

**PUBLICATION SCRIPT**


**PUBLIC PRIVATE PARTNERSHIP FOR TROWONO TRADITIONAL MARKET  
REVITALIZATION IN GUNUNGKIDUL REGENCY IN THE YEAR 2016-2017**

Written by:

**AL FAUZI RAHMAT**  
**20150520290**

Has been approved and legalized as a publication script according  
to the role of writing scientific papers

Supervisor

  
Rahmawati Huscin, MCP., Ph.D  
NIDN: 0527086501

Dean of Faculty of Social and Political Sciences  
Universitas Muhammadiyah Yogyakarta



Dr. Tump Purwaningsih, S.IP., M.Si  
NIDN: 0522086901

Head of Department of Governmental Studies  
Universitas Muhammadiyah Yogyakarta



Dr. Muchamad Zaenuri, M.Si  
NIDN: 0528086601

# PUBLIC-PRIVATE PARTNERSHIP FOR TROWONO TRADITIONAL MARKET REVITALIZATION IN GUNUNGKIDUL REGENCY IN THE YEAR 2016-2017

Al Fauzi Rahmat\*

[al-fauzi.rahmat.2015@fisipol.umy.ac.id](mailto:al-fauzi.rahmat.2015@fisipol.umy.ac.id) / [fauzirahmata@gmail.com](mailto:fauzirahmata@gmail.com)

\*Collage Student at International Program of Government Affairs and Administration,  
Faculty of social and political sciences In Universitas Muhammadiyah Yogyakarta, Indonesia

---

## ABSTRACT

*The existence of traditional markets is threatened by the proliferation of modern markets, it is situation raises concerns about traditional market sustainability and its impact on the welfare of traders. Therefore, traditional markets require special attention from the Government which aim to enhance market presence, one of the strategy is a market revitalization program. Trowono traditional market in Gunungkidul Regency is one of the markets was been revitalized used a public-private partnership scheme between the Department of Industry and Trade of Gunungkidul Regency with several private sectors i.e. CV. Seia Cons as a Planning Consultant, CV. Jana Consultant as a Supervisor Consultant, and PT. Putra Kharisma Sejahtera as a contractor in revitalizing the Trowono traditional market. It is aims to create good relationship between several sectors in the provision of public services.*

*This research used the descriptive qualitative research and the data collection method used in-debt interview. In addition, this refers to the theory of the PPP guideline year 2010 by the Coordinating Ministry of Economic Affairs of the Republic of Indonesia, where the variables such as; Project Selection, Public Consultation, Feasibility Study, Risk Review, Form of Partnership, Government Support, Procurement, Project Implementation, and Monitoring. The results of this research are description of the process and synergistic partnership between Department Industry and Trade of Gunungkidul Regency and several private sectors such as CV. Seia Cons, CV. Jana Consultant, and CV. PT. Putra Kharisma Sejahtera in revitalizing Trowono traditional market.*

**Keywords:** PPP, revitalizing, traditional market. Synergists

## 1. INTRODUCTION

In the current globalization era, traditional markets play an important role for some communities to meet the growing needs of life where products are increasingly expensive (Brata, 2016). The existence of traditional markets can be felt to be very competitive in line with the presence of modern markets that are mushrooming in the midst of people's lives so that traditional markets must be able to provide quality products that can be used as daily necessities for the community (Muftiadi, 2016).

In supporting the creation of traditional markets with high quality, good infrastructure must

be supported as one of the important factors in supporting quality development (Choerudin, 2018). Based on the results of A.C Nielsen's study in 2013 in (Septiari, 2018) stated that the number of traditional markets in Indonesia continued to decline. In 2007, the traditional market amounted to 13,550, in 2009 amounted to 13,450, in 2011 amounted to 9,950, and in 2013 amounted to 9,850. However, there are still many traditional markets that need improvement in some places that are starting to break down. Traditional market damage is usually caused by natural disasters or lack of maintenance.

---

\* Al Fauzi Rahmat as a Student from International Program of Government Affairs and Administration, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta. He is born from Dompu Regency, December 9<sup>th</sup>, 1996. Address: St. Di Ponegoro, Montabaru Village, Woja District, and Dompu Regency, West Nusa Tenggara, Indonesia.

Traditional market included in the revitalization development project plan is the Trowono traditional market which has requirements such as being over 25 years old, severely damaged and cannot be used to distribute basic and strategic goods, especially in areas where trade facilities are still minimal. Trowono Traditional Market is one of the traditional markets included in the market revitalization program.

According to (Gunungkidul I. , 2017) the Trowono traditional market looks dirty, muddy, smelly, and dirty. In addition, according to (Gunungkidul S. , 2017) the arrangement of traders in this market is also still irregular, due to lack of attention from the government. So that the many conditions of the building are ignored and seem to be neglected. Responding to these problems according to (KPSRB Bappenas, 2018) this problem has actually become a common problem faced by traditional markets.

Therefore, this market needs revitalization efforts in order to be able to provide comfortable conditions in the trading transaction and can compete with modern stores that are beginning to explore this area. In developing the revitalization of the Trowono Traditional Market, the Gunungkidul Regency Government has carried out the partnership scheme between the government with several private sectors such as CV. Seia Cons as a Planning Consultant, CV. Jana Consultant as a Supervisor Consultant, and PT. Putra Kharisma Sejahtera as a contractor in revitalizing the Trowono Traditional Market. The presence of the private sectors as a framework for creating relations between the government and the private sector as a party to provide services through all stakeholders, namely the PPP scheme that complies with applicable regulations.

The existence of government and private partnerships in revitalizing the Trowono Traditional Market has encouraged the interest of researcher to find out more deeply related to the partnership between the Gunungkidul Regency Government and the private sectors such as CV. Seia Cons as a Planning Consultant, CV. Jana Consultant as a Supervisor Consultant, and PT. Putra Kharisma

Sejahtera as a contractor in revitalizing the Trowono Traditional Market.

Furthermore, to determine the extent of involvement this PPP, the researcher used the theory of Public-Private Partnership, which refers to the procedure of PPP from the Coordinating Ministry of Economic Affairs, namely; project selection, public consultations, feasibility studies, risk reviews, forms of cooperation, government support, procurement, implementation, and monitoring.

