Noveer , 0 7 Acted 0 t Deceer , 0 7 Pulishednline 2 t Janu , 01 8 Cop© 21 Baiq .

This is anpen access a dednderCoribution License, whmits urictedse,istributn, a in aiurovided the originawois ted *od athr: Bachrul A Falw, Dr.etoUniversity, In Key wo TraditnMoern M Helpless indicators STRATEGLE: TRADITIO vs MODONESIA Bachrul Amiq * Falw, Dr.etoUniversity, In ASRC Traditne lived given lr centuvarious b Indonesia, especiallinSustraders tioal kets ineasinglsqu y e iny dmechms f andeconobuThstudaims exae e ootradimarkets ccude ucauboth inandexternal ses. is ua innoqalitative qant itative methos withe foatio oe cont oelpless indicators.

marts ivedgiven Ifocenthe marokreyeg pstitutiohas roto ecomi it. n he t nd, sectorisa fic hopin retexing nomic ness. herefre te the martarma btcitgey vernnt e iencing reand B n

ata m he irec f aBn Developnt f NielInesia, nkSur lo, the dn ket ll ntinueto w nd
velopwell reing uerostorand gardvalue upiah (turnover)Mooacco him, he ketso the dn
ket n nehas ncreasedto 6% m toher nd, he ero tradmarhas ecr y .1p .

ven Yode estiithe xt woyearthe dn marshariIndosia ll w abut 0wh 7% still tradmarRerinto
d ecrng pcentage f nvenal rket hare, n ure, an bpssiblethat prtioof omars bb. In bg
iIndosia, cialliSuraas trads tradmararincry edbthe incrnglmoermechams f e eco b
Tesence oyerkets auperketar veragressiy xacerbg he xisttradl ket Tmars e ncreay
gised,tra kannosve ventuallhae go ut f usi(Koas / 2/110 UntilOctoer20, Nend t ncessant
grantig f ses establmoermarts y gio governnts the evpnt f iti expeng n % dren/dren te.
cost, he dn ket as xpera wth f 3.4er year Bothe rom f uberDKISutiso, Jar the nn f s e to
surru citoJYearaccoing Chair TMarTds n f ndoIbh .

Hasan,setrad nalmarets sed.T ecause the tarbt e herket t st frahise hat mefroabadAnd h
flodo foign ncs cappliyle cT change kes eole luctato It the spoy f he vernt manatrado
mars rosionaly, te mpsoa irt mey and ncortabmarfoexpenditure n e mited (Tof 2/10).BP
men hat grootradmaris ur mes that f moermar(2.7%) 18Tyearla the wtomoermarbme
25whthe tradmar 7In he y f ang, althouh he retionisued y vernt nth
moermararverptective f itional kets o mallbnfoms, n ra he ule ms b to sist plifern f dn
kein foms, Inational Journarrent Advn Research 6505, Impa SJ 5. 995 ww.journalij ; Pge
No. 89 - 8973 <http://doi.org/10.24327/i> 2018 .

8973 . 1465 This is anpen access a dednderCoribution License, whmits
urictedse,istributn, a in aiurovided the originawois ted Falw, Dr.etoUniversity, In vs
MODONESIA Traditne lived given Ir centuvarious b Indonesia, especiallinSustraders tioal
kets ineasinglsqu y e iny dmechms f andeconobuThstudaims exae e ootradimarkets
ccude ucauboth inandexternal ses. is ua innoqalitative itative methos withe foatio oe
cont oelpless indicators.

Tmars e ncreay gised,tra ds kannosve ventuallhae go ut f usi(Koas UntilOctoer20, Nend t
ncessant grantig f ses establmoermarts y gio governnts the evpnt f iti ol kets expeng n
% dren/dren te. cost, he dn ket as xpera wth f Bothe rom f uberDKISutiso, Jar the nn f s e
to surru citoJYearaccoing Chair TMarTds n f ndoIbh . nalmarets sed.T ecause the tarbt
e herket t st frahise hat mefroabadAnd h flodo foign ncs cappliyle cT change kes eole
luctato sho n itiomarets.

It the spoy f he vernt manatrado mars rosionaly, te mpsoa irt mey and
ncortabmarfoexpenditure n e mited (Tof 2/10).BP D asar aya men hat grootradmaris ur
mes that f moermar(2.7%) 18Tyearla the wtomoermarbme 25whthe tradmar 7In he y f
ang, retionisued y vernt nth moermararverptective f itional kets o mallbnfoms, n ra he

ule ms b to sist plifern f dn kein foms, Researc Article This is anpen access a
dednderCoribution License, whmits Intionl Jornaf Curr Adn Rrch Vo 7 , Issu 1 D) , p 86 -
873 , Janury 21 8 8965 so tradmar kets e atedadjto mall/ypmarwilbme easingllonelbbye/
comermpps / 1/110). Tpolessotradal kets s experin the y f urabya.

asedoreofrotAsn f I ndon ket raer(APSI)oo8 ket nits obSaCity oment, nly thirdothe
existtradmars witnd expano moermargroa vet. ma a furtstated hat D. he rk et as f
1marsin Suraabnot all ohefuncts ketA to o3 mars e eadand onot ntribat to PMar (JPs,
1/207). he wtomoermart q higso y ncapf robkinsicatin, dnetrpdqasnce nd gh
manameTcomaketmoermarasa wildeness r exnceoexisttradmarets.

