Resiliency of Prembaen as a Market Kampong in Inner City of Semarang

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Abstract. The intensification of commercial activities in the triangle area along the Pemuda, Pandanaran, and Gajahmada roads in Semarang City changed land use along the main roads and resulted in a spatial, economic, and socio-cultural transformation of the community inside the area. Based on history, the kampong behind the three main streets are old kampong, including Prembaen. Prembaen, a market kampong, is facing with migration, and spatial use activities conversion. This market kampong has persisted more than 50 years and created a mutualism symbiosis between residents and migrant sellers. Although it is surrounded by giant economic activities on the main roads, the kampong and its market are resilient and continued. For this reason, research on the market kampong sustainability is significant to determine the survival of the downtown neighbourhood. The main objective of this study is to describe the Role of Prembaen Market in the golden triangle area of Semarang, to identify social interactions in the Prembaen Market, analyze the resilience of the Prembaen Market, and identify spatial sustainability in the Prembaen Market. This research tries to conduct qualitative methods to capture phenomena in selected locations. This research needs to understand the situation that remains of the downtown environment in the face of large economic forces. The results of the study show that the Prembaen Market has historical strength as well as the potential of tangible local wisdom of economic activity manifested in the daily lives of the community. The strategy to achieve Prembaen market resilience is the social interaction between traders, visitors, and residents to continue to maintain and strengthen the joint activities of Prambaeen Market activities. In addition, the morphology of the Prambaen Market area is still maintained, which has not changed since long ago in the urgency of the surrounding commercial / industrial offices.

Keywords: resilience, market kampong, social interaction.

1. Introduction

Kampong is an important element since it is the embryo of the growth and development of a city. Zahnd (2008) argues that 60-80% of city residents live in kampong [1]. The statement proves that the existence of the kampong has a very large influence in the development of a city. But in practice, kampong in the central city turned out to have challenges that were tough enough to be able to continue to survive amid the development of the city.

In 1916-1942, the Dutch Kampong’s in the city of Semarang experienced a change to housing because policy of the Dutch colonial governments to improve the living standard of indigenous
people. The policy is based on certain strategic interests such as the construction of trade and market centers [2]. The development of trade and service areas that dominate the central city caused the existence of urban kampong to be increasingly squeezed. The results of research by Suliyati (2012) show that many old kampong in the city of Semarang over time were increasingly displaced and lost due to the development of the city [3]. The phenomenon that has occurred is the urgency of several urban kampong due to development such as Petempen Kampong’s and Sekayu Kampong’s. The two kampong are located in the golden triangle area of Semarang City which includes Pemuda - Pandanaran - Gajahmada. In this region there are still many urban kampons, both of which can survive and gradually also begin to shift as well. One of them is Prembaen Kampong which is in the south of Depok Street’s and very close to Pemuda Road’s which is one of the CBD (Central Business District).

Prembaen Kampong’s is one of the old kampons in the Semarang city that has existed since 1920 and still exists today. The name Prembaen comes from the name of a dutch heritage market located in the location of the kampong. Prembaen kampong has an area of 3.21 ha and is located in Kembangsari Sub-District, Central Semarang District. Prembaen village market is currently still along in the prembaen kampong streets. The existence of the Prembaen village market still persists to this day. However, that location in the golden triangle area of Semarang City, it cannot be denied that the Prembaen market will also have a similar threat as other kampons that have been displaced or even disappeared. Therefore, it is important to understand the resilience of the Prembaen market to be able to be sustainable in the midst of the pressure of the surrounding area.

2. Literature

Market kampons can be categorized as a shocked markets because the existence of a market kampong is temporary in nature, with the available selling container not permanent or semi-permanent and its activities are only for certain times where every day lasts only a few hours either in the morning or evening [4]. It is said to be a market kampong because its location is around the densely populated urban settlements and surrounded by giant economic activities.

Based on the decree of the public works minister number 378 / KPTS / 1987 concerning the ratification of 33 Indonesian building construction standards [5], it describes the role of the market, namely Market as a place to fulfill daily basic needs,

1. Market as a place of recreation
2. The market as a source of regional / city income
3. Market as a place to work
4. The market as a place of social communication
5. Market as a place of study and practice.

