ABSTRACT
OPTIMIZATION OF PUBLIC MARKET GOVERNANCE IN NORTH LUWU REGENCY

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Because the public market is a node of local economic strength and an estuary for small traders' activities, the government focuses on preserving its survival by implementing various revitalization projects to keep the public mark et from being displaced by the rapid growth of the modern market. The administration and structuring of people's market governance is essentially the control and use of all resources that are treated for the adjustment of a specific work target according to a plan. The objective of this study was to understand, analyze, and implement public market governance in an orderly effort to use and manage the Bone Bone people's market in North Luwu Regency.

This study applied a qualitative, and the data analysis technique is descriptive qualitative. Individually, the unit of analysis carried out individually to collects data through observation, interviews, and documentation in order to offer information about the governance of the public market in North Luwu Regency. The primary and secondary data sources were employed in this investigation.

The result of the study showed that the management of the Bone-Bone Public Market in general was quite good, but to further optimize the management of the Bone-Bone Public Market in North Luwu Regency, it was one of the action plans that was very strategic in structuring and managing the people's market and the use of facilities and infrastructure to make it more orderly and orderly in accordance with the regulations of the Ministry of Trade and the Ministry of Commerce.

Keywords: Optimization, Governance, Public Market

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