Naturallittradmar face k when facedwith dn ket.PTis exaleo tradmar irnesi
bya.Tmarthatwa od the amocorensi shopce easter nesia, nogradall ddabned.
StartinoticotradomariSainot bthe gers e goo manag mar even ugh s getis ra m Pslar
marHotrads e iencia ugistver whn the logo vernnt it to the expanf moermars ntevel
othat itiomars n longercoete terohumare(trer d ital, tructng,iactomoermar
dment,manamentmets , nvirome rice facilitervice,secy,hneoin ms f hcal evidence.

Tpwersneotradomarcaod various usebth nter exterInterfactrs inclthelackomaial ilito
tradnal ket trades, omamemets r ketimetd lack f itotradmartrads, ofaciliti obtradnal
kets,lack f vice r,lole otradmarhneand deasi g urno f tradmartrads. hile ternal rs ncludthe
p too traid pnt f dn ke the nedtribotradmarttrad marreistinot pl ecause here no ear legal
ls, nd ublic pagaist itional ket tend negati(slms, dlessaand therand yet clearirecf
tritionmarvelopt.

T ne ll he ntiationotheabve role re uirea y f mpncies, oenergcoand Btreher s mitedcoetes,
his sech wilobli unen istribupno tradmarthe pdment f dn ket, the gatioin ion f
hesociettodthe ush tradmar y, iry athe dirnf dment f itional rkets t not een , the
rameotradal ketand dn kets that hano cleaarngen as ll. Furtreh ll e mitedobusido
tradmarpticipau aiceoPT Solarrket is 8 ket21.

LITERRE R Hess indtors Accoing Kief 91and (97215) e pwernt ncludthredmens t ludpplar
coetesocioos artive coetes f ar et l . 99416also thr dmens of eoment rg to: 1 A evement
rott egins h i vid groh icn developntolarger chage; 2 A slostate haractizedbsel - cofide
useb col olf and ther 3 Libetion reultig oa mome bng h heed plitici zatot vulle tn
nvovintcove foo the k gaipwerachange he - ps structar et a . 90).

T w he cuandojoeome oernallitisneceyto novariou irso eomethat sw pson pwers r So
whn social mpwernt rois aertscan bcodoay specottarget f hange .g. pofahat to e p.
ulerHasmi Rilededei mpwert ndicatowhh he re as mpwernt ex r mpwernt nd (Suhar 04

he oconiteomencan bseen m eomencong no capy, ss wee e acultaplitical capilities. hese
e cts e h he ur dmens f o, mey: o hin'pwerto', 'pweroa'pwerwit' marirs f eomeas fows 1
Freeoomoiliy: he aby f iual go ohishoorence, ucasto ket medfacicimas,houseowship,to
neighbong mes.

hislevel f by core high indiun gone; 2 Taby by mall mm oitthe iual aby by he ailfay sitie(r
kerocokinospices)his (ob soapcigarettes, upwd, mpo he indual dmedcaple f errming s t
espey he camaho ecisionwitt askig r ptnerpmi; ciallihe n by tos usinhis omoy; 3 Tabto
ularcods; he ilito induals by ge mmoitietaby f induals by oy tertiargoos, h s warroe, V,
dneaps, gazinefay cloAs th he oir,a h ois give aiual camahiso ecisio witut kinfohis ar's
erssioespelif he can by tos usinhiswn ne 4 Invoved mag sehoddabto ke dbth lone nd h
spose ofay dsh horephase f fobedbg buss crit; 5 Relatifreo frofaldmi: spos
araskedwhitpst here apson (husbwichildrein - lawho s ne land, ey m iwitohis erssiowhh
Str tradition l modern in Inesia 8966 phibhag c r roits rkoe he ho ; 6 Leapliticalaenekw he
me f villagoverment mpyee keluran; loc DPmeernaopsident; w he ioohag riagecer nd
inheriws 7 Invovent n mpgns ptests; pson is d efess' he s ver een a caaigowitos rofoemp
gainst a who eata fe;a fe oneglecther husband nd miy;ufairsalar useosocial assistance;
oabf plice ermeffic 8 Ecomic aacoutioto he mil og use, nd, rouctive s, nA er is nedto h on
f has he aspene orary fros pa ME Taproin his reercis nqve nd qve hodWt ot woapro
expecte otain res f maaysias br fomulatioboe aple. Treh a vewhi s badobservation f oct
bstud rolem - solg.

n his se, lb stud othe xiso tradmaribciy, that s Suraaitfaocoetition h drn mar Research
Lotion / searc Accoing Sugino his ok, met f usiess ppn searc Tgenertion gio nsisti
osubect bjethat ve tain ualitieand risics dminedbtrehers iedatdwn cos"(SugiyoBness
mets, AlheB04p). Ppn thireh societoSaAnd t studwinot e o r lmeerot oulatiob
oanstmeerotppn s sal e.

