Hybridity of economic and social activities on informal market in Jakarta

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Abstract. For more people, public open space plays an important role in everyday life. High accessibility causes a variety of activities to take place, both according to planning and those that take place without being planned. One of the activities that occur spontaneously and continue continuously so that it becomes a permanent construction is the formation of an informal market. The market is a meeting place for two actors, namely sellers and buyers, in economic activities in the form of buying and selling. However, unlike modern markets, traditional markets also take place in hybrid social activities. To find the hybridity of these two activities, it is necessary to conduct a research using a qualitative descriptive approach. The results of this study indicate that these two activities take place alternately and simultaneously. This hybridity is also a factor for their survival in the pressure of an environmental situation that was formed without a plan.

1. Introduction

Public open space has become an inseparable part of the lives of its citizens. The public nature of space provides freedom of accessibility and activity [1] and in some cases this publicity may undergo a shift in function [2]. In general, public open spaces are places for social and cultural activities of the community so that they have the potential as an identity for an area [3,4]. In addition, people who have activities in open spaces usually have economic motivation even by the elderly [5]. Both socially and economically, the community has quite high accessibility to public open spaces. This freedom of access coupled with a high enough population growth resulted in an unbalanced ratio between space demand and availability [6]. Rapidly moving urbanization, urban population growth, migration, and an increasingly diverse city culture require a variety of adaptations and adjustments [7]. One form of adaptation and adjustment is the formation of hybrid spaces. Hybridization is caused by spatial adjustments to changing conditions resulting in a re-understanding of boundaries, territoriality and accessibility, temporary zoning, use, time and capacity management, and management of space transfers [8]. The form of adjustment is in the form of mixing several forms/functions in one activity or place [9]. Under these conditions, there are many pockets of informal space in the city's public open spaces as places of activity including the emergence of informal markets.

The market is a place for economic activity as well as informal markets that take place in public open space [10]. However, in traditional markets, in addition to these activities social activities take place [11]. Interaction between sellers and buyers, especially in traditional markets, has a contract of dyadic contract, which is a relationship that exists between two people in a specified or unlimited time. This contract is informal without a legal basis and without coercion [12]. The informal market is a market...
that is formed without a plan and has its own management. This market is part of a traditional market where social relations and personal benefits (economic value) form an emotional bond between traders and buyers [13].

Humans as social creatures need social activities carried out in public spaces to interact with each other. The quality of this social nature is influenced by 2 aspects, namely economic and socio-cultural activities. The higher the economic activity in a space, the lower the value of social activities [14]. Social space that is formed from social activities not only views space only as objects but also relationships [15]. In the dimension of urban space, Budi Prayitno states that urban space in settlements also has a social dimension that is interrelated in a relationship of guyup [16].

The informal market is one of the supporting activities of an urban area. The form, place, and character of its activities have a special attraction that gives an image and perception to the region [17]. The character of the activity is what drives this research to find out how economic and social activities take place in the informal market. Do the two activities take place simultaneously or alternately? What is the portion of each activity? And at what time will each of these activities take place? By finding the answers from this research it is expected to give a picture of the hybridization of economic activities and social activities that occur in a market. And does this have an effect on the survival of the informal market in public open spaces? To further explain this study, a case was used in the East Jakarta PPD Market.

2. Methods
This study used a qualitative method with a descriptive approach through non-participant observation. Researchers simply observe the activities that take place and analyze their activities [18]. Space and time are important dimensions of a market's activities. The spatial dimension is related to the economic value of a market's activities which can be combined with other aspects, such as: political, social, and cultural while the time dimension tends to only have economic value [19]. For this reason, it is necessary to set the time of research so that it can detect the activity patterns of research objects [20]. In this case the researcher divides 3 research time zones, namely Time Zone I (06.00-11.00 WIB), Time Zone II (11.00-16.00 WIB), and Time Zone III (16.00-21.00 WIB). This time zone division is based on the characteristics of each zone. In Time Zone I, the highest level of transaction density among other time zones, typical of various vendors (kiosks, cart vendors, and mat), types of merchandise in the form of daily kitchen supplies both dry and wet. Time Zone II, some stall vendors are still trading, while cart and mat vendors have closed their activities, the type of merchandise is still in the form of kitchen necessities, but dominated by dry materials. Time Zone III, only a few stalls are still active, dominated by food vendors. From the three time zones with different activity intensities, it is hoped that it will be known when economic activity dominates space and vice versa or both activities run equally without any clear boundaries.