Therefore, in this study the focus of the researcher is to examine more deeply the process of partnerships that take place.

## 2. METHOD

This type of research uses a descriptive qualitative approach. According to (Sudarwan, 2002) qualitative research is a type of research that focuses more on data collected in the form of words, images, and not numerical forms. As for qualitative research according to (Moleong, 2005) is a study that aims to understand the events experienced by research subjects such as behavior, attitudes, motivations, actions, etc.

In addition, the qualitative research described through the method of description, where the research is in the form of words and language in a special natural context and utilizing various natural methods.

| Primary Data     | Name of Interviewees         | Position  |
|------------------|------------------------------|---|
| <b>Interview</b> | Ari Setiawan,<br>S.IP., M.Si | Head of Market Management Division of Department of Industry and Trade of Gunungkidul Regency                   |
|                  | Sukarman,<br>S.T             | Head of Infrastructure and Facilities Section of Market Management Division of Department of Industry and Trade |

|            |  |
|------------|--|
|            | of Gunungkidul<br>Regency  |
| Sutarmento | Technical<br>Coordinator of the<br>Trowono<br>Traditional Market<br>of Gunungkidul<br>Regency  |
| Sularno    | Head of Publisher<br>of the Data<br>Processor of the<br>Infrastructure and<br>Facilities Section of<br>Market<br>Management<br>Division of<br>Department of<br>Industry and Trade<br>of Gunungkidul<br>Regency |

This study includes the sources above because they have a correlation with the research topic seen from the duties and functions in the implementation of good market revitalization project.

### 3. THEORETICAL FRAMEWORK

#### 1. Public-Private Partnership

According to E.S Savas in (Bansal, 2003) A Public-Private Partnership as any arrangement between a government and the private sector in which partially or traditionally public activities are performed by the private sector. Meanwhile, according to Parente from the USAID Environmental Services Program in (Abbas, 2018) Public Private Partnership is a form of agreement or contract between the government and the private sector which consists of several provisions, including; the private sector carries out government functions for periods of time; the private sector receives compensation for the implementation of functions, both directly and indirectly; the private sector is responsible for the risks arising from the implementation of these functions.

In the Public-Private Partnership there is a process that must be passed, as stated in the PPP guideline year 2010 by the Coordinating Ministry for

Economic Affairs. In this guideline, there is process that must go through the following process:

Figure 1.1 Process of PPP



Source: PPP Guidelines, 2010

- Project Selection, which is the process by which the Government Contracting Agency (GCA) will identify and prioritize potential PPP infrastructure projects consisting of project identification and prioritization.
- Public Consultation, which is an effort made by the government to get advice from the public in general and people involved in forming project designs such as advice from the government to business entities.
- Feasibility Study, which is a technical, commercial and contractual project design that is sufficient to facilitate the bidding (bid) of projects to private partners. Feasibility Study will be conducted by the government which must be completed before the project is tendered. Where this feasibility study is carried out to comply with applicable regulations such as legal validity documents for land acquisition and must include at least the financing design and environmental impact assessment.
- Risk Review, which is the identification of various risks in the project that can reduce the risk, and the proposed risk transfer by various parties to the cooperation agreement. In general, this risk review is conducted to review the risk review of legal validity documents for land acquisition, financing design and environmental impact assessment.
- Form of Cooperation, namely a review so that PPP partnerships are structured to optimize value for the public while at the same time not reducing interest from private partners. In general, this Form of Cooperation is carried out as part of the Feasibility Study. As intended, it can help to identify the types of agreements and implementation methods/ project development action plans.
- Government support, namely the determination of the number and position of the government that can be contributed by the government to a

project, in a mechanism, for example tax incentives, land acquisition, conditional support / guarantees, direct financing, contributions in the form of physical facilities, funding for capital and other costs other. In general, Government Support is carried out aimed at finding out the potential for banking feasibility for a project.

- g. Procurement, namely the development of a tender package, and the overall tender process that begins before the qualification process until the signing of the contract.
- h. Implementation, including construction activities, time of initial implementation and operation of the project by the Business Entity.
- i. Monitoring, namely the activity of monitoring the project work of the Business Entity as stipulated in the cooperation agreement and monitoring the results of the project. Where to ensure operations in accordance with regulations and also ensure the results of implementation in accordance with the cooperation agreement.

## **2. Market Revitalization**

According to (Martokusumo, 2002) that revitalization is an attempt to revitalize an area or part of the city that was once vital/alive, but later experienced a setback. To increase the return of a dead area, programs are needed that can restore the vitality of the region.

According to (Ichwan, 2004) revitalization is an ongoing program from the short-term to long-term stages, starting from small spaces to expanding, so that the presence of revitalization is an effort to build and mobilize the strength of local communities in providing socio-cultural and economic benefits for the community. According to (Kuncahyawati, 2016) market revitalization aims to change the market physically and the management is carried out in a modern way, Therefore spurring market economic growth by aligning the market and the environment in accordance with the demands of the community's needs.

In the market revitalization plan and activities, according to (Adishakti, 2003) revitalization activities are decided on three main parts, namely the

concept of objectives and objects from an area to be revitalized:

- a. The concept is to revive a place that has potential assets in the form of natural and cultural heritage or cultural landscape, as one of the preservation efforts.
- b. Aim, realizing the vitality of the region both in socio-cultural, economic and infrastructure activities, utility support, restoration or other development, to achieve its conservation goals.
- c. Objects, forms of activities, and related parties actually have no difference with conservation efforts.

## **3. Traditional Market**

According to (Rufaidah, 2008) that the traditional markets are simply managed markets that implement a direct transaction system in which the main function is to serve the needs of the people in the villages, sub-districts, and others. In the traditional market, there are several potential possessed by traditional markets, including the following:

- a. The ability of traditional markets to absorb local commodities and surrounding areas.
- b. Serves as a supplier for various inputs such as agriculture, housing, and basic needs of the community.
- c. Traditional markets have their own segmentation that distinguishes them from modern markets.
- d. Traders in traditional markets are generally women so that it is beneficial for the improvement of women's entrepreneurship because women have advantages compared to men in serving consumers.
- e. Higher market potential due to a fairly fast market turns over with a cash payment system.