Ttion otheudwas fro arf Saya, nalNoSuraaEaSuraaSoutSaW Suraaand ntraSaya, tmart
mpwa dminedbclpprtioram mpng. his cluster mpi nmet usedcorinttart marsegmeiSa is
ket nagedbP Mar(Surabya ual vernt) mar manabpSalarli ny mar manabPMaroFurtmo,
arsal usig roonal ndosaling hodi.e.the er omarsales king ntoaccothe roon f numb f ketin
h gioTnumb f mp taken y 1%otheppn.

raersaliis d minedbpbprtiorandm mping tho, h 1% f h e coting f sh,meat, alen (groies)
erfruitvemar nacks, es, and foo stalls of 10 trer Intake f nsu mps y kini nsid ern octivitand
nsu xperishopbth moermarand tradomart, that mpar taken m useespey le lo me whh
amedas nsu btmarT classin apro hed y nsidetion f use dmiciwhe le - ihoulds e n o
housedmiciledihouand usewitsll incos ken m se o uthousinT salesizeisdmb30houseiS
urabyacy.

As ppsed by Magariu Soffend * ta yzed y ng tatanalthethe er osalemust e btvalo* ue r e
otained y he istributin fow he d oSales eloging large mponormal d e hose, 3 ases.
foeacvariabithe dothe ysis houldb3cases, Singariun and ian ffeSy hodLPES, J195, .11, in is
udusig sale, 00 rendents In s uduqnnaais measprenes to itional moermarusia eential ma
scale.

hile Gmascale uto veal ulic expectas f itionamarFurtmo,to knomea he mp ct f dn ket
eveloptnt, met f ural uaomoellig M)b n qtive ata Lis prtedbtetical jtionthrogivie(uidivw)to
itinal trads comerTis ecause e uatati statistmethod(eSEM)aroabto veal pme f usalitalne, h
n his y iact f dn ket evelop n he vit/ sustaiy f g itional kets. frotn fo a ualita
lthatwilsoustify he sul f qtiveanaysispd asedothepbm fomulatioreh bectives, heorstrerc
padaacoualfrawoks ve een dedthe h othesis in tsty ars fows 1 Tfirst yposis, the iotrad mars
tcitoSraaya not nly dand he urno f itional ket trads deeased 2 Tsecohosis, ay; theri a
signint o/neve) mpt f dn marvelopnt oitinal ket activit*. 3 Tthirdhosis, mel* er' pns the
pwars txistenoadnal ke aro*.

4 Tfoh ypth e mel* he rno tradmart eveloppns dtl affec y heiactotraitional ketactiy and
irecy m dvelopnt f dn mars 5 Tfifthhosis, mel* he rn f trad tional ket ragent atter ms nd
leadto he mpvent f bya itecomy is irecy fectedbtheiact f itionamar activitand irecy m
dment f moermar* Ttechniqocondis dne n wowatha py ata llectedbirviemedwhile ndy
dis obwaoliteratstudAn mprtanissuein cog ata must e nsidedis the mp taken n e psentat
f he searcit elFrot matterhetechue f lg ata thireh fows: Intionl Jornaf Curr Adn Rrch Vo 7
, Issu 1 D) , p 86 - 873 , Janury 21 8 8967 1 Domen, , w otain ata y llecti frotliteratand
omeion f le agence 2 Questnaire; isy,he use f qnna ires is esl for ata clectio he qnnaire
itselisa st f uestios ivento spos colete he reudcon ues btarlikelso s arnot colete
eqdqestion i writi 3 Ob(observatioi.e.techniqueomets odcon y y f coing efulla smay n sect
oojund stud 4 Intervie melTniqomets f ata con conduc besea ry akinectl witnde B ata
ysiit pced y vities n ata pcessing icnclud 1 Edi.e.ck list f uestionthave ee subbthe ata llers.
he urpoo ed to derrsods n he coletedues lis as pssible 2 Codi.e.classirensereforendentinto
categorUltheclasficatioisdne y y ogettsin/coe tfom f eroeac answer 3 Tu lation, , jbof
nlabT answer hat een ddfoanwercate arnter in the tab In studotained atareh oqve nd
qtive.

