

## **ABSTRACT**

*The tight competition between modern markets and traditional markets leads to the emergence of decisions made by government to revitalizing traditional markets into traditional markets that are managed in a modern way. In the sense of traditional markets that have a poor store image into a market that has a good store image and load of customers come back to that market. A good store image will not be realized if there is lack of cooperation between all parties that can be called as stakeholder in the market, stakeholders in the market such as tenants (traders), suppliers, managers, and government. The existence of good cooperation between stakeholders can shape the market into a better market.*

*This research aims to determine the value exchange between Modern Batununggal market stakeholders, and how the work of value exchange between stakeholders work to get a good store image in the eyes of the public. Researchers conducted a survey on 30 respondents whether the store image in Batununggal market is good or not and then researchers interviewed the stakeholders to know how to work value exchange between stakeholders Batununggal Market. Stakeholders interviewed are tenants (traders), suppliers, managers and government. In this study, researchers used descriptive qualitative methods that are explorative.*

*The results of this study can be said that the stakeholders in the market Batununggal already have a good exchange of values. Good cooperation in exchange value can produce a good store image in the eyes of customers and also the impact can be felt by the stakeholders in the market.*

*Key Word: Market, Modern Market, Traditional Market, Stakeholder, Value Flow Mapping, Value Exchange, Revitalizing, Store Image.*