3. Methods

This research uses qualitative methods and thoughts based on empirical phenomena in the Prembaen market area to gain an understanding of the Role of Prembaen market in the area of Semarang's golden triangle area, social interaction in Prembaen Kampong Market, the resilience of the Prembaen Kampong Market, and spatial sustainability in Prembaen Kampong Market. Data collection by interview and field observation. There were ten respondents invited to be interviewed divided into five traders and five buyers / visitors. Observation was carried out at 2 times, in the morning during market hours at 06.00-11.00 and in the afternoon at 15.00-17.00, to capture phenomena conditions of activities that occur in the Prembaen Market.

4. Results and discussion

4.1. The role of prembaen market in commercial triangle area

Prembaen kampong is in a very strategic location (Figure 1.) because it is located in the golden triangle area of Semarang City which includes Pemuda - Pandanaran - Gajahmada. More precisely,
Prembaen Kampong is in Kembangsari Sub-District, Central Semarang District. Based on Regional Regulation No. 14 of 2011 concerning the Semarang City Spatial Plan for 2011-2031, Central Semarang District is included in the Section of City Region (BWK) 1 with the allocation of residential areas, offices, trade and services.

Figure 1. The constellation of the Prembaen village market area against the pandama golden triangle area (Pandanaran - Pemuda - Gajahmada) as an area with high intensity of commercial activities.

Prembaen Kampong within the scope of the golden triangle area and the scope of Semarang City is quite important in the economic sector of the community because of the existence of Prembaen markets that are always active every day. The local market usually seen as variations and synergies of plaza, pedestrian ways, main street, and downtown [6]. Based on observations, Prembaen markets are categorized as local markets because they appear on the Prembaen Kampong Street. Prembaen Market is a shopping destination to fulfill daily needs such as ingredients for cook and snacks for hotels and restaurants around it. Therefore traders in the pre-harvest market can commit to maintaining the quality of their ingredients for cook. Prembaen market not only serves the surrounding area, but also serves outside the golden triangle area of Semarang City. Majority of traders in Prembaen market are from outside the Prembaen area even outside the city of Semarang. For instance, they come from Gunung Pati, and Tugu. They assume that the Prembaen Market is very strategically located so it feels very profitable. There are also many visitors / buyers in Prembaen Market from outside the golden triangle area of Semarang City. For example, visitors from Jatingaleh, Medoho, Puri Anjasmoro, and
Indraprasta. The visitor's trust in the quality of goods available in the Prembaen market’s and the intention to return can be called loyalty. Visitor loyalty is closely related to the market continuity cycle [7], because loyal customers do not see price differences so that if the market can provide goods consistently, customers will continue to return.

From observations and interviews with visitors, it can be seen that the service coverage of Prembaen market is quite far. The majority of visitors are those who have subscribed for a long time at the Prembaen Market. Besides that, the Prembaen Market is one of the local markets whose merchandise is of high quality and quite complete compared to other markets. Because of its location near the Depok red light, every day parking for visitors to Prembaen Market can be three layers (look at figure 2a and 2b) with a parking length of about 100 meters to the west and east so causing congestion during market hours. In addition, parking areas are also located in the central and southern parts of the Prembaen Market, but only a few vehicles are parked unlike the front gate of the market (Figure 2c and 2d).

![Visitor parking area in Prembaen market on Depok Street.](image)

**Figure 2.** Visitor parking area in Prembaen market (Source: Direct Observation, 2019)

4.2. Identifying the existence of social interaction

4.2.1 Area’s activities. Prembaen Kampong’s alley is an area that is quite active because of local market activities that take place every day along the kampong alley way. Activities that take place at Prembaen are quite diverse such as residential, trade and education activities. Activities at Prembaen market begin in the morning - noon which is a busy time in the area. This is in line with the statement that the activity time will always follow the rhythm or time of activities in the region [4][5]. Based on the findings of the study, it can be seen that the activity time at Prembaen market is from morning to evening, which is 05:30 to 17:00 which takes place every day. The time of this activity is divided into two, namely the activity time when the market is open and activities when the market is closed. The time of opening and closing of traders who sell at Prembaen Market runs from morning to noon,
namely 05:30 - 14:00. Daily trading period. On the other hand, the activity when the market closes lasts from noon to late afternoon, which is 14.00 - 17.00. During this period, it was dominated by the activities of the residents of the Prembaen market area to chat with neighbors and also play / recite the time for children.