ualitadis reult f irecinterws wit 10(ohndre) ket charende ead acrss marts n ve) eas f
urabya t Quave ata bned m he ulatio f retso qnairesdutedto he spontsasmuca30
rendents f itizen s rin he dn kea tradmarTrendents e hosen th assmpn tppos moermars
nd tradmarQualvdanals rerinto hohesithas een mp edin searcTfowi is d escripothe s the
roosed reh hypts, nay; 1 Td f itio kets Sai unen. he itionalmar ill re codin ntraSaya h h
oulatio dy.

the novel fictional Erin Suraabsed n urveadt nter e indading nd tdvelopnt f moermaresey moermari sl - scale ead(eindmaralmarand os). 2 Tiact f dnmar reotrad mars psitonevTd ailedimp omoermarpsence n itional kets e as fows: 3 Excavatoinfoion otradmar pticipa(trerField ndings n his ud indtmo hahaorendent(5 rendents) m iti omars b clai hafeltthepseoa dn ket re n ecri nover.

etailed accoing the atioothesury, ps tradmarticipa in big ctend tol the mpothe pseomoermartn sl wnTis hob n meo tradmar arntswhotver deasedblocn, where pcentao tradmar arntswhotver deasedb2.5(a gstate f itud scale oespos). Regaring mmoities,tradmar arnts wh fodofodcodarthe a y moermar arnts(4 spofro1 rendents).Tiq cost en mpedwith cods ic/electrnic pwhe6 rendents m 0 spotradmarpyers wh ll hegoos eclard tverdto psence f dn kets.

nile, houtnu mb orendents odeda ecrin ver not large 5rendents),cody ddy tob givespecatten. m tradmar pticipaside,altgh he no uantve ata fa fieldre ch hotmotradmarpyerar engaitsale f ailnecessities.Moothi re the atteropc nsution moothe compn s n rogoos dy sitie (seako)T, he dcline xperbtradnal marpticipats f ailns e ue the rey large salelue ohe dn ket.

Frottabapures ocabseett dotradmain he ea f Suraa entirelepseve. Moel aTecf ta B n ypts reardtdco thisreh ll e l y sisotechal statistanalTqve tisticadan als techniques Strural Euation Modng (. o the fect multasleach searcvariabusedS techniqAll ata ysis l e ng S1 and S .0pgraStruclEq dg (SE echniqu e a mpSEM dng asll coting f smeMoel StructuraMoel.

MeamenMoel r doMeameis nte com hedmens evp a r,wh he structmoel r truct diabut struct f rehiptfom r salitbwe facto Quantitata lynd tive Da Quantitata ly B yzig searcdda n reumetest mu dne is as llo Test o Validity nd ility oResearch Inents Tre f y st nd liaby oqstionite dmine qf rch ius (qstion is verito oBdminthe uestio to t targetedrend searcs sted 0 rendents t asisotvaliditareilitothe instrment. Tult ovalidy tesf tve les ha hig ugh y h rrn efnt ueoe iteo .3

Str tradition l modern in Inesia 8968 Table 1 Nuerf Makets iurabya Cit No. Mar Clan Surface Area (m2 Year Of Buldi Area) Sta Traders Latus Ea 1 Bunga Bratan I 520,00 1 254 2 1 PD Pasar Su 2 Bung Bratang I 420,00 1 435 2 1 PD Pasar Su 3 Inpra II 5 -- 132 3 2 PD Pasar Su 4 Keputih III 6 1 4 5 3 PD Pasar Su 5 Guen I 348,00 1 129 6 4 PD Pasar Su 6 Gubeng Ke II 118,00 1 3 1 1 PD Pasar Su 7 Keptranra I 896,00 1 748 178 142 PD Pasar Su 8 Keptranan I 400,00 1 213 5 3 PD Pasar Su 9 Dinoyongsi III 100,00 1 5 1 1 PD Pasar Su 1 Bunga Kayo I 300,00 1 294 1 1 Tanas Pen 1 Kap Utama 600,00 1 1 141 7 PD Pasar Su 1

Aswomo III 6 1 2 2 1 PD Pasar Su 1 Ke Darurat 7 -- Jalan umu 1 Kenan III 175,00 1 105 1
 1 PD Pasar Su 1 Panja III 100,00 1 7 2 1 PD Pasar Su 1 Tenggilis III 6 1 4 2 PD Pasar Su 1
 Pacag I 703,00 1 265 6 4 Mi DAOP VPerumk 1 Jlela III 4 -- 0 6 6 PD Pasar Su 1
 Ambengan Batu III 1 1 0 3 2 PD Pasar Su 2 Indkila II -- 4 2 Jalan umu 2 Indkila Da
 Darurat -- Jalan umu 2 Kali III 7 -- 4 PD Pasar Su 2 S III 320,00 1 1 7 2 Tans kes 2 Pucg An
 I 10 1 438 112 136 PD Pasar Su 2 Kruk II 121,00 1 8 2 2 PD Pasar Su 2 Rungku I 268,00 --
 175 1 1 PD Pasar Su 2 Tamb R Utama 20 1 1 347 188 Sebm terb 90 6 1 761 No.

