**Post-Revitalization:**

**Capacity Empowerment of Traditional Market Traders**

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***Abstract***

*This study aims to analyze the empowerment of traders through the revitalization of traditional markets in Special Region of Yogyakarta, draw the obstacles, and the efforts to overcome these obstacles. This research is a completion to traditional market revitalization program once it focuses on physical infrastructure and leaves capacity development. It is an important study on revitalization in balancing the infrastructure development and trader’s capacity empowerment.*

*This research uses a qualitative approach with descriptive methods. The researcher acts as the main instrument of research. Interview, observation, and documentation techniques are used to collect data. Interviews will be conducted with the Head of the Market Management Service, Head of the Integrated Services Unit (UPT) of the Market, Chairperson of the Association of Traders and Market Traders in Sleman Regency, Kulon Progo Regency and Yogyakarta City. The researcher also uses secondary data deducted government agencies, the mass media, as well as other library sources such as books and journals. Data was triangulated before having descriptive analysis processes.*

*The study found variety interpretation on how to empowers’ trader’s capacity. The government agency believed that renewing market building as part of revitalization is part of capacity empowerment. However, this research showed that revitalization needs to widen the work to the managerial skill of the trader. The success of Sekolah Pasar movement at Kranggan market provided best practices on how to empower trader capacity in traditional market. The effort to copy the movement on other places has been encouraged, therefore, it needs wider involvement on traditional market stakeholders in succeeding the program.*

Keywords: revitalization, capacity empowerment, traditional market