

ABSTRACT

ANDRIAN. “SUPPORTING FACTORS THE MARKET EXISTENCE
BASED ON THE TRADE CHAIN”

CASE STUDY : Rawa Bening Gemstone Market, Jakarta

xi + 141 page + 48 image + 28 table + 26 chart

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Activity of citizens is an important element of urban life. There are a wide variety of economic and social activities which mutually affect urban life. One of the main urban economic activity is the Market. As the center of economic and social interaction. As a place of trade activity, the market has long existed in human civilization. Market developments following times changing, both of physical and lifestyle changes of urban residents. Market activity is associated with a trade chain. Despite the ups and downs of commodity demand, how the actual adaptation of traders, buyers and managers, which makes it able to survive over time. Generally a Market selling daily needs and have consumers at any time. Thematic market, which sell the special commodity have a specific trade chain and market segmentation.

Rawa Bening gemstones market currently has an official name “Jakarta Gems Center”. The market has its own history as a gemstones trade center . Built since 1974, initially Rawa Bening market selling a variety of general commodities, until now focused as a trading center of gemstone. Trading activity are growing and expanding, in line with the changes and traders adaptations by traders, buyers and managers. Traders like creating a cluster/ one stop shopping gemstones, so it caused a diverse of supply chain linkages.

From observation of aspects of the value chain: linkages, coalition, suppliers, buyers, segmentation, geographic, industry, competitive scope. and property management, Concluded that the supporting factors the of market existence are manifestation of the values as a result of a relationship and mutual synergy among actors in the *value system (supplier, organization, channel, buyer value chain)*, make the market can be survive and adapt to keep following each changes.

Key words: market, gemstones, trade chain, value chain, property management, urban economics