Mar Clan Surface Area (m2 Year Of Buldi Area) Sta Traders Latus Northen Branch 1
 Blauranru Main 550,00 1 431 115 181 PD Pasar Su 2 Kepatihan III 7 1 2 1 9 PD Pasar Su 3
 Koblen III 100,00 1 3 1 5 PD Pasar Su 4 As II 360,00 1 7 4 3 PD Pasar Su 5 Tidar I 324,00
 -- 120 5 5 PD Pasar Su 6 TemboDuh II 199,00 1 5 2 1 PD Pasar Su 7 Baba*anru I 300,00 1
 296 5 2 PD Pasar Su 8 Kebalenra Emergeny -- Road 9 Ba III 214,00 1 190 2 2 PD Pasar Su
 1 Manukalon III 200,00 1 4 2 2 PD Pasar Su 1 Banjaugihan III 569,00 1 5 1 6 PD Pasar Su
 1 Dupak Rukun II 20 1 1 6 4 PD Pasar Su 1 Dupak Band II 8 1 8 3 2 PD Pasar Su 1 Dupak
 Bangun III 6 1 5 1 5 PD Pasar Su 1 Simo II 160,00 1 150 2 2 PD Pasar Su 1 S Gu III 6 -- 5 1
 1 PD Pasar Su 1 S Mulyo III 190,00 1 7 2 1 PD Pasar Su 1 Krn II 108,00 1 4 3 2 PD Pasar
 Su 1 Pesapen III 300,00 1 6 2 2 PD Pasar Su 2 Pesapen Cika III 116,00 1 9 5 3 Ar 2 Jlk PPI
 II 5 1 3 1 7 PD Pasar Su 2 Jetan Mera II -- Ar 2 Pab I 900,00 1 622 176 175 PD Pasar Su 2
 Jl Darurat -- 1 1 PD Pasar Su 2 Jls II 100,00 -- 7 6 4 PD Pasar Su 2 Peci I 300,00 1 266 8 5
 PD Pasar Su 2 Kalianya I 5 1 3 1 1 PD Pasar Su 2 Jagala III 7 -- 2 5 2 PD Pasar Su 2
 Gembong Tebasan II 3 -- 2 3 1 PD Pasar Su Intionl Jornaf Curr Adn Rrch Vo 7 , Issu 1 D)
 , p 86 - 873 , Janury 21 8 8969 Tfrothe y t, reh nmecan e usedto llect riy ata.Wthe ss f
 reily calculatiogive en sulwith nbach p value abve .5whic mptt verall b relTit bcoudedthe
 y reily test sulthaa oaccuracand liaby hat the ruirents.

Evaluaf rmlity Tpse f norttesis fiowhet dodfows r pa l istributin. Tcoelatioval
 otainedwercoar th he coelatiovalues fonor lpo08at = 0and alp= .0. he b rrn etn square
 lue h halanoidnce ualto ,96so bcoedt uatioonordstributiohas e fulfilled Evaluaf rity Tre ult f
 lineary ssutiowitwal pach usedres the ncept f armoy, is, enall moelusedas he asis r
 arlinearqatic, inverlogaritmik, o coond, wt nd expoial.

he result o the litssution eminao oall roreshipbweetvariabcotainedin the uctmoel . hus
 he ution f nearit in SEMmet. Evaluaf s Exaion ounios bdne y eterng the hresvalcae ano y
 nvernt value f searcdintoa ar e r mmo calleda - scorB n i - sqvalotfredee o1 ndicato(nmb
 eroinds) t05sificace level, hen bkai - squarvalo3.14Tili that me spots ica psence f ivarate
 osmpms.

n his naysihover, he ivarate oarfo so b servationnmbs s ot frosnt ysis ecause e no ar ason
 othepfile f he spodTmuvariate utl oservations rmain ayzed. Hyoest ReS Analysis

Froterultsostruct I daysiotain cont (roaby) uews 05 Permbangn Pao Aitasar Tradisiona
Permusan Po Penaasar 3 DRT Gembo Tebasan Darurat -- 1 3 Jalan umu 3 Pegirian I
300,00 1 178 9 6 PD Pasar Su 3 Ampel III 2 1 7 1 1 PD Pasar Su 3 S III 1 1 1 2 1 PD Pasar
Su 3 Wonoku Weta II 125,00 1 151 3 2 PD Pasar Su 90 4 1 780 No.

