

## **ABSTRACT**

*The purpose of this study is to determine how the management of the Tamiai traditional market improves the quality of street vendors in the Pasar Tamiai Village, Kerinci-Jambi and to determine and analyze the empowerment of street vendors in the Tamiai market. The study uses sociological juridical research with a qualitative approach, which is a research process that presents descriptive data in the form of writing or expressions obtained directly from the field or research area. Based on the results of the study in its implementation in the field, market governance is quite good, but there are several focuses that experience several shortcomings in the integrity of the market, especially in improving the quality of street vendors in the traditional market. This is proven by the author with field findings, namely from the analysis based on the theory of management governance by George Terry, the planning of Tamiai Market Management has been running well with data collection of Management planning both in terms of services and infrastructure, in terms of organizing Management is still constrained by structural communication carried out between sectors, the implementation of Management is constrained by market cleanliness which is still felt to have not been implemented properly by the role of human resources and budget resources which are still lacking, finally with supervision carried out by the role of the Industry and Trade Service has been carried out well but still finds some things that are not covered such as supervision of cleanliness. The empowerment of street vendors in Tamiai Market which has been carried out by the Industry and Trade Service which has been carried out still finds obstacles based on Wilson's theory analysis such as capacity development which is still relatively minimal and access to resources both human resources and budget resources, lack of participation and collaboration are also felt to be obstacles in empowering street vendors in Tamiai Market.*

**Keywords:** *Market Governance, Empowerment of Street Vendors, Traditional Market*