3. Results and discussions
Economic activity takes many forms depending on the context in which it occurs. Broadly speaking, economic activity can be understood as human activity which is motivated by certain reasons in order to meet the necessities of life in the form of goods and services [21] which depends on taste, quality, and price [19]. In social activities more to look at the relationship between one individual with other individuals [20]. Figure 1 show research area.
The PPD market is an informal market located on Jalan Usman Harun that extends from North-South in the city of East Jakarta (See figure 2). The West side consists of rows of non-permanent kiosks built in public open spaces while the East side is a resident's house as well as a place of business. In addition to kiosks, there are several vendors who use carts and shanties in front of the kiosks or business houses.

3.1. Activity in time zone I
At the time before sunrise the vendors began their activities. Some vendors appear to have set up their business space in the form of kiosks, carts, or shanties. In this work they are assisted by their own employees or owners. In the preparation period there are already several buyers waiting or buying their needs when the merchandise is ready to be arranged by the vendor. Over time the buying and selling activities are getting higher so that eventually it causes congestion on the Jalan Usman Harun section. In general, buyers come from nearby settlements using motorcycles and on foot. Because of the limited salesperson, vendors usually let buyers choose and take their own merchandise they want while occasionally asking prices to sellers. If the price still feels high then the buyer tries to bid on the price of the item he wants. At this time there was a bargaining process even though the frequency was small and not so long. This is because the buyer realizes that the seller must also share time with other buyers.
3.2. Activity in time zone II
After the day approaches and the air feels hotter, the intensity of buying and selling is very much felt the difference compared to the previous time zone. This is due to the fact that buyers generally choose morning time so that shopping materials can be processed and enjoyed by all members leaving before starting their daily activities. Some vendors have already closed their businesses, especially vendors who use carts and shanties. The rest of the merchandise leaves a low quality item. On this occasion the buyer can more freely make the bargaining process so they can get a fairly competitive price.

In this study, researchers found that some of the closed kiosks moved locations to Gang Delima, which is a narrow alley approximately 1 Km from PPD Market. This is also done by cart vendors to get more potential buyers in areas that are more crowded by the people. But the difference is, if the kiosk vendors in the PPD Market sell in the narrow alley, the cart vendors actually sell on the edge of Jalan Jengki near the alley. The activity can see in figure 3 and 4.

![Figure 3](image1.png)  **Figure 3.** The kiosk vendors PPD market occupies in alley at pasar sore Jalan Jengki.

![Figure 4](image2.png)  **Figure 4.** The street vendors PPD market occupies in street at pasar sore Jalan Jengki.

3.3. Activity in time zone III
In this time zone, only a few stalls still open their businesses. But towards night there are actually several food stalls that have just opened their businesses. Seen among vendors can chat with each other because of the quiet market atmosphere even at food stalls vendors can serve buyers while chatting with them. In general, vendors who sell are market vendors in other places or small employees who are trying to increase income.

3.4. Results
From the analysis and discussion of the three time zones, it can be seen that the concept of hybridity is carried out in the three time zones but is carried out alternately depending on the opportunities that exist. When trading activity is dense with buyers, economic activity dominates space and vice versa.

In addition to taking turns, social and economic activities are carried out simultaneously and there are even biased meanings therein. In the bargaining process, there are 2 activities, each of which removes its full identity, namely: economic value in buying and selling transactions and social value because there is a certain relationship. The relationship is usually based on the closeness between the two market actors, such as: the closeness of the neighborhood and the intensity of the meeting (customer). The amount of the bargaining value also depends on the proximity of the buyer to the seller. The closer the relationship between the two, the value of the sale price can be increasingly suppressed. As Renko and Petjla [13] said above, social relationships and personal benefits like these that form emotional bonds make informal markets last long in public open spaces.

In this case, the hybrid space formed in the East Jakarta PPD Market re-emerged in other regions but in another form. Some vendors move and open shanties in a small alley which is located approximately
1 Km from the PPD Market. They must share space with pedestrians and motorbikes as local residents access to their settlements. Hybridity is not only based on time but also space.

4. Conclusion
Market theory which says that the market is a place of two actors who buy and sell is not entirely true, especially in the informal market. In this space in addition to economic activity they also carry out social activities carried out alternately or can be simultaneously in the same activity. The concept of hybridity is formed based on the relationship of closeness, both emotionally, dimensions, and kinship. These emotions are intertwined because of the intensity of the meeting, the dimensions based on the distance of the house and the location of the market, as well as kinship in relation to brotherly relations.

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