## **4. FINDINGS AND DISCUSSION**

This study refers to the variables specified in theory of public-private partnership guideline year 2010 by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, namely project selection, public consultation, feasibility study, risk

review, forms of partnership, government support, procurement, project implementation, and monitoring. This study used qualitative research and the result will be described.

### A. Project Selection in Revitalizing the Trowono Traditional Market

Project selection is an important step in the public-private partnership process, there are indicators that must be used such as the process of identifying and prioritizing projects.

#### (a) Identification Process in Revitalizing the Trowono Traditional Market

The identification process has been carried out by Department of Industry and Trade of Gunungkidul Regency with CV. Seia Cons as a (Planning Consultant). This identification process intends to find problems from the conditions of the Trowono Traditional Market which are considered to be the basis for the project plan. Many problems were found such as inadequate market buildings, slum market conditions, smells, chaos, and lack of supporting facilities and infrastructure for traders and buyers.

it has the largest traders and buyers in the southern part of Gunungkidul Regency, and the type-c market which is the focus of government revitalization program by the Department of Industry and Trade in Gunungkidul Regency.

### B. Public Consultation in Revitalizing the Trowono Traditional Market

Public consultation process is a stage to get the suggestions/complains needed in the design of a project. This process is carried out by the government to the community or traders and the government to private sectors.

#### (a) Government Consultation to Community and Traders in Revitalizing Trowono Traditional Market

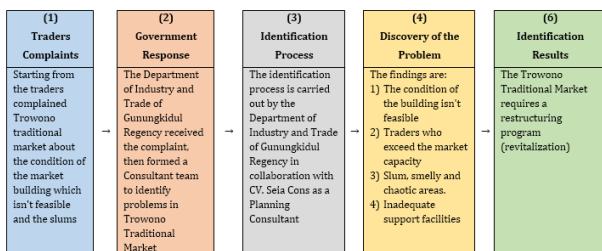
The Department of Industry and Trade of Gunungkidul Regency has been conducted the consultation with the community and traders in the form of socialization. The purpose of this socialization was to provide information about the Trowono traditional market revitalization. This socialization is also carried out by the Project Board of Director with the approval of the Commitment Making Officer (PPK) before the implementation of market construction begins. It was evidenced by the dissemination of activities to traders and communities around the Trowono traditional market during the revitalization project.

Approval of the revitalization project was responded positively by the community and traders, and the government delivered a temporary transfer to the emergency market at the Trowono Animal Market and the surrounding community land to traders.

#### (b) Government Consultation to Several Private Sectors

Government consultants for the private sector are carried out for the Department of Industry and Trade of Gunungkidul Regency partnered with CV. Seia Cons as a Planning Consultant partner in creating the master plan and Detail Engineering Design. In addition, the government also partnered with CV. Jana Consultants as the private sector in the Supervision Consultant to oversee the process of developing the revitalization of the Trowono

Identification Process in Revitalizing the Trowono Traditional Market



Therefore, the Department of Industry and Trade of Gunungkidul Regency concluded that the Trowono Traditional Market needed the revitalization program for all parts of the market.

#### (b) Project Prioritization in Trowono Traditional Market

It is important to give priority to the Trowono Traditional Market revitalization project, where this market has big implications for the community and traders. Among the huge potential of this market is the strategic market location which is borders to "Jalun Jalan Lintas Selatan" (JJLS) Yogyakarta, the market with minimal facilities and infrastructure but

Traditional Market by PT. Putra Kharisma Sejahtera as a contractor.

### C. Feasibility Study in Revitalizing the Trowono Traditional Market

Feasibility study contains the results of a project feasibility analysis, which presents all information needed by the government in making decisions. To prepare a feasibility study, it depends on the project being initiated by the government or the private sector

#### (a) Legal Validity Document for the Release of Land in Revitalizing the Trowono Traditional Market

In project development, a clear legal validity document is needed as a basis for implementation. This aims to avoid and minimize the occurrence of conflicts in development. The legal validity document in the Trowono traditional market refers to a clear legal validity document regarding the release of land for the revitalization of the Trowono traditional market.

All kinds of documents including the legal validity documents for release of land are very clear because the status of land for the Trowono traditional market is owned by the Gunungkidul Regency Government. Furthermore, the government has ensured that the validity document for release of land has been officially held by BKAD (the Regional Financial and Asset Agency).

#### (b) Financial Basic Design in Revitalizing the Trowono Traditional Market

The Department of Industry and Trade of Gunungkidul Regency and CV. Seia Cons as a Planning Consultant were designed the financial basis for the Trowono traditional market revitalization project, where in the planning the budget comes from State budget (APBN) in the year 2016 through Special Allocation Fund of the Ministry of Trade of the Republic of Indonesia for construction of market buildings. In addition, the design of the articles of association also came from APBD of Gunungkidul Regency in the year 2017 as a fund to support the revitalization of the Trowono traditional market. The financial plan is submitted to

the State budget (APBN) through the 2016 Fiscal Assistance Fund (DTP) from the Ministry of Trade of the Republic of Indonesia gets IDR. 5,805,000,000.00, and the financial plan of APBD in Gunungkidul Regency amount to IDR 200,000,000.

