

ABSTRACT

Nurjannah, Luthfia. 2015. **Redesain Tanjung Market In Jember Regency**

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Keyword: **Redesain Tanjung Market In Jember Regency**

Every human being in desperate need of food and clothing in everyday life, because both of these are the most important needs. Usually people seek a staple in supermarkets. But, long before the supermarket was established, people used to shop at traditional markets. Until now, traditional markets are still often visited and still found everywhere. The reason people choose traditional markets due tend to be cheaper than in supermarkets. In the market, people can bargain with each other to the seller so that they get cheaper prices and create social interaction between sellers and pembeli. Bahan-ingredient in most markets is the result of people who resell to consumers directly, so the vegetables or fruits in traditional markets is very fresh and natural. However, traditional markets are currently facing competition from supermarkets, with concomitant rapid advancement of technology and the many fast food ingredients on the market. In Indonesia, most of the market was dirty and not neat and orderly arranged. For example in Jember Regency Tanjung Market.