

ABSTRACT

Traditional markets are markets that are built and managed by the government, private, cooperative or non-government as a means or place of business in the form of stores, kiosks, stalls, tents owned / managed by small traders, medium and cooperatives, with a small capital and small-scale enterprises, in it there is a process of buying and selling through bidding. Almost all traditional market in Indonesia is still struggling with internal problems such as poor management market market, market infrastructure are minimal and the proliferation of street vendors (PKL) which reduces customer market traders.

The purpose of this study was to analyze the extent to which the level of efficiency in the management of input and output , describe improvements Bekasi markets are not efficient and explore the constraints and solutions in the management of traditional markets with case studies 9 Traditional Markets in Bekasi in 2012 . Input this study is the number of parking attendants and hygiene, the number of staff managing the market, the number officers levy collector market , broad market , public facilities , such as public toilets , mosque , spacious parking lot and garbage trucks . The output consisted of : the number of traders, the market levy amount , the amount of waste that is transported and the average proportion of visitors . This study uses Data Envelopment Analysis (DEA) with the assumption of variable returns to scale (CRS). The results showed that four traditional market in Bekasi not achieve efficiency, where the inputs and outputs used in the study have not been used optimally, so necessary for the development and improvement of the input and output have not been efficient on the market. Pasar Baru Bekasi, Kranji Markets and Family Markets is a market that is used as a reference for the market that is not efficient.

Based on the analysis of qualitative constraints experienced by managers in managing traditional market is about cleanliness, order, lack of awareness of the need for merchants to pay levies and renovation market. Problems faced by traders is the state of kiosks / stalls and lonely buyers, so that given a solution of agencies and academia to solve problems experienced by managers in order to improve the performance of traditional markets.

Keywords : Efficiency, Market, Traditional Market, Data Envelopment Analysis (DEA)