

## ABSTRAK

Studi ini mengkaji penerapan konsep *smart living* di Pasar Tradisional Kranggan, Yogyakarta, dengan menitikberatkan pada pemanfaatan teknologi digital untuk meningkatkan efisiensi operasional dan kepuasan pengunjung. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan studi kasus, di mana data dikumpulkan melalui wawancara mendalam dengan pengelola pasar. Implementasi *smart living* dianalisis melalui praktik pengelolaan sampah dan lingkungan yang mengacu pada standar ISO 14001:2015, khususnya dalam penerapan Prosedur Operasional Standar (SOP) yang bertujuan menciptakan lingkungan pasar yang bersih, sehat, dan berkelanjutan. Hasil penelitian menunjukkan bahwa pengelolaan lingkungan merupakan aspek dominan dalam mendukung *smart living* di pasar tradisional. Namun, implementasi tersebut menghadapi tantangan berupa rendahnya literasi digital pedagang, keterbatasan kemampuan adaptasi terhadap teknologi baru, minimnya pemahaman manfaat teknologi terhadap efisiensi usaha, serta kurangnya dukungan investasi berbasis teknologi. Oleh karena itu, studi ini menekankan pentingnya program edukasi dan pendampingan pedagang. Pasar Kranggan berpotensi menjadi model pasar tradisional lainnya melalui pengembangan peta jalan *smart living* berbasis lokal dan dukungan kebijakan pemerintah guna mendorong pembangunan *smart city* yang inklusif dan berkelanjutan.

**Kata kunci**— Implementasi, *Smart Living*, *Smart City*, Pasar Tradisional, Manajemen Lingkungan.

## ABSTRACT

This study examines the implementation of the smart living concept at Kranggan Traditional Market in Yogyakarta, with a particular focus on the utilization of digital technology to enhance operational efficiency and visitor satisfaction. The research employs a qualitative descriptive method using a case study approach, in which data were collected through in-depth interviews with market management. The implementation of smart living is analyzed through waste management and environmental practices that refer to the ISO 14001:2015 standard, particularly in the application of Standard Operating Procedures (SOPs) aimed at creating a clean, healthy, and sustainable market environment. The findings indicate that environmental management constitutes a dominant aspect in supporting smart living within traditional markets. However, the implementation faces several challenges, including low digital literacy among traders, limited adaptability to new technologies, insufficient understanding of the benefits of technology for business efficiency, and inadequate support for technology-based investment. Therefore, this study emphasizes the importance of educational and mentoring programs for traders. Kranggan Market has the potential to serve as a model for other traditional markets through the development of a locally based smart living roadmap and supportive government policies to promote inclusive and sustainable smart city development.

**Keywords**— *Implementation, Smart Living, Smart City, Traditional Market, Environmental Management*