Table 1.1. Budget Recapitulation for Revitalizing the Trowono Traditional Market in Gunungkidul Regency

| No.  | Job Description                                       | Total Price (IDR) |
|--|---|-------------------|
| 1.   | Market Office Building                                | 556.677.148.92    |
| 2.   | Los Kiosk Building II (9 unit kiosk & 5.5 x 27 m Los) | 510.025.198.39    |
| 3.   | Kiosk Building I (14 unit kiosk & 5.5 x 42 m Los)     | 660.361.660.19    |
| 4.   | Kiosk Building (8 unit)                               | 294.094.159.81    |
| 5.   | Los I Building (9.5 x 39 m)                           | 396.392.866.74    |
| 6.   | Los II Building (9.5 x 33 m)                          | 346.647.988.54    |
| 7.   | Los III Building (9.5 x 33 m)                         | 346.647.988.54    |
| 8.   | Los IV Building (9.5 x 24 m)                          | 238.268.26.28     |
| 9.   | Los V Building (4 x 15 m)                             | 103.613.135.28    |
| 10.  | Los VI Building (4 x 9 m)                             | 67.388.851.71     |
| 11.  | Los VII Building (4 x 6 m)                            | 49.097.034.49     |
| 12.  | Los VIII Building (4 x 31 m)                          | 300.362.526.60    |
| 13.  | Los Meat Building (5.5 x 17.5 m)                      | 197.173.698.92    |
| 14.  | Bathroom Building II (3 unit)                         | 161.926.223.25    |
| 15.  | Inter-ladder Work and Talud Work                      | 400.509.683.05    |
| Total  |   | 4.629.186.248.71  |
| 10% VAT  |   | 462.918.624.87    |
| Amount Includes 10% VAT  |   | 5.092.104.873.58  |
| Rounded off  |   | 5.092.104.000.00  |
| Spelled: (Five Billion Ninety-Two Million One Hundred Four Thousand Rupiahs) |   |                   |

Source: Agreement Document for Revitalizing Trowono Traditional Market

(c) Environmental Impact Assessment (EIA) Document and Social Analysis in the Project of Trowono Traditional Market

This document aims to ensure that there are environmental problems that are estimated to have an impact directly or indirectly and can be carried out to evaluate the handling of any impacts caused. Furthermore, the CV. Seia Cons as a Planning Consultant has carried out an analysis of environmental impacts and social impacts in planning the revitalization of the Trowono traditional market.

This documents are the result of studies of all kinds of impacts that occur such as environmental impacts and social impacts for revitalization projects carried out. The social analysis has also been carried out by CV. Seia Cons as a Planning Consultant in looking at the social situation and capturing various kinds of complaints and responses from the public and traders about the revitalization of the Trowono traditional market.

D. Risk Review in Revitalizing the Trowono Traditional Market

Risk review of the project is planned to identify various risks in the project and things that can reduce risk, and the proposed risk transfer from those responsible for project implementation.

(a) Risk Review to Legal Validity Document for the Release of Land in Revitalizing the Traditional Trowono Market

Risk review of the legal validity for the release of land is very important to look at the situation in the future so that undesirable things does not happen. The validity of the status of this Trowono traditional market land is owned by the Government of Gunungkidul Regency, where the document is stored in the Financial and Asset Agency (BKAD) in Gunungkidul Regency. However, in the middle of the market there are 1 plot of land about 150m<sup>2</sup> which is still owned by individual.

The land has not be sold yet, because the price offered is far from the normal price. The Gunungkidul Regency Government is still trying to negotiate with the landowner to find a solution

together with a goal so that there are no small problems in the Trowono traditional market.

(b) Risk Review of the Financial Basic Design in the Preparation of the Revitalizing the Trowono Traditional Market

The risk review of the basic financial design greatly influences the implementation project for revitalizing Trowono traditional market. The risks posed in the basic financial design must be prepared with alternative plans for other sources of budgeting.

In addition, the Department of Industry and Trade of Gunungkidul Regency and the CV. Seia Cons as a Planning Consultant have other sources of plans such as budgeting to the APBD of Special Region of Yogyakarta Province and the APBD of Gunungkidul Regency. Furthermore, the risk of the project budget will be submitted to the KPPN (Department of Treasury Service of Gunungkidul Regency) as the Government Agency which is responsible for managing financing expenses for each project to revitalize the Trowono traditional market.

(c) Risk Review for Environmental Impacts Assessment and Social Analysis in Revitalizing the Trowono Traditional Market

Risk review of environmental impact assessment (EIA) risks is very important to ensure that the implementation of the project is safe against small and large risks caused later on. Risk of environmental impacts was analyzed by the Department of Industry and Trade of Gunungkidul Regency with CV. Seia Cons (Planning Consultant). The results of the interview stated that there was no major risk caused when and after the revitalization of the Trowono traditional market done.

Besides, social analysis has been carried out and the results of the majority of traders agree to be revitalized and diverted to the Emergency Market, but only a small number of traders are still comfortable with the place of sale because the area of the market placed by traders will change. It was difficult to manage the traders until they were pursued by the government to be given direction and socialization for the common good.



## E. Forms of Partnership to Revitalizing Trowono Traditional Market

The form of partnership often refers to several types of alternative and timeline of the project that can be applied between the government and the private sector. This aims to determine the scheme used during the partnership process.

### (a) Types of Agreement in Revitalizing the Trowono Traditional Market

A binding agreement is needed between the two parties, namely government sector and private sector. The government sector by the Department of Industry and Trade of Gunungkidul Regency and several private sectors such as CV. Seia Cons as a Planning Consultant, CV. Jana Consultan as a Supervisor Consultant, and PT. Putra Kharisma Sejahtera as a contractor in the Trowono traditional market revitalization project, the existence of this agreement is to ensure the duties and authorities and responsibilities of each party in the revitalization project.

The Department of Industry and Trade of Gunungkidul Regency and PT. Putra Kharisma Sejahtera in carried out the revitalization of the Trowono Traditional Market is a type of “Service Contract + Build and Transfer”. In the type of Service Contract that the government hands over a particular service activity to the private sector while the private sector must provide certain services to the government, then the type of Build and Transfer that the private sector carried out construction and part of the financing of a project within a certain period of time, agreed in the contract of agreement, after the construction of the project is complete the private party submits the project to the Government.

In addition, the type agreement between the Department of Industry and Trade of Gunungkidul Regency and CV. Seia Cons as a Planning Consultant is that “Sharing Development Ideas”, where the CV. Seia Cons (private sector) provides ideas for development such as the master plan, detailed engineering design to the government, then the government conducts the transaction of the idea for a project. In this case, CV. Seia Cons spend IDR 49,656,000 budget, where the budget has been replaced by the Gunungkidul Regency Government

in line with the cooperation agreement used the Regional Revenue and Expenditure Budget (APBD) of Gunungkidul in 2017.