Mar Name Clan Surface Area (m² Year Of Buldi Area) Sta Traders Latus Souther 1 Bendul
M II 100,00 1 7 1 9 Mi DAOP VPerumk 2 Gayuri III 250,00 1 2 6 5 PD Pasar Su 3 Wonokro
Lama II 385,00 1 124 1 8 PD Pasar Su 4 Dukuhpq II 200,00 1 171 5 3 PD Pasar Su 5
Dukupan Bat III 7 1 PD Pasar Su 6 Karang II 9 1 9 2 4 PD Pasar Su 7 Lakarsantri III 237,50
1 4 7 7 Tans kesa 8 Hewan Ka Pilan Khsus 600,00 1 1 PD Pasar Su 9 Bangkin III 337,50 1
3 Tans kesa 1 Kembag I 476,00 1 219 105 6 PD Pasar Su 1 Kedung II 6 -- 105 1 1 PD
Pasar Su 1 Kedung II 8 -- 4 8 5 PD Pasar Su 1 Kuan I 300,00 1 151 4 3 PD Pasar Su 1
Pandegiling Darurat -- 7 6 Jalan umu 1 Kuannun II 265,00 1 161 3 3 PD Pasar Su 1 Pak II
100,00 1 146 2 2 PD Pasar Su 1 Wonokitri II 116,00 1 9 2 2 1 Tujuganru I 726,85 1 795 2
1 PD Pasar Su 1 Wonokromo - DTC I 10 1 1 391 7 PD Pasar Su 2 Gen Utama 485,00 1 1
116 8 PD Pasar Su 65 4 966 511 2 1 3 2 Str tradition I modern in Inesia 8970 Tradisiona
Permusan Po Pengmbangn PaTradisiona Peningta Pernon Ko Sura 08 06 05 06 * 2 - C -
square 6.9 Proaility = 00 RMSE004 GFI .9 AG 02 CMIND/D13 T= 08 CFI .93 Frothe ome
dofit eindtes res hat ve met qirets f he turamoel witvalue(2 - C - square 658Pb= .04;
RMSE= .06; = .987; = .922; / DF 134T= .901; = .93) givthe p othe stadmim mafit d (fit d
hus strure dbithis udcab stated goo).

Tdtion f structpanals ocanbe oserved fowing tabe oeffics; Table 3 Structdls Re No
Variabel Independen Dependen Koef. plue Ket. 1 Devof Modern Maet Tradil Maet 059
002 Sig. 2 Tradil Maet Acties Foion of Traditi Maet gemen Patt 087 012 Sig. 3 Foion of
Traditi Maet Patterns Foion of Traditi Maet Patt 068 033 Sig. 4 Foion of Traditi Maet Patt
Improvemenof Surabaya Cionomy 056 041 Sig.

5 Improvemenof Surabaya Ci Economy Tradil Maet Acty 067 022 Sig. Frothe
soSEanaysias re F4 and le .4abve btranslatted s llo: Tia signint oiacothe xisteomoermar
dment f he stenceactivitotradmarin SuraaIt swn sticallfrotvalue f pbilitval(00) icis
elotalpsignin level: %, th cofficiematrixvaleql 05k co(iact nit= 2.9co hile he
fomulatiootradmararnmepn bed otrad ket tivitwicoern f mp caused y dn ket evelopnt f:
8% pb= .012 he atterotradnal ket e vement is ferfrotradl ket raget his linearwittradnal
ketactivitcorintiact omoermart evelop(koe3.8copb.

03Ttheiromet f he byacitecomy can bx p toflourisiwithe prp pn of tradmart evelopnt cor
reated aspef: 2.6unt: pb.041 Hover, res f aoanalis e sufntl abto ificallethep ona ersty n his
stud(oat levelocalalit hereforeitisnecery to nduct ualitaiteing s upprting heorcal jtnto
inforasharenthegoals/tarit stud Table 4 Pcentage oraitional Marticipawho expera dury

the o cods.

Tymmosold (%) respo Daily nies 5 Cloth 5 Fo inients 4 Electappliance/ electrons 6 Wis
intereing notis kind f dn ket ps tmo istturotrad ket trads. ab4 ws t 0rendents f itional
mars ond dn mars eclar turver deased(55.%, m a verage ude le) dto psence f miniket. n, r
ther moermargroups, he erotradmar pticipaaruitwhodthetver 0 rendents h dease f 2
alculated m he average ude his ndicates hat moermar whh coer a nce y itional ket la is
moermart n he rocurrer nimarketT pssibilitis usedbthehurs f patioothemoer mar et a
mosiltay h he itionamar pticipaas asthemoeramar(nimarket) the itionamar virnnt
atedcloto tradmarpticipa.

his ws nsus ha an natito shopfothe me mmoitOn he ne handtmoermarithe romiket an
adage gardsecurit, mfo colete f goos sold Table 5 Pcentage oraitional Marraerho Have
Decr Tver byp e f Coetitordn Mark Tyf mor cos Pere of ditio makets wturno decreased
Hyp 1 Sup 2 Mini 7 Sou Intionl Jornaf Curr Adn Rrch Vo 7 , Issu 1 D) , p 86 - 873 ,
Janury 21 8 8971 Table 6 Pcentage oraitional Marraer Experng Tver ring to Dtance th
Coetitormoerket.

