Analysis traditional market condition from functional aspects, case study Sukaramai traditional market Medan

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Abstract. The condition of a successful traditional market is market that bustling with activity, the availability of comfortable spaces, accessible, and area of socio-cultural activity for the community. In supporting the smooth operation of activities in traditional markets in order to grow sustainably, market users need adequate facilities to support trading activities. The Sukaramai traditional market is one of the traditional markets in Medan that was rebuilt by the government due to a fire incident. However, at this time the traditional market tends not to be too crowded by visitors. Therefore, this study aims to analyze the condition of the Sukaramai Medan traditional market in terms of its functional aspects. This study employs a qualitative method using observation as a method for data collection. A descriptive qualitative analysis technique is used to analyze the functional aspects of the traditional market conditions in Sukaramai Medan. The results of this study indicate that functional aspects such as zoning, circulation, as well as facilities and infrastructure in this traditional market are inadequate and need to be improved to support the smooth operation of user’s activities. The results can be useful for the Medan city government to improve the physical quality of the Sukaramai traditional market to create a successful and more sustainable traditional market.

1. Introduction

The traditional market plays an important role in human life, because it is one of the places for the buying and selling process to meet daily needs [1]. Traditional markets have several elements such as stalls, outlets, booths and open bases that are opened by traders and market managers [2].

A successful traditional market condition is one that is busy with activities and with the availability of comfortable, accessible spaces that become a forum for socio-cultural activities [3]. A sustainable traditional market is a traditional market that is comfortable and friendly to the environment and society [4]. In supporting the smooth running of traditional market activities in order to grow sustainably, market users need adequate facilities and infrastructure to support trading activities [5]. Because the quality of facilities and infrastructure has a very important role in determining the success of traditional markets [6].

The Sukaramai traditional market is one of the traditional markets in Medan City which was rebuilt by the government due to a fire with the aim of increasing the activity and quality of the traditional market conditions. However, the government's efforts to rebuild the Sukaramai market with this objective did not fully show success, because the trading activities at the Sukaramai traditional market...
tended to be quiet. Due to the inadequate physical condition of the Sukaramai traditional market to meet the needs of users, many stalls and booths were closed, causing buyers to come less crowded. The same thing also happened in previous research which stated that most of the markets that were built from programs that were initiated to respond to problems in traditional markets had not fully functioned optimally, the physical design of the buildings was one of the reasons that the built traditional markets were finally deserted [7].

In achieving success and supporting the creation of sustainable traditional markets, functional aspects have a very important role in traditional market planning. In this study the functional aspects in question are zoning, circulation, and facilities and infrastructure [3]. The zoning arrangement must be in accordance with the type of commodity in accordance with its characteristics and classification [8]. To achieve this commercial value, the circulation line must use a double loaded system (serving two sides of the selling unit) [9]. Meanwhile, the size of the main corridor in traditional markets is 3-4 meters while the secondary circulation size is 1.5-2 meters [10]. Facilities and infrastructure are important because they can support buying and selling activities [11]. Facilities and infrastructure consist of several elements, namely ventilation, lighting, public facilities, clean water and dirty water utilities, garbage, and hall [3]. The purpose of this study was to analyze the conditions of the traditional Sukaramai Medan market in terms of functional aspects. The benefits from the results of this research can be used as input for the Medan City Government to improve the physical quality of the Sukaramai traditional market to create a successful and sustainable traditional market.

2. Methods
This research uses qualitative methods by making observations or direct observations into the research area as a data collection method. The data collected includes documentation of the Sukaramai traditional market, 2-dimensional redraws of the Sukaramai market plan, as well as secondary data on the Sukaramai traditional market in the form of the number of stalls and booths, the number of traders, and the number of buyers to get an overview of the conditions of the Sukaramai traditional market which aims to analyze traditional market conditions in terms of functional aspects. The analysis technique used is descriptive qualitative method.