4.2.2 Spatial arrangements in Prembaen market. Based on the activity mentioned earlier that the activity in Prembaen Market is divided into two, namely the activity when the market opens and activities when the market closes, therefore there are spatial arrangements in the Prembaen Market’s. A good market performance system such as regular spatial arrangements and limited time of market operating to maintain the quality of merchandise becomes a support for future market sustainability [10]. The regular spatial arrangement of the market area will affect the convenience of buyers to shop. The use of space for Prembaen Market activities starts from gapura alley located on Depok Street (figure 3a) to the front of Al-Riyad Mosque (Figure 3b).

The northern end of the Prembaen market
Depok Street
The south end of the Prembaen market
Mosque
Trading facilities when the market opens and places stalls when the market closes.

(a) The north and south ends of the Prembaen market activity.

(b) Scale 1: 2,306

(c) The types of merchandise at Prembaen Market are various and grouped according to type. In the front part of the east side market (Figure 3c), the majority are seafood traders. While the west side is the majority of traders are spices, fruits and vegetables (Figure 3d). In the middle to the back of the market is quite varied and not as clustered as in the front. In the middle part consists of hawker market, clothing, grocery stores, and fast food. The type of merchandise is closely related to the type of merchandise used. The types of facilities used at the Prembaen Market are in the form of stalls for vegetable traders, kitchen spices; table for traders of seafood, meat, market snacks, food vendors;
basket for fruit traders; ‘lesehan’ for vegetable traders, sandal and clothes; hangers for clothing merchants and carts for food and beverage traders. The average merchant stalls in Prembaen Market are 1x1 or 1.5 x 1.5 meters (Figure 4a and 4b).

The traders begin to prepare and install their stalls from the morning. At 6:00 am, the buying and selling activities at Prembaen market were already crowded. The activity lasts until noon or around 11.00-12.00 am. The traders usually keep their stalls when they are closed on the leader side of the street, and there are some who are in the rented warehouse of the residents so that it is easier for them when preparing to hold their wares (Figures 4c and 4d). Residents and traders in the Prembaen market understand and cooperate with each other to protect the area of the Prembaen kampong. So that the condition of the Prembaen Streets environment after the market is kept clean and access in and out of residents is not hindered by the stalls of traders.

![Figure 4](image.png)

**Figure 4.** Spatial change when markets open (left) & when markets close (right) (Source: Direct Observation, 2019)

### 4.2.3 Social interaction at prembaen market kampong

Social interaction in Prembaen Market can be grouped into three, namely interactions between residents – traders (Figure 5a), traders – buyers (Figure 5b), and between residents who reside in Prembaen Kampong. In accordance with the time of regional activities, the morning to noon which stands out is the interaction between residents-traders and traders-buyers. Therefore, the market activities dominated the people’s activities. Based on interviews with residents and traders, social interaction between residents - traders is quite good.
According to them, the existence of mutually beneficial symbiosis caused them to have no conflict. The residents never objected when the front yard / street of their house was used for selling because indeed the area is used as a market in the morning until noon. Traders also do not arbitrarily cover occupants. They still provide access to the circulation of residents in and out of the house. In addition, traders always clean the place where they trade as a form of liability to residents whose front yard / terrace is used as a place to trade. Interactions between traders and buyers are common in the Prembaen Market. Buying and selling transactions and bargaining are a form of interaction between traders and buyers. Some traders and buyers stated that the intensity of the interactions that occurred between them also helped shape trust. This is beneficial for both parties because with the establishment of this trust the traders will get regular customers and for buyers will get a fairly cheap price of merchandise. While the forms of social interaction that occurred between residents of Prembaen Kampong are more prominent in the afternoon. The forms of their interactions include gathering, talking and reciting. Residents of Prembaen Kampong often use Prembaen Streets as spaces for interaction.

Collaboration between buyers, traders and residents in the Prembaen market can be categorized as a form of community security. Because social interaction that occurs in the Prembaen Kampong has been going on for quite a long time, then residents and traders have been aware of the area of the Prembaen Kampong. According to Arana and Wittek (2016), an ongoing collaboration is a form of...
community resilience [11]. So the social interaction that occurs is a form of resilience from the Premaeben Market’s.

4.3. Analyzing the market kampong resiliency

As one of the old kampongs in the center of Semarang City, Premaeben Market is one of the kampungs that can still survive in the midst of a fairly massive development situation in the golden triangle area of Semarang City. To be able to achieve the sustainability of the old kampong, it can be done by using the potential of local wisdom. Local wisdom that is full of historical values and culture is able to provide benefits for the lives of local kampongs both in the aspects of economic and social life [12].