Distance dern maket Pere of ditio makets wturno decreased <100 meter 6 1 - <500
meter 4 5 - 100 3 <1000 meter 0 SouSu Tle .6shotthe sethe atioomoermarets to itional
ketiacodnintver f tradmart arntsis . le eten the istao tlocln f wertha10mewit dolocn etn 0
10 s, he mpt f din itional ket ver vermucdnt. Tabve ata sho hat f he istabweet
tradmarathe moermare10 meterhen tno inuell.

Wvie m he cifics f ailnecess hat tradmarpticipa e y enceo moermars
ncludricesoaptergent, ggs, o o nooles, k, s, dktoaste nd snacTis, f e dease turnoang
tradmarticipa, wa d thaccurs foall itedhell Frotabve natiob n rion bned
frotradmarpticipants bduced oThe psence f dn keespey the ro mis, s de the urnootradnal
marpticipaoDecrin nover f itio m arpticipaas whole y averao2.5o he dithe ue f
urnootradmar pticipadto dease the erocomerand din urchaval Infomaothe ecli
turnootrad nal ket arnts to e coelatedth cosmerti, see therhe dee in
turnoexperbtraitional ket arntsis caused y nicomerspepnts frotradnal ketto dn rketoa ecr
pnpwerooeven coin f wo Bit uldbnotedthat hrough bion n he fieldit ps may itional ket
arnts e adpmarng y of dn ket pyersuch as iscoubars frot f he torp dve service goos
eliveredtocomeraso n.This suggethat here a oitive mpottranfero knoge m dn rket arnts
tradnal mar arnts, lthothisis necesy xplicity acknosed badnal ket parn Traitionaatradl
rket ers' ps but the isteotradlmrkets re nnectedw exectar exectaf e traers them Heris
specpoexpectaions m itio marerwittheir variocharacters: 1 Moermars, supmars to e ruced;
2 Street ndowho e n he adto e d and ntro iiatel 3 Accero the keto mpve comer easier
visit 4 Rentarafoboarloedand ayme mechams aremadailnt p mo 5 Pmofrotcoay breuced

not dne hin tradnalmar as hema dge ting p; 6 In nt f he ket instalthe opto facilitate s to
catiouestio 7 Createdstrategic aeqrking facil 8 Structidne n ncltstr nd infrastru ctas as
ighy ffic o mar; 9 A ital edfacily th w - intererais reuire; 1. Tneed curbt vendrs; 1. Ts areer
1. Tominiket t b fher; 1.

Infratructand ygien efacilitiearmo co 1. Tmareoin bya b usedas st ctios weas n g BB 1. Tsecuritottradomar the enviromeond the kurthernha 1. Estab ishmef kemerhant copatives; 1. TGometakeinto nsidetion pg mecham f itionamarpdto e wer than ihe dn ket Winfortion m nus asedofieldfingsin this tudit hat hifticosumption atter f Suraasocietfrotradmarto dn ket causindease f otradmart arnts bweeb ket nd wars bd fows (rf iviewi0 r o Table 7 Pn of public dfody needtn b the exiomoermarnd suitaby.

Before the market After mor Prosense Shoppg To Tradil Maet Prosense Shoppg To Non Tradil Maets Prosense Shoppg To Tradil Maet Prosense Shoppg To Non Tradil Maet Prosense Shoppg To Modern Maet 8 1 5 2 2 Sou : Observati Tmaipse f bvation comeris cofim whher he eclii turoexperbtradnal mars ue chages n nsu nding atters .e. whher ue tiact f he xisteomoer ke odto generdi nsu urcnpwer can e nti hroughtose rvatotval f shopatsharocomerspetothemoer maratoadal ket he sotese ose rvations caseen ib 7 Frotab 7Abve wsttisa hift n nsu b et b ndafterthemoer ket.T evident m he sults f ntews f 0 spos that bfo the dn ke arundhe residence.

Rei fulnt f ailneeds f 5who y ptradnal marathe st hop at es o ren Hover, ter he dn rket aruhe ter here Str tradition l madern in Inesia 8972 a ftotoinalsp8% f hopingin tradmarnot 5shop tradmarnd the renin% sp imoer mars 0 hopingarutrence grocy o, mernt aru Tfowig treult f uaive ata nalwith grapdntion f spoorendents tradmarnd dn kets; Tle 4 Response Sourcepcessing Sourcepcessing Tle .8sho t refochooto to moermaribotconieoshopthe availabilitogoos mo mp, f aring, ual t pdand passints oarrey he Meawhcomerwh pat itional kets e re ecause f werps locn ho.

apearthat y tis e y nus sho the dn ket. m hcomerside,the itional mar vage ny f hearcloto
me. his san eary ndicatio hat emoermarts mertis corale ofoshing hoping atters o
tradmar dn ket Table 9 Difference iricef Godraditional Mar wifers foP Cases igherdn Mar
Tyf Gods Price Ga Sugar IDR. 1 Mi IDR. 0 Soft Drink IDR. 2 Cookg Oil IDR. 5 Cie IDR. 3
Soap IDR. 5 Sna IDR.2 Mi IDR. 2 Egg IDR.