Moreover, the CV. Jana Consultant as a Supervisor Consultant had partnership with Department of Industry and Trade of Gunungkidul Regency which is the “Management Contract”. This type of partnership that the government of the Department of Industry and Trade of Gunungkidul Regency was transfers all operational activities of a particular activity to the CV. Jana Consultant as a private sector, where is the CV. Jana Consultant carried out the management function of providing services in accordance with the agreement contract.

### (b) Action Plan in Revitalizing the Trowono Traditional Market

The action plan in project development is very important to be a guideline for each project developer because the action plan as a more detailed activity to find out the strategy and direction of project development that has been included in the PPP project. This action plan includes several programs that will be implemented in development projects. In the Trowono traditional market revitalization project, it is more directed at the plan of zoning and building construction plans contained in the Master Plan and Detail Engineering Design (DED) that was carried out by CV. Seia Cons as a Planning Consultant.

First, the revitalization action plan starts from the “pre-construction meeting” among the Team of Directors, Conservation Consultant and Implementing Contractor (PT. Putra Kharisma Sejahtera). In this meeting work schedules, materials, equipment, labor, work drawings, and discussion of form models are discussed. Furthermore, the discussion aims to create a system and standard of implementation procedures in the revitalization of the Trowono traditional market.

After completing the “pre-contraction meeting”, the Commitment Making Officer (PPK) conducts project socialization to the community around the project site and the market traders. Then after the socialization activities have been completed, PT. Putra Kharisma Sejahtera able to begin the construction of physical construction in the market

building. Every implementation of physical work, PT. Putra Kharisma Sejahtera is obliged to fill out an activity, namely; in diaries, daily reports, weekly reports, monthly reports. This is intended to ensure the monthly progress of the physical work of the market. Monitoring the results of the report was carried out by the monitoring team of PPK (Commitment Making Official), CV. Jana Consultant as a Supervision Consultant and the Department of Industry and Trade of Gunungkidul Regency. Besides, the media coordination project can record the progress of achieving the revitalization of the Trowono Traditional Market

#### F. Government Support for Revitalizing the Trowono Traditional Market

The government support is divided into 2 namely physical facility support and financial support. In the form of physical facilities as part of supporting the increase in the number of infrastructure establishments. In addition, financial support is also needed as a form of providing sustainable funding needs in providing quality infrastructure.

##### (a) Physical Facilities Support in Revitalizing the Trowono Traditional Market

The Gunungkidul Regency Government can only provide physical support in the form of trash containers. Furthermore, to install a wastewater management installation (WWTP) as well as rainwater storage containers is still in process. This is due to the limited land around the Trowono traditional market which is not possible to be used as the procurement of WWTP and rainwater storage containers. Therefore, until this year, the Trowono traditional market does not have WWTP and rainwater storage containers, whereas to become a market with the National Market Standards it must have all of that support.

The Department of Industry and Trade of Gunungkidul Regency so far prioritized giving financial support only as a grant for project administration and other matters apart from financial provisions originating from the APBN, such as wages from executors of construction of the Trowono traditional market building.

##### (b) Financial Support in Revitalizing the Trowono Traditional Market

Financial support from the government is very necessary to provide capital costs or provide subsidies in the procurement of equipment or goods for building projects so that the project can run smoothly and there are no financial related constraints. Financial support for the Trowono traditional market revitalization project originated from the State Revenue and Expenditure Budget (APBN) in the year 2016 for Co-Administration Fund (DTP) the Ministry of Trade's was IDR 5.805.000.000. In addition, the Gunungkidul Regency Government also provided financial support through the APBD in the year of 2017 which was worth IDR 200,000,000 to cover deficiencies related to both administration and implementation of construction as well as to provide compensation in accordance with the contract for CV. Seia Cons, CV. Jana Consultant, and PT. Putra Kharisma Sejahtera.

#### G. Procurement in Revitalizing the Trowono Traditional Market

In procurement, the government chooses its private partners for the implementation of projects using a public-private partnership scheme through a competitive tender process. This is based on criteria that have been determined in the regulations that have been made so that in the end they are able to complete this project effectively and efficiently.

##### (a) Project Preparation for Prospective Partners in Revitalizing the Trowono Traditional Market

Project preparation as a stage in preparing the required plan information includes plan drawings, budget plans, partnership types, and other specifications to complete all Tender Documents.

Based on tender information on the Electronic Procurement Service System (LPSE) of the Special Region of Yogyakarta Province with the tender code 4967013, the name of the tender "*Revitalisasi Pasar Rakyat Trowono*" as of August 5, 2016, had been included in the procurement system. Furthermore, in procuring the revitalization of the Trowono traditional market, there were 70 prospective partners from various private sectors participate in

the procurement conducted by the Gunungkidul Regency Government.

(b) Project Qualifications of Prospective Partners in Revitalizing the Trowono Traditional Market

In the qualification process, only eight private parties were able to provide bid prices from the total budget of the Trowono traditional market revitalization project. The 8 prospective partner participants who were included in the qualifications were reviewed and re-evaluated from the administrative evaluation, technical evaluation and price evaluation.

Table 1.2 Qualifications of 8 Prospective Partner Participants in Revitalizing the Trowono Traditional Market

| No. | Name of Participant          | Bid Price (IDR)  |
|-----|------------------------------|------------------|
| 1.  | PT. Putra Kharisma Sejahtera | 5.092.104.000,00 |
| 2.  | PT. Sinar Mas Mutiara        | 5.156.934.000,00 |
| 3.  | PT. Batu Alam Bersinar       | 5.235.914.000,00 |
| 4.  | PT.Pradipta Bhumi Konstruksi | 5.490.044.000,00 |
| 5.  | PT. Inneco Wira Sakti Utama  | 5.508.202.000,00 |
| 6.  | PT. Bumi Mas Perdana         | 5.565.923.000,00 |
| 7.  | PT. Anggaza Widya Ridhamulia | 5.567.890.000,00 |
| 8.  | PT. Sobo Rejo                | 5.687.207.000,00 |

Source: Agreement Document for Revitalizing Trowono Traditional Market

Furthermore, the document was subsequently implemented for the re-evaluation of bids by the Working Group for Procurement of Construction Works (PPPK).

| No. | Name                             | Position in the Team |
|-----|----------------------------------|----------------------|
| 1.  | A. Setyo Koordijanto, ST., M.Eng | Chairman             |
| 2.  | Purwanto                         | Secretary            |
| 3.  | Ashari Nurkhalis, ST             | Member               |
| 4.  | Supartono, S., MT                | Member               |
| 5.  | Yustina Ika Kurniawati, ST       | Member               |

Source: Agreement Document for Revitalizing Trowono Traditional Market

(c) Project Evaluation for the Prospective Partners by the Government in Determining Qualifications Document

Based on the results of previous qualifications for 8 prospective partners from business entities there were only 3 potential qualified partner participants assessed from administrative evaluation, technical evaluation and price evaluation. The failure of other prospective partner participants was due to incomplete administrative documents such as not attaching a list of material prices and a list of wage prices. The 3 potential partners can be seen in the table below.

