

ABSTRACT

Traditional markets are places to transact between sellers and buyers, so traditional markets must be maintained and verified so that visitors comfortable transact in traditional markets, as well as traditional market infrastructure in Province of DKI Jakarta which are less optimal because there is still traditional market information in Province of DKI Jakarta which the condition is dirty and less maintained, the optimization of the traditional market infrastructure in Province of DKI Jakarta is done so that all people who are active in the traditional market are comfortable. Then it is necessary to analyze who and the relevant stakeholders that have been identified in optimizing traditional market infrastructure in Province of DKI Jakarta. The method used in this research is stakeholder analysis using PMBOK 2013. With stakeholder analysis as independent variables and optimization of traditional market infrastructure in Province of DKI Jakarta as a variable. The instruments used literature review and limited questionnaires. The results of the study included 41 influence stakeholders the optimization of traditional market infrastructure in Province of DKI Jakarta and there are 7 stakeholder which has a high influence in optimizing traditional market infrastructure in Province of DKI Jakarta.

keywords : *Province of DKI Jakarta, traditional market, optimization, stakeholder*

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