Sustainability of the old village in the Premaeben Market is carried out by preserving the local wisdom that it has. Premaeben market has enough historical strength as the potential of local wisdom as it has existed since the dutch era. This correlates with Puspitasari, Djunaedi, Sudaryono, & Putra (2012) ‘statement that the historical element is one of the factors for the existence of the old kampong because it correlates with the economic benefits obtained [12]. The historical element of the old kampong has the potential to create all aspects of a better life. The efforts to preserve culture and create a harmonious social life make the old kampong still exist and have the potential to achieve the sustainability of the kampong. In Premaeben Market, local wisdom in the form of local market economic activities is still able to survive today. According to traders, buyers, and residents of Premaeben Market, they have always been the same.

Market activity continues every day from morning to noon. This market activity seems to have become the identity of Premaeben Kampong. Some traders mentioned that they had long been selling at Premaeben Market. Some have traded for more than 25 years and there are traders who have been hereditary selling. This can also be seen through the building of houses in the Premaeben Kampong which has a building facade that characterizes the old village house (Figure 7c and 7d). In addition there are also several the re residents now also take part in the sustainability of the Premaeben Market by opening businesses such as grocery stores and food stalls along Premaeben alleys or in their homes (Figure 7a and 7b).

Visitors/buyers at Premaeben Market also contributed to the resiliency of Premaeben Market in the midst of pressure from the surrounding economic power. Based on interviews with visitors/buyers at Premaeben Market, the majority of them have subscribed to this market for a long time and Premaeben Kampong has supported the provision of raw materials for hotels and restaurants in the surrounding area. Therefore, the quality of merchandise at the Premaeben Market is better compared to other markets because of the commitment maintained by the traders.

4.4. Figure out the spatial sustainability

In the midst of the development of trade and service areas in the golden triangle area of Semarang City, Premaeben Kampong still maintains the spatial pattern and activities that are in it. The morphology of the Premaeben Market area still maintains a linear pattern that starts from the northern end which borders Depok Street to the southern end which borders the Semarang River inspection road. Located near the collector road and commercial / office area does not make land use change. The use of Premaeben Market land has always remained as a settlement. The function of the building as time goes on follows regional activities. Most of the buildings in the Premaeben Market still function as dwellings. However, some buildings now have a mixed function as residential and business premises in the form of a grocery store (Figure 8b and 8c). One of the buildings in the Premaeben Market, the pavilion is an endowment from the Diana shopkeeper for religious activities as well as kampong activities (Figure 8a). Premaeben Kampong is very synonymous with its local market, this is because this market is the background of the naming of Premaeben Kampong. Therefore, Premaeben Local Market activities are still maintained as identities or characters that distinguish them from other kampongs.
Figure 7. The resilience of Prembaen Kampong settlements which remain the majority as village houses in the middle of high commercial activity areas (Source: Direct Observation, 2019)

Figure 8. Spatial sustainable in Prembaen market area (Source: Direct Observation, 2019)
5. Conclusions

Resiliency of Prembaen’s as a market kampong in the surrounding large economic forces is due to the high social interaction between traders and residents in the Prembaen kampong area. Although, the most traders come from areas outside of the Prembaen kampong, cooperation between traders and residents of the village is well connected. In addition, Prembaen market buyers are not just people around the village but come from various regions around the city of Semarang. This can occur because of the commitment of traders to provide goods with good quality so as to form customer loyalty to continue to visit the Prembaen market. In addition, cooperation between traders and residents also can be seen from the trust of traders to entrust their merchandise to residents in the Prembaen Kampong, when the market is closed. Then the awareness of traders and residents of the kampong so that when market conditions are over the Prembaen street is clean again and used as a function of the Prembaen streets.

The spatial aspect of the market, where the types of merchandise in the pre-existing market are diverse but collected according to the type of merchandise makes it easy for visitors to find the items needed. Existing buildings in the Prembaen market based on building facades belong to the characteristics of the old kampong buildings. The historical strength of the Prembaen Market area is a factor in supporting sustainability. In addition, the role of all actors in maintaining regional activities as the market trader is inseparable from the role of traders, residents and visitors / buyers. Prembaen Market activity has become the identity / characteristic of this village in order to resilience and to be sustainable.

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