Final Evaluation Results for Procurement in the Revitalizing of the Trowono Traditional Market

| No | Name of Participant           | K/A/T | Corrected Offer (IDR) | H/P/PK |
|----|-------------------------------|-------|-----------------------|--------|
| 1  | PT. Putra Kharisma Sejahtera  |       | 5.092.104.000,00      | ★      |
| 2  | PT. Sinar Mas Mutiara         |       | 5.237.494.000,00      |        |
| 3  | PT. Pradipta Bhumi Konstruksi |       | 5.490.044.000,00      |        |

Source: Procurement Service Unit of DIY

Furthermore, the final results were re-evaluated in more detail to ensure that one of them won the tender package “*Revitalisasi Pasar Rakyat Trowono*”. Therefore, on August 23, 2016, the Procurement Service Unit (ULP) of the Special Region of Yogyakarta Province determined the provider appointed to carry out the work won by PT. Putra Kharisma Sejahtera as a partner from the private sector that carried out physical construction to revitalize the Trowono traditional market.

Table 1.3 Announcement of Prospective Partners in the Trowono Traditional Market Revitalization Project

|                                     |  |               |                  |
|-------------------------------------|--|---------------|------------------|
| Tender Name                         | <b><i>Revitalisasi Pasar Rakyat Trowono</i></b>  |               |                  |
| Category                            | Construction work  |               |                  |
| Agency                              | Regional Government of Gunungkidul Regency   |               |                  |
| <i>Satker</i>                       | The Department of Industry, Trade, Cooperatives, Energy and Mineral Resources of Gunungkidul Regency |               |                  |
| <i>Pagu</i>                         | IDR. 5.805.000.000,00  |               |                  |
| <i>HPS</i>                          | IDR. 5.797.859.000,00  |               |                  |
| Winner's name                       | Address  | Tax Number    | Bid price        |
| <b>PT. Putra Kharisma Sejahtera</b> | <b>Perum Griya Arga Permai B.3, Besole, Trihanggo, Sleman - Sleman</b>                               | 01.653.501.5- | 5.092.104.000,00 |

(Kab.) - DI  
Yogyakarta

Source: Agreement Document for Revitalizing Trowono Traditional Market

(d) Contract Award to Winner from Auction Participants in Revitalizing the Trowono Traditional Market

The process of awarding this contract carried out by the Department of Industry and Trade of Gunungkidul Regency with PT. Putra Kharisma Sejahtera, which was witnessed by the Commitment Making Officer (PPK). The awarding of this contract was carried out on September 3, 2016, with letter number 02/RPRS/PPK/IX/2015. Among these parties are Ir. Pramuji Ruswandono, M.Sc, as the government sector with Dra. Anamin Nurul Janah as the private sector from the general director of PT. Putra Kharisma Sejahtera in the construction of Trowono traditional market revitalization project. Furthermore, as the procurement of services for CV. Seia Cons and CV. Jana Consultant is not through Provincial or Regional Procurement Service Units, where these private sectors through procurement originated from the Department of Industry and Trade of Gunungkidul Regency.

Table: Type of Agreement for Other Private Sectors involved in Revitalizing Trowono Traditional Market

| No. | Private Sector Name | Position              | Type of Partnership       |
|-----|---------------------|-----------------------|---------------------------|
| 1.  | CV. Seia Cons       | Planning Consultant   | Sharing Development Ideas |
| 2.  | CV. Jana Consultant | Supervisor Consultant | Management Contract       |

Source: Author's Analysis Result

## H. Implementation for Revitalizing the Trowono Traditional Market

The implementation is all project activities that have been designed in the cooperation agreement. This is very influential on the availability of resources in the implementation period is determined in terms of its knowledge.

### (a) Project Construction for Revitalizing the Trowono Traditional Market

The construction began with the initial stages of planning which in this case had been carried out by CV. Seia Cons as a Planning Consultant which made the Master Plan and also Detail Engineering Design (DED). Furthermore, the construction stage, namely the physical construction of the Trowono traditional market carried out by PT Putra Kharisma Sejahtera as a contractor of the project in the revitalizing the Trowono Traditional Market, which has responsibilities and authority that must refer to the Master Plan and Detail Engineering Design (DED) designed by the CV. Seia Cons as a Planning Consultant.

In addition, related to the cost of constructing the Trowono traditional market, the Gunungkidul Regency Government through the KPPN (State Treasury Service Office) of Gunungkidul Regency provided a construction advance of 25%, namely IDR 1,018,420,800. Moreover, PT. Putra Kharisma Sejahtera has the right to submit the next budget document to get a construction budget if the construction of the Trowono Traditional Market building reaches 50%, 75%, and 100%.