3. Results and discussion

3.1. Zoning
The Sukaramai traditional market building consists of three floors and a basement. Sukaramai traditional market is divided into three zones, namely the wet zone, the dry zone and the service zone. The purpose of grouping these zones is to make it easy to reach and easy to maintain. The basement floor is specifically designated for the wet zone, which consists of vegetables, fish, chicken, meat, and spices. Meanwhile, the first floor is designated for the dry zone, which consists of food stalls, cosmetic stalls and jewelry stalls. However, some facilities are located on the first floor, such as a temporary landfills and public toilet. On the second floor, it is also designated as a dry zone which is devoted only to the clothing stall area. And the third floor is designated for a service zone consisting of a common room, management office, prayer room, and a rooftop parking area (Figure 1).
The layout of the booths and stalls at the Sukaramai traditional market is not well ordered. This is because the layout of the booths or stalls in the Sukaramai traditional market has not been arranged based on the type of commodity grouping according to their classification. In addition, there are also many stalls and booths at the Sukaramai traditional market that do not have speeches. Most of the stalls and booths that operate are located in the main corridor, which can be easily reached by visitors. Stalls in the dry zone on the second floor are the areas that are not operating the most. The number of stalls and booths that do not operate affects the activity or attraction of visitors to visit the Sukaramai traditional market. Usually, visitors who come to Sukaramai traditional market are mostly visitors who have subscribed beforehand. Based on observations, the service or support zone on the third floor which serves to serve the needs of market users such as a prayer room, rooftop parking and common spaces tends to be rarely used by users. This is due to the shortness of the buying and selling activity at this traditional market, which is an average of 6 hours / day when compared to other traditional markets in Medan City which generally have 10 hours / day. so that this service zone is only used by the market manager as access to the management room.

**Figure 1.** Analysis zoning in the Sukaramai traditional market Medan.
3.2. **Circulation**

Corridors in traditional markets are divided into two, namely the main corridor and the secondary corridor. The size of the corridor also varies on each floor. The average size of the main corridor in the Sukaramai traditional market is 1.75 - 4.5 meters, while the size of the secondary corridors is 0.6 - 1.2 meters. In the Sukaramai traditional market, the size of the main corridor is sufficient for the convenience of market users. However, the size of the secondary corridor at the Sukaramai traditional market in Medan is still inadequate for user needs. This is one of the causes of ineffective buying and selling activities and the reason why many traders who own shops in the secondary corridor area do not operate their stalls or booths. In addition, several corridor areas that are not traversed by visitors have become garbage dumps for traders and cause an unpleasant aroma.

While the circulation in the Sukaramai traditional market space uses a double loaded system (serving two sides of the selling unit) which continuously surrounds the stalls and booths. The mass arrangement of the stalls and booths in the Sukaramai traditional market is made face to face so that each stall is easily accessible by users, and has the same strategic value, so that areas in the Sukaramai traditional market have no dead areas (Figure 2).

![Figure 2. Analysis circulation in the Sukaramai traditional market Medan.](image)

3.3. **Facilities and infrastructure**

3.3.1. **Ventilation.** In the Sukaramai Traditional Market Medan, there are air vents on four sides of the building so that cross circulation occurs. However, the cross air circulation process that occurs is not optimal. This is because the openings in the Sukaramai traditional market are very minimal and too small. So that many areas in the rooms in the Sukaramai traditional market are not exposed to air.

3.3.2. **Lighting.** Lighting The traditional markets of Sukaramai Medan use natural and artificial lighting, but these markets tend to use artificial light. Natural light enters the spaces in the Sukaramai traditional market through holes that function as air vents and corridor circulation. The only rooms exposed to natural light are stalls and corridors located at the front of the building. So that the void area of the stairs on each floor becomes a very dark area (Figure 3).
In addition to natural light, the entire corridor area is also installed with artificial lighting, namely lamps. However, currently many corridor areas are dark because there are no lights. Some traders also add colorful decorative lights to their stalls, this is in order to beautify their wares to attract more visitors (Figure 4).

