

V. CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of the research that has been done, several conclusions can be drawn as follows:

1. The results of this study indicate that the number of consumers decreased after the market revitalization. According to respondents, this is because the position of traders in the market has changed after the revitalization, resulting in consumers preferring to buy at closer stalls.
2. The results of this study indicated that traders' revenue decreased after the market revitalization. According to respondents, the number of traders has increased. Therefore, there is intense competition between traders, which makes most of the old traders lose their customers.
3. The results of this study indicate that traders' profits have decreased after market revitalization. According to respondents, this is due to the increasing user fees. Before market revitalization, traders only paid the cost of renting the stalls/kiosks, while after revitalization, traders also had to pay for cleaning, security, toilet, parking and electricity costs.

B. Implication

From the research results and conclusions that have been presented, there are several implications, namely as follows:

1. The revitalization of traditional markets should be an activity that benefits many parties. After the revitalization, many positive things were obtained: adequate buildings, maintained cleanliness and improved management.
2. At the Panican market, Kemangkön, Purbalingga, market revitalization has made traders experience a decrease in revenue and profits due to unorganized merchandise placement.
3. There is a need for further review from the government regarding market revitalization at the Panican market to find out how the condition of the traders after the revitalization is carried out. The government can review the placement of traders by placing traders according to the goods being traded and giving direction signs with the names of the merchandise when consumers enter the market.

C. Research Limitation

There are several limitations experienced by the author when conducting research, among others:

1. The object of this research is the Panican Traditional Market with the traders. Further research can develop with different research objects like impact of modern market on traditional market which has been revitalized.
2. The variables used in this study are the number of consumers, revenue and profits of traders. Further research can add other variables like traders welfare and consumer satisfaction with market revitalization.