Furthermore, each stage carried out by PT. Putra Kharisma Sejahtera was also not spared with supervision by the CV. Jana Consultant as a Supervisor Consultant and Commitment Making Official (PPK). Moreover, the provision of the construction budget for the revitalization of the Trowono Traditional Market is supervised by Commitment Making Official (PPK), where payment of work is carried out under the terms of the Termination. Payment by this method is divided into 4 Termination as follows:

- a. Termination I is given 25% of the contract price minus 25% of the down payment after the work reaches 30%, with payment details:

|                    |                    |
|--------------------|--------------------|
| 25% x IDR          | IDR                |
| 5.092.104.000,00 = | 1.273.026.000,00   |
| 25% x IDR          | IDR 254.605.200,00 |
| 1.018.420.800,00 = |                    |
| Total              | IDR                |
|                    | 1.018.420.800,00   |

- b. Termination II is given 25% of the contract price minus 25% of the down payment after the work reaches 55%, with payment details:

|                    |                    |
|--------------------|--------------------|
| 25% x IDR          | IDR                |
| 5.092.104.000,00 = | 1.273.026.000,00   |
| 25% x IDR          | IDR 254.605.200,00 |
| 1.018.420.800,00 = |                    |
| <b>Total</b>       | <b>IDR</b>         |
|                    | 1.018.420.800,00   |

- c. Termination III is given 25% of the contract price minus 25% of the down payment after the work reaches 80%, with payment details:

|                    |                    |
|--------------------|--------------------|
| 25% x IDR          | IDR                |
| 5.092.104.000,00 = | 1.273.026.000,00   |
| 25% x IDR          | IDR 254.605.200,00 |
| 1.018.420.800,00 = |                    |
| <b>Total</b>       | <b>IDR</b>         |
|                    | 1.018.420.800,00   |

- d. Termination IV is given 25% of the contract price minus 25% of the down payment after the work reaches 100%, with payment details:

|                    |                    |
|--------------------|--------------------|
| 25% x IDR          | IDR                |
| 5.092.104.000,00 = | 1.273.026.000,00   |
| 25% x IDR          | IDR 254.605.200,00 |
| 1.018.420.800,00 = |                    |
| <b>Total</b>       | <b>IDR</b>         |
|                    | 1.018.420.800,00   |

Table: Number of Kiosks and Los in Trowono Traditional Markets after Revitalization in 2017

|                                   | Address  | Total Target |         |
|-----------------------------------|--|--------------|---------|
|                                   |  | Kiosk        | Los     |
| <b>Trowono Traditional Market</b> | Karang Asem Village, Paliyan District, Gunungkidul Regency | 31 unit      | 11 unit |

Source: Author's Analysis Result

- (b) Project Timeline in Revitalizing the Trowono Traditional Market

In the project a clear timeline is needed to regulate the activities carried out, the timelines as part of the project control to maintain conformity planning and implementation.

The project will be carried out from September 2, 2016, to 20 December 2016. In addition, for 2017 the maintenance period will take place, where the Department of Industry and Trade with CV. Seia Cons as a Planning Consultant and CV. Jana Consultant as a Supervisor Consultant will test the feasibility of the Traditional Trouble Market.

Furthermore, the schedule for carrying out the revitalization work providers must complete the work for 110 days and then the next maintenance period is valid for 180 days. It can be concluded that the construction of the Trowono Traditional Market contract was completed on December 20, 2016.

## I. Monitoring in Revitalizing the Trowono Traditional Market

Monitoring plays an important role in collecting data and measuring the progress of development projects in the construction process, so that problems can be identified and acted upon immediately to reduce greater risks. In addition, monitoring can be interpreted as a continuous observer process to review current and ongoing activities. This aims to assess the management achievement in each term.

### (a) Monitoring of the Project Construction Process in Revitalizing the Trowono Traditional Market

The monitoring of the construction process aims to see and ascertain the extent to which the private sector is working on the project. This was carried out by the CV. Jana Consultant to PT. Putra Kharisma Sejahtera during the development process.

Monitoring of the Trowono Traditional Market construction process was carried out every settlement per termination. Therefore, the CV. Jana Consultant saw every execution of termination I by 25%, termination II by 50%, termination III 75%, until termination IV by 100%. This means that during the process the government monitors 4 times.

| Termination          | Documents in Monitoring   |
|----------------------|---|
| <b>Termination I</b> | <ol style="list-style-type: none"> <li>1. Request for Payment</li> <li>2. Weekly Reports</li> <li>3. Location Photos 25%</li> <li>4. Job Performance Report</li> <li>5. Official Progress Report</li> </ol> |

|                        |   |
|------------------------|---|
|                        | 6. Reports/News on Examination of Work Results      |
|                        | 7. Payment Minutes                                  |
|                        | 8. Receipts   |
| <b>Termination II</b>  | 1. Request for Payment                              |
|                        | 2. Weekly Reports                                   |
|                        | 3. Location Photos 50%                              |
|                        | 4. Job Performance Report                           |
|                        | 5. Official Progress Report                         |
|                        | 6. Reports/News on Examination of Work Results      |
|                        | 7. Payment Minutes                                  |
|                        | 8. Receipts   |
| <b>Termination III</b> | 1. Request for Payment                              |
|                        | 2. Weekly Reports                                   |
|                        | 3. Location Photos 75%                              |
|                        | 4. Job Performance Report                           |
|                        | 5. Official Progress Report                         |
|                        | 6. Reports/News on Examination of Work Results      |
|                        | 7. Payment Minutes                                  |
|                        | 8. Receipts   |
| <b>Termination IV</b>  | 1. Request for Payment                              |
|                        | 2. Weekly Reports                                   |
|                        | 3. Location Photos 100%                             |
|                        | 4. Job Performance Report and Payment of Work Wages |
|                        | 5. Addendum to the Contract                         |
|                        | 6. Minutes of Work Progress                         |
|                        | 7. Reports/News of Work Results Inspection          |
|                        | 8. Minutes of Submission of Work I                  |
|                        | 9. As Built Drawing                                 |
|                        | 10. Payment Minutes                                 |
|                        | 11. Receipts  |
|                        | 12. Maintenance Guarantee from the Bank             |
|                        | 13. <i>Jamsostek</i> Payment Receipt                |
|                        | 14. Excise Tax Return Payment Receipt-c             |

*Source: Agreement Document for Revitalizing Trowono Traditional Trowono*

Monitoring in the construction process, PT. Putra Kharisma Sejahtera works on building construction in accordance with the provisions of the cooperation agreement, where PT. Putra Kharisma Sejahtera refers to building construction based on the Master Plan and also Detail Engineering Design. In addition, the timeliness of project execution is also

in accordance with the initial plan and knowing the method of implementation for the next termination.

(b) Monitoring of the Project Result in Revitalizing the Trowono Traditional Market

Monitoring the results of the project aims to ensure that the overall work is in accordance with the standards specified in the cooperation agreement document.