2 Wisiestig note s p ibweet moermar ttradmar seehw signint he ueop les cng
comerspendi pns.Tle .9shothatthep dedends n he yp f dpsed y comerForcandks ft rinks)
dn keavera sells to 5, - mo tn tradnal marp. his hothatheris a hain ng pns mog nsus,
hchange ccursnot ecauiis b n tional nocnsidations, ut - ecomic factosxcelleviccort ther B
n rtion lle m itional ke comerao rn, can e ncluddas fows: Tdin nover riencedbtradi ketis

not y ue the ree f dn kebalso y the ecliin nsu urg o nd mpo an tradmars, otradmarmana bD PSurnd those ged bhe prr.

Pcentage f hifticosumptionpn f bya societbweebfo aence f dnmar accoing to innr fronsu eq2%; Tpsence f dn ketpvidasn bness opotfodmeupp Innotion aPreff Results Frothe s ngs escrib otherarsevel thithat to et attentioothe vernnt f Suraa 1 T moiflmoermaritpsence f tradmars the dn ket n fom f mimar his qsa grplico mipmiss ucasoeniho a locns; 2 Constrs y itional ketrads n he fom f iy accessody ci wit w rice(kkan).Tis ue t mall auocapoT, is y supothe nnt the fom f ital veiit is o r he meto stablisrenal coagagedin he isution f ial d fotradds.

Pubos Tpn f itio kedmentsee Suraacitgo vermeplcity itfom f dment f itional rket ecose - moerwhch coitradmarand dn ket. ith he egeot o searcsws hatther e colaifrotradtrerthat ist n tmar re thehigretal ricetca eclinein coetine Another xcess s egeoilletrads atednear the mi - moermarGien abotaby by r nt stak tmar t.In dn ca cotion ntetosho r l ct can ultmay m twner References AIB 00.

emePsaran an raj Alp B Dinas Iko20 DuBoBnda an la gsrud y 92 Soc Wrk: Eoig Pfession , o Alla Bn Ife, i Coy velpnt: ng mmuit Alterves,Vi ysisand ra , nman, Australia,95 Jwa Ps, 1uni 20 Hidyat. 93Pro Pagang ra(Fomal an Infomadmbnguan. risNo3T 18. J Hidyat, 99Daya PTdSyau. MajManamentd ha ne LeaManamenFaultaEmi niversita IndoNo 2hn. Iruari 99 Kief, H., CitizEomeA velopnta PspecPvention Hu , l. , US18 Ko hilip,2. MarketiMilu .

Ed9 Pntice HJ Koas, 2 Noemb 20 Koas, 2 Noemb 20 Koas, 9i 20 Intionl Jornaf Currt Adn Rrch Vo 7 , Issu 1 D) , p 86 - 873 , Janury 21 8 8973 Lupii, 00. Meat f tation a Coarn ariService uality . Jul Marketin, J Metr T2er06 Diskuadmu Ne PasuraZetml, narg Bry, 90 D eliver QualitSerBnCusto ertion Expec . TPss, w Yo SBu, 00 PBnis dn, PE, Yoya Sur2 Ji 20 Psons, h .,Js JrgenSas Herez TIntegr atio f ial oPctice . adwo Inc.,fo94 Rappo .,

Stud Eome dn t Issue, ren In Hman Is , A, 94 SC., G. n, mpwert: Eging nta HealthTlog Jornaio Prima tion , US18 ToInterakti2 Oktob 20 Tjno, 97Manajial asa. Off, Yoya Tjno, 00Strategi esaran.AndiOff, Yoya Regulaion UndanUndaRepubliInoNor ahun 99 tentaLargan ra nopli an ern Usaha Tk Sehat SuraKeputusan nterPindn an eragan RepubliIndosia mo 3T19 Lea - Leahha Pongan.

SuraKeputusan nterPindn an eragan Republinesia Nor: 0 ahun 98tentKete an ata Pern Usaasar dn SuraKepn nterPindn an eraganga Republinesia Nor: 29ahun 197Franc Paturan eintaNor: 6T19 Walab Paturan ah ta bNor 7T203 tentaPn an eerayaaPagang ki LiDiKoerd r fomalKo Suraa Ho toe trt BAmiq (21 8) ' Strateguggle: tritiomare t vs dn ket

in Ine ' , Intionl Journl o Current Avacedesea 0 7 (1 p 8 - 873 . DOI <http://di.o.27car0 8 . 873 .>

146 *****

INTERNET SOURCES:
