

Public Opinion on the Pring Sewu Cultural Market in Binangun Hamlet

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Abstract. *Communication is a basic human activity, by communicating humans can relate to each other in everyday life wherever humans are. Intrapersonal communication is a communication process that occurs within a person. This communication involves an individual's thoughts, feelings and perceptions of something. The Pring Sewu Cultural Market exists as an effort to preserve local cultural values. This research aims to understand how society responds to unique market innovations, such as the use of bamboo coins as a transaction tool. This cultural market is a local initiative that aims to preserve and promote cultural heritage and support the local economy. This research uses qualitative methods. Data was collected through interviews, observation and documentation. In this research, the majority of public opinion agrees with the existence of a cultural market. Some people appreciate cultural activities as a way of preserving local traditions, while others criticize them because they are deemed not in accordance with the community's social values. The results of this research provide a positive response to the existence of the Pring Sewu Cultural Market, the majority of people are of the opinion that they provide many ideas or input for the Pring Sewu market, such as making trash cans from bamboo, adding traditional food menus and collaborating with local residents to create art performances.*

Keyword: *Opini, Society, Cultural Market, Intrapersonal Communication*

I. INTRODUCTION

Village development is a process that involves various efforts to improve social, economic, and infrastructure conditions in rural areas (Khasanah & Riyaur, 2021). The presence of tourist cities is growing rapidly. The development of tourist cities is an alternative way to provide assistance to residents. The development of a city as a tourist city refers to efforts to develop the potential of the travel industry in a city by using natural resources, culture, and environmental networks as the main attraction (Husin Demolingo, 2015) and (Saputra & Ali, 2020). The development of the city as a tourist city can spur individuals to maintain the culture and nature around them.

Overall, according to (Nuryati in Yuliati & Suwandono, 2016:266) village development is a complex process that involves various aspects to achieve development goals that are calculated, sustainable, and have utility for villagers. Village development as a tourist village is an important strategy in promoting sustainable development, strengthening the local economy, and preserving cultural and natural heritage in an area. With the right support from the government, the private sector, and the local community, tourism villages have great potential to deliver long-term benefits for everyone involved.

Every progress program requires communication, the ability to organize and connect individuals with one another. Holders of important roles in structuring, coordinating and collecting data are important things that must be owned by village heads in carrying out every work program. Village government communication involves various processes and mechanisms used by village

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governments to interact with their communities and convey information about policies, programs, and decisions related to development and community services at the village level.

Tourism village is a development conception that emphasizes the capacity of natural tourism, culture, and local wisdom in a village. Within the tourism village, locals collaborate to develop different types of tourist attractions that appeal to tourists, while maintaining the identity and sustainability of the environment and the lives of local communities. Tourism villages identify and develop the tourism potential owned by the village, this can be in the form of natural beauty, cultural heritage, local traditions, typical culinary, handicrafts, or unique activities that attract tourists. The development of tourism villages provides economic and social benefits for local groups, such as increasing income, creating new jobs, and strengthening local identity and pride (Susiyanti, 2013).

Art and cultural tourism is a tourism and cultural arts project that can be a tourist destination. Therefore, the purpose of this aid village is to find out the model of an aid village based on art and cultural tourism, as well as to increase the community's cultural awareness and be responsive to the presence of tourists. In an effort to use a large geographical area as a place to sell cultural heritage.

Social media is one of the methods used to facilitate both social interactions. Social media based on Internet technology changes the communication pattern from the traditional target group to a larger audience. In social media, there are three aspects of social interaction: knowledge, communication and cooperation (Nasrullah, 2015). Because of its ability to reach a large number of voters quickly, social media is considered a simple but powerful tool (Suryo and Aji, 2020). Social media technology now has many varieties, such as digital newspapers, online forums, blogs, community blogs, wikis, social networks, podcasts, images or photos, videos, reviews, and social bookmarks.

Social media can be used for advertising or promotion. Advertising is an intense process over a long period of time. Promotional activities seek to increase interest in tourism products to potential consumers. Trade promotion can be done by word of mouth by the local community. Local communities play a positive role in the promotion of rural tourism, because the resources and characteristics of the community's customs are the main goals of tourist city activities.

Therefore, the understanding of society is impossible to separate from. Culture and personality. The community is an important part of the government's implementation in the development of the cultural market. Apart from that, at the time of the opening of the market in Binangun the opinion of the people is needed. From various communities have various kinds of different opinions. The cultural market is one of the new tourism in Binangun hamlet. Before informing the community about the development, the village government must have the right strategy so that the community agrees to the existence of a market in Binangun hamlet.

According to (Rahmat, 2019) The use of strategies in communication programs is an important factor in creating understanding for others, so that the person who carries the mediator's

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message can understand well. According to (Cangara, 2013) the communication planning strategy can be implemented in the following stages:

1. Determining the mediator as a key player in the creative communication process,
2. Setting goals and analyzing audience needs,
3. Create a message that fits the topic. This message is informative, persuasive, educational, and
4. Choose a medium and communication channel.

Intrapersonal communication refers to communication that occurs within oneself. This communication includes talking to oneself as well as observation and awareness of the surrounding environment, both mentally and physically. This interaction encourages maturity in thinking about decisions and aids in the development of creativity, imagination, intelligence, and self-control. In addition, this information also helps to maintain information about the project they are working on. In most cases, multi-channel communication channels must be crossed and supported by different communication channels. The parts of the communication process are:

1. Sensation, the process by which we receive and perceive information from our surroundings through our senses. This is the first step before we start thinking about or assessing the information. According to Knapp, Internal and external stimuli are two variables that affect internal communication.
2. Perception, is the way we see, hear, and understand the world around us. In intrapersonal communication, perception refers to the way we process and interpret our own thoughts and feelings.
3. Emotions, feelings that arise as a result of how we respond to certain situations or thoughts.

Hafied Cangara said that communication is a way of communication that occurs in a person, in other words the act of speaking to the person himself. The act of communication occurs here when a person gives meaning to what he sees or creates in his or her mind. In addition, intrapersonal communication according to West and Turner (2012:34), communication that occurs within oneself, which is in the form of internal debate. This kind of communication can even happen when one is around others, even if they are against something. Intrapersonal communication plays a very important role in shaping public opinion because public opinion is formed from a collection of individual opinions, Each individual has a different perspective on the same information and personal experiences greatly affect the way a person interprets information and forms opinions.

An opinion is a person's opinion or perception of a thing. It is the way a person sees or judges something based on their own experiences, knowledge, or feelings. Opinions are not always right or wrong, as this depends on the individual's perspective. For example, someone may have the opinion that a movie is great because they enjoy the story, while another person may think the movie is mediocre based on their different tastes.

Opinions are often influenced by various aspects, such as personal background, culture, or life experiences. Therefore, opinions can differ from one individual to another. When someone speaks or

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writes about their opinion, they usually convey reasons why they have that view. This helps others understand their point of view even though not everyone may agree with that opinion.

Opinion according to Cutlip and Center is a statement of attitude on controversial issues (in Oliy and Erlita, 2011: 39). Discussions on controversial issues give rise to differences of opinion, which in turn give rise to opinions. R.P Abelson (Ruslan, 2007: 66) states that it can be difficult to understand other people's points of view because they are closely related to:

1. Beliefs about something (belief), Beliefs play an important role in shaping opinions. A person who has a strong belief in an issue or idea will be more likely to have a clear and consistent opinion on the issue.
2. What are his true feelings, or what is his mindset. This mindset is a secret belief that a person holds. and is subject to change based on new experiences and information
3. Perception, which is an activity that gives meaning. Perception is the process of giving meaning to the information received. Opinions are shaped by factors such as cultural background, past experiences, fixed values, and evolving media.

Public opinion according to Leonard W. Doob It is defined as the attitude of people who are combined in a social group towards a goal. An issue, dispute, or controversy that is published becomes an issue, and when the issue becomes public, it becomes controversial and gives rise to public opinion. Communication can be expressed through behavior, posture, facial expressions or body language, or through written gestures.

1. Facial expressions, facial expressions/facial expressions are one of the nonverbal communication methods that allow a person to express their emotional state to others. In human life, facial expressions play an important role in communicating public information.
2. Behavior, Skinner (1938) stated in Notoatmodjo (2011) that behavior is an individual's response or reaction to a stimulus (stimulus from outside). Human actions and activities, both visible and invisible, are the result of interaction between humans and their environment. This is shown in the form of knowledge, attitudes and performance, and
3. Body language is language that uses physical signs.

Plintahan Village is a village in Pandaan District, Pasuruan Regency, East Java Province, Indonesia. In Plintahan village there are +- 4,000 people. Plintahan Village has 7 hamlets, one of which is Binangun hamlet. Each of these hamlets is under the olek kasun (Hamlet Head). So with the existence of a tourist village, the residents of Binangun Hamlet can realize an independent village that manages the tourism potential in the village itself as a village asset so that it can prosper the villagers.

Binangun Hamlet is famous for the nickname of the village of a thousand bamboos (pring), so the tourism that was built was the Pring Sewu Cultural Market. Before the construction of the market, the majority of the people of Binangun hamlet worked as farmers. At the time of the

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construction of many communities that as the name implies, this market is in the middle of a very cool and beautiful bamboo forest. Being in this market feels like living in the old days. Dozens of traders sell their goods in bamboo stalls with traditional Javanese nuances. Interestingly, the way to pay at the pring sewu cultural market uses bamboo chips. So market visitors first to exchange money. 1 piece of bamboo (KB) for Rp. 2000.00.

In addition to functioning as a place to do business, traditional markets can also function as a gathering place for people and a place to relax. (Pamardhi, in Aliyah, 2017). Traditional markets are areas where we can get a variety of products that we need every day. Traditional markets are a very important place for people's lives. Here, we can not only shop, but also interact with people from various walks of life and feel the hospitality of the local community.

Culture is a word that fosters interest and is associated with the way of living, learning, feeling, believing, and debating what is right for their culture, identity, and way of life (Syaiful Sagala, 2013). In the Great Indonesian Dictionary, culture is understood to mean: ideas, traditions, something that has developed, something that is difficult to destroy, and others (Great Dictionary of Indonesian Language, 2005). Therefore, from the discussion above, the author can conclude that the cultural market is a traditional market that sells and buys local products for preservation. Local products sold at the pring sewu cultural market can include traditional food, traditional games and also traditional culture.

In addition to offering a variety of interesting products, the cultural market is also a place to socialize and interact. Visitors can meet the artisans and sellers who are happy to tell the origin of the goods they sell. This provides an opportunity for visitors to learn more about local traditions and customs. The lively and friendly atmosphere of this market makes every visit a worthwhile experience.

Not only that, the cultural market is also often filled with traditional art and music performances. Visitors can enjoy dance, singing, or music that depicts the uniqueness of the culture of various regions. These events are not only entertainment but also provide an opportunity for visitors to understand more about the rich cultural heritage. With all the activities and entertainment on offer, the cultural market is truly a fun and educational place for everyone who comes.

Local small businesses and artisans can earn additional income and introduce their products to a wider audience. In addition, cultural markets are often a tourist attraction that brings more visitors to an area, which can improve the overall local economy. Overall, the public tends to see the cultural market as a positive initiative, although there are some concerns regarding how the event is conducted.

Previous research on public opinion on tourism has been carried out by several previous researchers. The first research of Linda Astuti, a lecturer in the communication science study program, Faculty of Social and Political Sciences, Ratu Samban University, North Bengkulu in 2017 with the title "public opinion towards Bengkulu's long beach as an international tourism destination"

in this study analyzed how public opinion related to the long beach in Bengkulu became one of the international tourism. Topics that will be discussed include the role of the government in implementing policies and responding to public opinion.

The next previous research was about public opinion towards tourist attractions. The second researcher that the author took from the author Ana Swandayani, Juariyah, communication science study program, faculty of social and political sciences, University of Muhammadiyah Jember in 2019 with the title "". In this study, the result is to find out the opinions of visitors with the change in the landfill which has become an educational tourist attraction. (Ana Suwandayani, 2019)

II. METHODS

A. Type of research

This research uses a qualitative method. The author uses this method to know, search, collect, process and analyze research data. A research technique known as a qualitative approach produces descriptive data in the form of written words, human speech, and observed behaviors (Bogdan and Taylor in Muleong: 2007, 3). In addition, another qualitative research method is a research method based on a method that investigates a social situation and humanitarian problems (Iskandar, 2018).

B. Research location

The location of the research is the place or area where the research is carried out and the object of the research is placed. The location of this research was carried out in Plintahan, Binangun Hamlet, Pandaan District, Pasuruan Regency, East Java. Choosing the location because Binangun Hamlet itself still has few residents who have a forward mind to face the development of the times and Binangun Hamlet has several uniqueness that makes it attractive for research, including strategic tourist attractions, and community empowerment.

C. Research time

The timing of the interview is one of the important aspects of qualitative research that can affect the quality and results of the interview itself. The time of the author's implementation to research the communication carried out by the village head to the community to convey information starts from February 28, 2024 - March 03, 2024. The implementation of new interviews will start on April 3 – 05, 2024. The right interview time can be seen from the right time selection, the readiness of the respondent when interviewed, the right comfort, and most importantly, avoiding busy time.

D. Research object

The object of research is the subject or phenomenon that is researched in a study or scientific research. The object of this research is the main focus in the process of data collection, analysis, and conclusion making. The object of this research is the Head of Plintahan Village; Hamlet Head;

Market heads; Chief trader; Binangun Community. Data collection techniques and tools consist of interviews, observations, and documentation. The purpose of the researcher is to conduct interviews with the research object to obtain detailed information about the communication conveyed by the village head towards the development of the cultural market in Binangun hamlet.

4. Data source

According to Lofland and Lofland (1984:47), the primary data source in qualitative research is a sentence of facts and treatments, in addition to secondary data such as documents and articles, etc. To produce reliable research, researchers must collect primary data. According to Sugiyono, 2015, primary data is data obtained directly from the source. The sources of information for this research are the public and visitors. Secondary data in qualitative research refers to additional data that supports or complements primary data obtained through primary data collection methods such as interviews or observations.

5. Data Collection Techniques

Data collection techniques are a core part of a research, because this research aims to obtain relevant and objective data to be processed and analyzed. There are various data collection techniques in qualitative research that are used to obtain an accurate understanding of the phenomenon being studied. The following are the data collection techniques:

6. Observation

Observation According to Matthew & Ross, Creswell is a data research processor that is carried out directly by the researcher, through observing in detail a person as the object of observation and his environment. This observation was carried out by the researcher for approximately 1 month in Binangun hamlet before conducting the research.

7. Interview

An interview or meeting is a type of communication that is carried out between two individuals to get an answer to what will be questioned. This interview was conducted with parties who took part in the development of the pring sewu cultural market. During the research, the author conducted interviews with the people of Binangun and visitors to the pring sewu cultural market. In order to get information related to communication on what policies have been set and what impact traders/communities feel in the implementation of these policies.

8. Documentation

According to Sugiyono (2015), it refers to the data collection process that involves archiving, recording, and storing all information obtained during the research process. Documentation includes different types of documents such as field notes, interview transcripts, observation notes, and other

written materials relevant to the research. Documentation aims to document all stages of the research, including the design of the research, the data collection process, the analysis of the data, and the creation of findings or conclusions.

III. FINDINGS AND DISCUSSION

The pring sewu cultural market is a new tourism. The pring sewu cultural market is one example of a market that has cultural value. Located in Binangun hamlet which has a tourist attraction for visitors who are interested in local culture and authentic shopping experience. Cultural markets such as Pring Sewu are often centers of economic and social activity for the local community. Apart from that, the existence of a cultural market can make people closer to each other.

The origin was named "pring sewu" because the location where the market is overgrown with bamboo. In Javanese, bamboo means pring. Because this market has a traditional theme, the names used must also be traditional and authentic with ancient culture. The pring sewu cultural market was first established in November 2021. The beginning of the establishment of the pring sewu market received negative comments from local residents. Many residents do not agree with the existence of this market, because they are afraid that there will be no visitors because they are inferior to other tourism. However, as time goes by, with the motivation and delivery of information that is so clear about the goals that will be achieved if there is a market development from the village head, hamlet head, and community leaders around the residents gradually began to agree with the construction of this cultural market.

9. Public opinion

A community is a group of individuals who live together in a certain area and interact with each other. They share the same values, culture, and rules, which helps to maintain a harmonious relationship between them. For example, people in a village may have distinctive customs and traditions that distinguish them from people in big cities. In society, each individual has different roles and responsibilities, and they work together to meet common needs.

In addition, society can also include smaller groups with specific interests or goals, such as hobby communities, social organizations, or professional groups. Each of these groups has unique characteristics and ways of interacting. For example, book enthusiasts may have activities such as reading clubs, while people in their neighborhoods may be involved in local events such as gotong royong or holiday celebrations.

Communities play a major role in their daily activities because they provide the social support, networks, and resources that their members need. In society, people help each other, share information, and work together to overcome various challenges. Through interaction and cooperation, the community creates a better environment for all its members, as well as helps to maintain and develop existing cultures and traditions.

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Public opinion exists because there is news that is suspected of being a controversion by the public. The impact of the market development has been felt by the surrounding community. The large number of buyers when the pring sewu market activities are open, makes sellers at the pring sewu market get a great profit so that they feel the increase in economic factors for traders. With the increase in economic factors, this breaks the argument of residents who think that with the existence of the market, sales are decreasing because there are not many customers coming. From residents who initially said "*disagree, many rivals will lose*" finally changed to "*thank God, because there is this cultural market, the family economy can be improved*" (source from an interview with a trader at the pring sewu market)

Cultural markets, or markets involving cultural products such as art, handicrafts, traditional foods, and local specialties, often trigger various opinions in the community. By purchasing products from local artisans or sellers at cultural markets, communities can help increase the income and well-being of the local community. This can also create new jobs. Cultural markets are often considered essential for cultural preservation. Cultural markets provide a platform for artists to exhibit and sell their works, often involving long-standing traditions and techniques. With this market, local culture can continue to live and be introduced to the younger generation and visitors from outside. However, not all opinions are positive.

Some people are worried that the cultural market may be over-commercialized. When cultural products are mass-produced or sold at a cost that is less than in accordance with the original cultural value, there is a risk that the authenticity and integrity of the culture may be lost. Public opinion exists because there is news that is considered controversial by the public. Erikson, Lutberg and Tedin mentioned that there are four stages of forming public opinion:

1. There will be an issue that is very suitable for the lives of many people,
2. This issue is relatively new and causes confusion in evaluation standards,
3. The thought leader (the person who created the idea) focuses on this issue, and
4. Attracting the attention of the press so that the public knows the facts and answers to the case

The beginning of the issue that finally formed public opinion was the construction of a cultural market in Binangun hamlet by Ppk ormawa Umsida friends. This development is the second tourism development after public opinion on the cultural market is a reflection of how people view and appreciate their own culture. This opinion is very important to understand the dynamics of the cultural market and formulate the right policies to support its development. Public opinion is very important because it can affect the development of the cultural market. If many people like and support the cultural market, then the market will grow and provide more diverse and quality products. On the other hand, if many people are dissatisfied, then the cultural market will find it difficult to survive.

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Opinion is a way for a society and a group of people to express their thoughts, ideas, thoughts or feelings in their minds about what they see or hear, through the media and other information. Conveying information in the village involves its own challenges due to various factors such as limited accessibility, education level, and cultural diversity. However, with the right approach, information can be conveyed effectively. The form of the average opinion of the Binangun people about the cultural market is related to how this cultural market runs smoothly, and the most important thing is the profit obtained from the sale of traditional food/traditional toys. In order for the information carried out to run effectively without the existence of this can be done through community meetings, small group discussions, or informal chats between neighbors.

For example, the input that is always expressed "*because we have a traditional concept. So, everyone should not use materials such as plastic*" (interview source with Mr. Ihwan). Sometimes not only input but also regulations must be discussed together so that all traders in the market can obey. The impact felt by sellers in the cultural market breaks arguments / opinions that are contraband, one of which is the opinion put forward by Mrs. Susi , "*if I am happy, with this market, many women who do not work have a source of opinion.*" (interview source with Mrs. Susi). The pros and cons in every society have been heard a lot, even almost every day in people's lives. In managing public opinion, it is important to consider various perspectives and conduct transparent communication to ensure that tourism development is carried out taking into account the needs and concerns of the local community.

10. Visitor opinion

A visitor is someone who comes to a place or event to see, experience, or participate in what is offered there. For example, if someone goes to a cultural market, they are a visitor to that market. Visitors can come with various destinations, such as shopping, enjoying the atmosphere, or just want to know more about what is in the place.

A visitor's opinion is an opinion, impression, or judgment given by a person after visiting a place, using a product or service, or attending an event. Visitor opinions help business owners or event organizers to better know what customers or attendees are interested in and what is not in demand. By knowing the opinions of visitors, businesses or events can make improvements and improve quality. Positive feedback from visitors can improve the reputation of a business or event, thus attracting more new visitors.

The pring sewu cultural market has an opening schedule, this market is not open every day, but will be open 1 month 2 times and this market will be open on Sundays at 06.00-12.00 WIB. Sundays are very popular with everyone, because they can enjoy holidays with their families. Therefore, the visitors at the pring cultural market are also very crowded. But there is one thing that makes residents have a contra opinion when the market is carried out on Sunday. One of them is the

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market schedule that coincides with the car free day event. Many visitors are interested in car free day, but there are also many visitors who are curious about the pring sewu cultural market.

The promotion carried out by market managers is quite lacking. The market manager only relies on the installation of pamphlets on social media. The pring sewu cultural market is still relatively new, so many individuals do not know what the pring sewu cultural market is like. Social media is indeed very influential in promoting activities, market managers should collaborate with the surrounding community and even directly go to the streets to distribute brochures to attract visitors.

Because the pring sewu market carries a traditional theme, there are many events carried out by important market parties to attract the public to visit the pring sewu market. "*Usually when the market is open, a week before I have put up pamphlets, whether it's spreading brochures, making disosmed stories or even mouth to mouth*" (Interview source with Mas Kayin). The events carried out are usually in the form of activities that are liked by gentlemen and even women, one of which is the campursari event. This campursari is also a collaboration with local villages. This collaboration program is routinely carried out to help preserve extinct cultures. "*This collaboration is usually carried out at the end of every month or the last week of the market is open*" (interview source Pak Ihwan).

Not only the market manager who carries out promotions, every community of Binangun hamlet is all involved in promoting to attract visitors to know how the activities in the cultural market are in addition to buying and selling transactions. This situation is relevant to what Mrs. Annisa said when interviewed by the writer "*if the promotion is from word of mouth, if not, I just upload a pamphlet on my whatsapp, sometimes if word of mouth I tell my friends traders in the traditional market*".

The excitement of the event in the cultural market makes visitors feel at home lingering in the market. Not only that, the number of meals that are traded can make visitors can buy or even taste food that is difficult to find elsewhere. In addition to events for mothers and fathers, there are also events intended for children such as coloring competitions, painting competitions, and drawing competitions. "*I'm really happy, I can get together with friends*" (interview with Rani).

In the context of communication, visitor opinions can serve as important feedback for service or product providers, helping them understand customer needs and preferences. However, due to its subjective nature, opinions must be considered critically and not considered absolute truth. This feedback can make a lot of changes and input for traders even for the smooth running of the market. Visitor opinions are not objective, because they arise from the individual's personal opinions and perceptions, not only that visitor opinion feedback is very important in communication, because it helps service or product providers understand customer needs and preferences. However, due to its subjective nature, opinions must be considered critically. In other words, visitors play an important role in the improvement and development process, so that the experience provided can make it better in the future.

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From the overall event, visitors really like the atmosphere provided in the cultural market, apart from the activities every weekend which according to visitors are very steps to be found in today's cities. The pring sewu market also presents a place that is brushed with bamboo tikers, cool air, of course shady bamboo trees so that the atmosphere around becomes cooler. *"I like that the place is cold, the food is delicious, the drinks are very fresh, and of course the arts here are also very diverse every weekend"*. (interview source with Widya, one of the visitors to the pring sewu market).

Market cleanliness is very important to maintain the comfort of visitors and traders. The clean market makes the atmosphere more comfortable and attractive for everyone. Visitors usually find it more enjoyable to shop in a clean and tidy place, as they don't have to worry about dirt or garbage being scattered. In addition, a clean market helps reduce the risk of spreading diseases, which is crucial for maintaining public health.

The cleanliness of the market that is always maintained by the market traders is very strict, it all makes the visitors more comfortable. The place used as a trash can is also made of bamboo pring. This bamboo trash can takes advantage of the many trings around the cultural market. In every corner of the place there are many garbage cans. So, visitors are not confused about looking for trash cans. Many visitors like this bamboo trash can, apart from the uniqueness of the residents attracting attention so that it makes the market atmosphere really like an ancient market.

But even though there are many garbage cans around the market, many visitors throw garbage carelessly. As the name implies, the cultural market serves a place to eat in the form of banana leaves and drinks using bamboo. So that if visitors throw garbage carelessly, it will be seen that the environment around the market becomes dirty. So that the impact that occurs also reaches other visitors. This makes market managers have to be stricter to inform other visitors not to throw garbage carelessly and must be able to maintain cleanliness. The waste produced by the cultural market is not plastic waste but waste from banana leaves.

The opinion of visitors to the cultural market is that most people see the cultural market as a positive and interesting experience. Visitors to the cultural market enjoy the opportunity to see and buy unique items, try typical foods, and learn about the cultures and traditions of different regions. The cultural market provides them with a different and satisfying experience, both in terms of education and entertainment.

However, there are also some concerns from visitors, such as crowds that can make shopping less comfortable and the risk of a market that focuses too much on the commercial aspect that reduces the cultural value that it actually wants to promote. Despite this, many visitors remain satisfied and excited as the cultural market continues to offer many benefits, including opportunities to support local artisans and enjoy cultural diversity. Overall, the cultural market is considered a rewarding and enjoyable event, although there are still some areas that could be improved.

IV. CONCLUSIONS

The Pring Sewu Cultural Market is considered an effective means to preserve local cultural heritage as well as provide a significant economic impact on the local community. This study shows that the people of Binangun Hamlet generally respond positively to the existence of the Pring Sewu Cultural Market. The majority of residents like the unique and traditional atmosphere of the market, as well as a variety of local handicraft products. However, some visitors complained about the lack of food and beverage options, as well as the lack of promotion regarding the market. Market managers are advised to implement stricter hygiene standards and regularly monitor the cleanliness of the market area. The implementation of an efficient waste management system can help maintain cleanliness and comfort for visitors.

The suggestions given by visitors are one of the motivations that must be realized. Because opinions are all very useful. By implementing these suggestions, it is hoped that the Pring Sewu Cultural Market can be more effective in preserving local culture and providing greater economic benefits for Binangun Hamlet and its visitors.

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