3.3.3. Public facilities. In the traditional markets, there are also public facilities spread over several floors. These facilities are toilets, prayer rooms, parking areas, and management offices. The uneven distribution of toilets causes less efficiency in meeting user needs. The lack of buying and selling activities in the Sukaramai traditional market means that the public facilities located on the third floor tend not to be used by users (Figure 5).
3.3.4. Clean water and dirty water. The clean water provided by the Sukaramai traditional market in Medan is of poor quality. The source of clean water used in the Sukaramai traditional market is drilled wells without using a water filter. Due to the inadequate quality of clean water for traders' needs, traders in the wet zone bring their own clean water to be used to support the continuity of trading activities. This made the traders feel less effective in trading in the Sukaramai traditional market and caused many booths in the wet zone to not operate.

The drainage channel in the wet zone is not properly tilted, causing dirty water to stagnate. This causes the floors in the wet zone to become muddy and creates an unpleasant odor and becomes a den for animals.

3.3.5. Garbage. The Sukaramai traditional market also provides trash bins that are placed irregularly. The provision of waste baskets at the Sukaramai traditional market is inadequate because there is no grouping of dry and wet bins. The trash baskets provided are in the form of rattan baskets which can cause the floor at the market to become muddy. The lack of trash baskets on each floor resulted in market users littering and resulting in a lot of garbage scattered in several corridor areas, causing air pollution in the market area. In addition, the laying of a temporary landfills in the Sukaramai traditional market on the right side of the building can reduce the aesthetic value of the building and also cause air pollution towards the inside of the building (Figure 6).

3.3.6. Hal. The Sukaramai traditional market also provides a hall that functions as a place for social activities for market users. In Sukaramai traditional markets, the hall is usually used for certain events, such as a gathering place for traders if there is information to be conveyed by the market manager. However, the shared space tends to be no longer used because it has changed its function as a regional market management office. So that the market manager immediately went to the stalls of the traders by distributing leaflets containing information or announcements about the market.

A successful traditional market condition is one that is busy with activities and with the availability of comfortable, accessible spaces that become a forum for socio-cultural activities [3]. Based on observations, the current conditions at the Sukaramai traditional market tend to be empty of visitors, which results in short trading activities. The spaces in traditional markets are less comfortable for both traders and buyers. The poor arrangement of retail locations and inadequate circulation conditions resulted in many traders not operating their stalls or booths, so that many stalls and booths were closed. The large number of stalls and booths that do not operate causes visitors to be reluctant to come to the market, so that the buying and selling activities at the Sukaramai traditional market are quiet. The same thing also happened in previous studies where the physical design of buildings was one of the reasons that the traditional markets that were built eventually became deserted [7].

In supporting the smooth running of traditional market activities in order to grow sustainably, market users need adequate facilities and infrastructure to support trading activities [4]. The Sukaramai traditional market has actually provided facilities and infrastructure to support the smooth running of...
trading activities. However, currently, the condition of the facilities and infrastructure is still inadequate to meet the needs of users, both traders and buyers. This is because the quality of clean water provided is not suitable for use by users, especially wet zone traders, there is no supply of wet and dry trash bins, as well as public facilities such as prayer rooms and hall that are not used because they are difficult to reach. Professional traditional market management and improvement of infrastructure conditions must be part of traditional market revitalization activities [6]. Therefore, improving the quality of the conditions of infrastructure and improving the management of the Sukaramai traditional market are important things that need to be done in order to create a sustainable traditional market.

4. Conclusion
Based on the research results, the physical condition of the Sukaramai Medan traditional market from a functional aspect there are still several deficiencies in supporting the activities of both sellers and buyers. This can be seen from the layout of the stall and booths that are not well ordered according to their classification, the insufficient amount of secondary circulation causes inconvenience to market users, some facilities and infrastructure that do not support buying and selling activities such as less than optimal ventilation, causing hot air, spreading, uneven public facilities such as toilet, inadequate quality of clean water to sustain trading, and a lack of trash bins. These things indirectly affect the activities of users in the traditional markets, thus causing quiet activities in the Sukaramai traditional market.

Therefore, market managers need to carry out periodic maintenance to increase convenience for market users. The results of this study can assist the government in following up the management of the Sukaramai traditional market and as input in the development of market planning in order to improve the physical quality of traditional markets to create a successful and sustainable traditional market.

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