A Modern Vibe: The-redesign of Traditional Market

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Abstract. Traditional market has various serious problems that can influence environment. Low utility system and unmanageable spatial trade zone has degraded physical quality and trade image. As a result, traditional market turns out to be a “slum” place crowded by many consumers. This study aims at implementing a modern vibe in the redesign of *Pasar Kordon*, which is one of the most traditional markets located in east Bandung. Food court is available as one of the most important elements in the modernization process used to attract and revive *Pasar Kordon*. Circulation and spatial managements are created to facilitate the interaction between the vendors and customers. The circulation and spatial managements can maintain the characteristics of traditional market. Building zone is arranged by grouping the commercial parts in terms of the commodity. The utility improvement is carried out by managing the building system, water supply network, and waste disposal as well as its waste management. The modern looking appearance of the building is created through colors and materials which can make the building appear to be clean. The re-design of *Pasar Kordon Bandung* aims at improving the environment so that it can make the customers more comfortable to visit the market. This re-design also can maintain the characteristics of traditional market.

1. Introduction
Traditional market is inseparable from the society’s life. Traditional market also becomes a public space that becomes the city’s identity. Traditional market refers to a place where a seller and his/her customer meet and carry out selling and buying face-to-face. Based on the definition, the characteristic of traditional market is that a bargaining activity can often be found here. Looking at the process, the seller and his/her customer can meet face-to-face so that they have a stronger bond. A market can be said “successful” if it has economic and social activities which are identifiable by the presences of comfortable and accessible spaces in which these spaces refer to a medium to carry out socio-cultural activities [1].

Bandung has less than 40 traditional markets. Some of them have modern constructions [2]. In fact, there are still several traditional markets which cannot be separated from the image of being “slum”. A traditional market should become an economic indicator of a region which is supported by the suffice infrastructures. Likewise, *Pasar Kordon*, located in Jalan Terusan Buah Batu, has many problems resulting from poor quality of infrastructure, especially.

This poor-quality infrastructure makes the market slum. The condition of the market resembles a market with poor management; the division of selling spaces does not match the commodity so that
the stores in the market seem to be unmanageable. The utility system, including ventilation, coruscation, and water supply network, is less manageable. As the result, the market seems less clean and comfortable. The presence of food court helps Pasar Kordon remove the segregation. Based on the problems above, this study aims at redesigning Pasar Kordon Bandung. Thus, the result of this study is expected to be helpful for those who want make the facilities and trade spaces better in order to make the customer comfortable when they are inside the market.

2. Design method
This study applies a performance approach in redesigning the market. This approach is applicable to explore the problems found in Pasar Kordon. In practice, building operations—i.e. including activity system, building system, and environment system with good management—is necessary. The reason for this study uses the approach is that the designed building refers to a market building with a crowded visitor (seller and customer). Thus, a flow that can direct the visitors is needed. The flow can control the activity system of the seller and customer in the building which can determine the spatial need in the market. The building system, referring to a flow of the need and spatial occupancy, can determine the spatial function used by the visitors (the seller and customer). The flow also can determine the environment system in which this system can be used to manage the market. This system is helpful in formulating the design concept [3].

3. Design concept
The basic concept found in Pasar Kordon planning refers to a concept that is used to develop architectural planning concept for Pasar Kordon. Based on the architectural concept, Duerk states that the problems are selected in terms of the particular issues, which is then specified into several goals, planning criteria, and planning concept [4]. The basic planning concept for Pasar Kordon Bandung is suitable to the discussing theme; that is, modernization. Modernization describes a transformation used to create and design an environment that is suitable to its function. The term “modernization” here does not mean that the transformation changes traditional market into a modern one. The term “modernization” here deals with design, building, and utility. Despite the image as the traditional market, Pasar Kordon is designed using a modernized design which still maintains the characteristic of the traditional market itself that is bargaining activity. The implementation of this modernization concept is based on the problems found in Pasar Kordon. Then, this concept is implemented in design, building, and utility based on its function; likewise, one of the modern architectural characteristics is to prioritize the function. This concept then becomes the basic to develop the zoning concept, circulation, utility, and additional function such as food court.

3.1. Building zoning
The space management in the market building is based on the commodity division in Pasar Kordon. The division includes two main parts in building, primary and secondary markets. Each market is divided into three important commodities. They are “wet” commodity (meat, fish, seafood, and flavor), fruit and vegetable commodity, and “dry” commodity (the secondary need). The fruit and vegetable commodity becomes a bridge between the “wet” and “dry” commodities. The “wet” commodity is equipped with a small store while the fruit and vegetable one as well as the dry one is equipped with los. Those commodities should be designed according to their own function.
3.2. Building circulation
The track of building circulation has a concept where los and small store have to have the same comparison in terms of the number of the visitors. Based on the typology Shopping Center, the important element of the market building is anchor (magnet) that can attract the visitors’ attention to go to the place. Anchor refers to a spatial function that becomes the visitors’ main destination or usually refers to the most crowded spot and usually located in the end of the building [5]. There is one main entrance supported by six other doors such as service door. It happens because every 40 sellers has to have their own exit door. Well design los and small stores in Pasar can produce a good ventilation where every corridor is minimum 1.5 meter in width [6].

3.3. Building utility (water, ventilation, coruscation)

3.3.1. Water supply network. Most of traditional markets have muddy floor, especially Pasar Kordon. One of the modernization concepts that can be implemented in the water utility in Pasar Kordon is by implementing water supply network with 20 cm in width, covered by lattice around the los and small stores. Through this implementation, the wasted water from los and small stores will flow into the waterways. Thus, the market floor will not get muddy. Clean water pipes as well as the mechanical cables will be hung up using a sling tied to steel in order to modernize the utility in the market building.
3.3.2. Ventilation. The circulation design should pay attention to the positions of the los or small stores which is suitable to the points of the compass. The ventilation width is minimum 20% out of the floor width [6]. The implementation of the modernisation concept for Pasar Kordon uses wall in the form of lattice in order to control the wind as the natural ventilation so that the wind can come into the building. As the result, the form of the lattice will follow the point of the compass. Also, this implementation help the ventilation that occurs in the building in which the ventilation is necessary to minimize bad smell inside the building.

3.3.3. Coruscation. Coruscation inside the building should pay attention to the direction of sunrise [6]. Some walls of the buildings use rooster and glasses that can make use of the natural coruscation. Also, the implementation of the modernisation concept –by making the building higher where the bottom part seems to be bigger and the small stores seem to be absent- does not block the light and wind that come into the building.
3.3.4. The function of food court. A food court is expected to be able to give an additional point for the market, especially Pasar Kordon. The food court is expected to help the market still alive and attractive for the visitors. The success of traditional markets is determined by the economical and social activities – i.e. either it is crowded [1]. Based on this statement, a food court is expected to be helpful to remove the segregation of the visitors visiting Pasar Kordon Bandung for shopping or breakfast only.

4. Conclusion
A traditional market can be an economic indicator in a region supported by well condition infrastructure. Design problems of Pasar Kordon lead this article to explore some issues in Pasar Kordon which then results in a design solution, which is the-redesign of traditional market with a modern vibe. The modernization itself describes a transformation used to create and design a built environment that is suitable to its function. This modernization concept will be the basic to develop zoning concept, utility, and additional function (e.g. food court).

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