

STRATEGI PENGELOLAAN PASAR TRIWINDU DI KOTA SURAKARTA PADA ERA ADAPTASI KEBIASAAN BARU

ABSTRACT

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Triwindu Market is a grant market from the Mangkunegaran Palace to the Surakarta City Government which has made it one of the tourist attractions in the city of Surakarta. This tourist attraction has unique potential. Various kinds of antiquated goods under the 1980s were sold at Triwindu Market, such as radio, television, typewriters, old money, ceramic plates, and others.

The data analysis used in this research is qualitative and uses the SWOT analysis method. In the use of SWOT analysis, there are several considerations that must be made, namely internal factors that analyze strengths, weaknesses, and the environment, while external factors analyze existing opportunities and threats.

The research results show that: (1) Triwindu Market is a market that sells various collections of antiques with the potential to become a leading tourist attraction in Surakarta City (2) Triwindu Market is managed by the Triwindu Market manager which is directly supervised by the Trade Office The era of adaptation to new habits is the continued operation of market activities both directly and through the marketplace by improving hygiene, safety, and implementation of health protocols.

Keywords: Triwindu Market, SWOT Analysis, Management Strategy