Furthermore, the Department of Industry and Trade of Gunungkidul Regency with CV. Seia Cons as a Planning Consultant, CV. Jana Consultant as a Supervisor Consultant, and the General Inspectorate of Ministry of Trade ensure that the results of the construction of the Trowono Traditional Market carried out by PT. Putra Kharisma Sejahtera went well

The monitoring results for the Trowono Traditional Market revitalization project was initiated by the Department of Industry and Trade of Gunungkidul Regency with CV. Seia Cons as a Planning Consultant that told the private sector PT. Putra Kharisma Sejahtera must attach several documents requests for payments, weekly reports, 100% location photos, reports on job performance and employment, addendum contracts, minutes of progress on work, reports/minutes of inspection of work results, minutes of submission of work I, as-built drawings, minutes of payment, receipts, guarantee of maintenance from the bank, receipts of social security payments, and receipt of payment for excise tax type of C. Therefore, the CV. Jana Consultant mentioned PT. Putra Kharisma Sejahtera has submitted all of these documents to the Commitment Making Officer (PPK), the monitoring of the final results of the Trowono Traditional Market revitalization project, it was said that it went smoothly and there were no delays in completing the project.

## 5. CONCLUSION

In public-private partnerships to revitalize the Trowono traditional market, there is harmony between the phenomena and the results of research, where the involvement of several sectors such as CV. Seia Cons as a Planning Consultant, CV. Jana Consultants as a Supervisor Consultants, and PT.

Putra Kharisma Sejahtera as a contractor has carried out partners with the Department of Industry and Trade of Gunungkidul Regency, where several sectors have successfully carried out PPP processes in accordance with the cooperation agreement. Agreement on cooperation between the Department of Industry and Trade of Gunungkidul Regency and CV. Seia Cons uses type Sharing Development Ideas, CV. Jana Consultant uses a Management Contract, and PT. Putra Kharisma Sejahtera uses a Contract + Build and Transfer Service.

This partnership was initiated by the Department of Industry and Trade of Gunungkidul Regency (solicited). However, to design the Master Plan and DED as well as financial plans etc. carried out by CV. Seia Cons uses a budget originating from private for IDR 49,656,000.00, for CV. Jana Consultant also comes from private funds, for the 2016 APBN construction budget of IDR 5,092,104,000.00 and the Gunungkidul Regional Budget is IDR 200,000.00. Futhuremore, the presence of several private parties above can improve public service management.

## REFERENCES

- Abbas, M. Y. (2018). *Public Private Partnership Dalam Pembangunan Dan Pengelolaan Suncity Plaza Sidoarjo (Model Perjanjian Build Operate Transfer (BOT) antara Pemerintah Kabupaten Sidoarjo dengan PT. Indraco*. Jurnal Kebijakan dan Manajemen Publik Vol. 6 No. 3.
- Adishakti, L. T. (2003). *Pengelolaan Kawasan Dan Bangunan Bersejarah. Futuristik Berdasar Pusaka Lokal, People-Centered Management, Multipihak, Holistik, Dan Berkelanjutan*. Pusat Pelestarian Pusaka Arsitektur, Jurusan Arsitektur Fakultas Teknik Universitas Gajah Mada, Yogyakarta.
- Bansal, P. C. (2003). *Reviewed Work: Privatisation and Public-Private Partnerships by E. S. Savas*. Indian Journal of Industrial Relations.
- Brata, I. B. (2016). *Pasar Tradisional Di Tengah Arus Budaya Global*. Jurnal Ilmu Manajemen Vol. 6 No. 1 Universitas Mahasaraswati Denpasar.
- Choerudin, A. (2018). *Model Pengelolaan Pasar Tradisional Berbasis Partisipasi*. Prosiding SENDI\_U 2018 ISBN: 978-979-3649-99-3. Universitas Stikubank (UNISBANK) Semarang.
- Gunungkidul, I. (2017, May 10). *Benahi Pasar Kumuh, Habiskan Dana Rp 5,8 Milyard*. Retrieved from Info Gunungkidul: <http://infogunungkidul.com/detail.php?id=429>
- Gunungkidul, S. (2017, April 25). *Pasca Revitalisasi Pasar Trowono, Pedagang Sempat Kebingungan*. Retrieved from Sorot Gunungkidul: <http://gunungkidul.sorot.co/berita-92961-pasca-revitalisasi-pasar-trowono-pedagang-sempat-kebingungan.html>
- Ichwan, R. M. (2004). *Penataan dan Revitalisasi Sebagai Upaya Meningkatkan Daya Dukung Kawasan Perkotaan*. Bogor. Sekolah Pasca Sarjana. Institut Pertanian Bogor.
- Kuncahyawati, H. (2016). *Pemberdayaan Pasar Tradisional Dan Pedagang Pasar Menurut Peraturan Daerah Kabupaten Purworejo Nomor 6 Tahun 2014 (Studi Kasus: Pasar Krendetan)*. Skripsi Ilmu Pemerintahan, FISIPOL, Universtas Muhammadiyah Yogyakarta.
- Martokusumo, M. D. (2002). *Revitalisasi Kawasan Kota: Sebuah Catatan Dalam Pengembangan dan Pemanfaatan Kawasan Kota*. Info URDI Vol. 13.
- Moleong, L. J. (2005). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Muftiadi, R. A. (2016). *The Business Dynamic of Traditional Market Place: Demand Preferencae Approach*. Jurnal AdBispreneur Vol. 1, No. 2, Universitas Padjajaran.
- Rufaidah, P. (2008). *Peran Teknologi Komunikasi Dalam Rantai Nilai Pedagang Di Pasar Tradisional*. Jurnal Socioteknologi Vol 7 No 14 Institut Teknologi Bandung.
- Septiari, E. D. (2018). *Persepsi Konsumen Milenial Terhadap Kualitas Layanan Pasar Tradisional (Studi Kasus Pasar Tradisional Di Wilayah D.I Yogyakarta)*. MODUS Journal Vol. 30 (1): 1-16 Universitas Atma Jaya Yogyakarta.
- Sudarwan, D. (2002). *Menjadi Peneliti Kualitatif*. Bandung: CV. Pustaka Setia.





