Revitalizing and Reimagining the Indonesian Traditional Market (Case Study: Salaman Traditional Market Indonesia)

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Abstract. Indonesia traditional market was one of the main economic centres in the past, where farmers, fishermen, gardener, and those whose products were connected to the natural resources could sell their products and consumers could buy them with much cheaper prices. Now, with the rise of small scale supermarkets, online shopping, door-to-door sellers, and more modern marketplace, the traditional markets are threatened to lose their customers. There are also the degrading images of traditional market in the society that further discourage consumers to visit the marketplace. Salaman traditional market is one of the traditional markets that is being affected by these changes, and has begun to lose its customers. With the size of the marketplace’s site, the location, and the economic importance it holds for its suppliers, Salaman District will face a major economic and urban problem if Salaman Traditional Marketplace is to be closed. The government has begun to take notice of the problem by trying to modernize the marketplace, but without careful analysis and full consideration of the main problems, Indonesia might lose one of its unique historic building typologies. This research wishes to evaluate the main reasons on why Salaman market is in the downwind, and using empirical study and primary data collection backed by literature and historic study, this research will try to pinpoint the problems in order to have the best approach to revitalize the marketplace. The steps that is being suggested in the Salaman traditional marketplace can become a precedent for other traditional marketplaces in Indonesia that are facing similar problems, and how the marketplace can still become a cultural and economic centre for the people that surround it.

1. Introduction

Traditional market in Indonesia is the marketplaces that are managed by the government with cooperation with private sector, where the merchant/s/traders have small or medium capital and the products sold are mostly for the daily needs for the people [1]. In the past, it was the place where Indonesian went to buy their daily needs, but nowadays, there is a downward trend towards the traditional markets, as they are losing their customers. The rise of mini markets and hypermarkets, and the rising number of door-to-door sellers have become a dangerous competitor for the traditional market as they are spread more in the city in contrast with the centralized system of a traditional market [2]. The number of traditional market has fallen in the past due to these competitions [3]. There is also a strong perception in the society regarding the traditional market, in which it is dirty, wet, bad odour, and unsafe, and it also has unstandardized quality of products [4]. The government has tried to rejuvenate the traditional market by modernizing the market and creating stricter rules, but the image of a traditional market has not changed, and that has also affected the willingness for the newer...
younger customers to come to the traditional market. These problems occur in most of the traditional markets in Indonesia, and slowly the country might lose a traditional medium of connectivity and interaction between customers and traditional sellers, which is an important part of the society of Indonesia.

Salaman market itself is one of the traditional markets that is located in the Salaman district in Central Java province, and with the area size of about 12.161 m², it is the main marketplace for the people from Salaman, Kajoran, Tempuran, and other areas close to the Salaman district. It is located in a strategic place, with a major road access that connects the cities of Magelang and Purworejo. Salaman district’s main produces are from the agricultural fields, so the traditional market should be the main selling medium for the local farmers to sell their products. Even so, it is experiencing a downward trend in losing its customers. With its size and its location, the risk of closing the traditional market can create more problems, economical and urban developments, for the district. Efforts have to be made to protect the existence of the market. This research will focus on defining the main problems that cause the downward trend of Salaman market, and analyse ways in order to save the traditional market, evading further problems for the district in general. The approach can then be done as a base to save other problematic traditional markets that have similar problems to Salaman market.

2. Method
In order to pinpoint the problems, a study of Salaman market will be done using empirical method of observation, with direct visits, surveys, and interviews with market tenants and customers in order to collect primary data of the case study in order to investigate the contemporary phenomenon in-depth [5]. Data collected will be analyzed qualitatively in order to determine the potentials and the problems of Salaman market. Literature review and study are also conducted to have a more balanced analysis [6]. After the analysis process has been done, conclusion will be drawn in order to find the best approach on how to rejuvenate the case under study.

3. Findings
Surveys have been done from March to May 2019 in Salaman market, in which primary data were collected in the form of pictures, drawings, and interviews of customers and tenants. Currently there are 128 kiosks divided into 5 main blocks, 364 small size kiosks (los), and between 180 to 200 street vendors (lesehan). The main products sold in the market are vegetables, fruits, meats, glassware, fashion products, and snacks. Due to the decrease in the customer number in Salaman market, there was an effort made by the government a few years ago to revitalize the market by widening it, eventually adding the number of tenants in the market, but unfortunately, the number of customers kept falling down, likely due to a wrong analysis of the main problem faced by the traditional market.

Figure 1. Current situation of Salaman traditional market, lack of customers and empty kiosks (Image source: personal documentation).
In the survey conducted, the researchers found out several problems and potentials that can be used to create a better understanding of the current situation of the traditional market, and become a base to create a better approach to revitalize Salaman market, revising the rejuvenation project already done by the government in the past years. The main problem of Salaman traditional market is that it realizes the negative images of traditional market, which are being dirty, wet, and bad odored, with heavy traffic in the surroundings. The lack of centralized garbage disposal system and the lack of toiletry units that are being spread in the market have created an unhygienic market that deters customer to come to the marketplace. The market also lacks cleaning staffs that are responsible to clean the marketplace. The presence of occasional meat market at the side of the market also creates discomfort, as the odor from the meat market crosses into Salaman market.

Salaman traditional market faces parking problem for the customers. It also lacks loading docks for the distributors, as the distributors have to unload the goods in the shoulder of the street. This creates traffic jams in front of the marketplace and due to its location, it hinders the traffic from the city of Purworejo and Magelang. The heavy traffic has forced people, and eventually potential customers for the market, to evade the site all together. The rise of door-to-door sellers (eyek) reduces the number of customers of market because customers do not have to face the traffic and the difficulties of finding a parking spot. There is also the problem of unclear division of areas by the type of goods, as customers became confused with finding their need in a rather huge area with hundreds of kiosks to look upon. The small width of alleyways in the market also caused circulation problems for the customers and tenants as well. These problems have greatly reduced the income of the tenants as the number of customers is decreasing. There are a lot of empty kiosks in the market, with many tenants who are overdue in paying their rent for their kiosks. The revitalization of the market by the government did not solve these problems, as they only expanded the market to add more kiosks. If these problems are not solved, then the very existence of Salaman traditional marketplace is threatened.

In the survey, the research team also found several potentials that can be developed to solve the problem the market is facing. The main potentials of Salaman market are the size and the location. The huge size of the market is enough to become a central of distribution of goods to the customers if it is being designed according to the needs of the tenants and the customers. The square shape of the site is also an ideal shape for a marketplace as it is compact and accessible in every direction [7]. Salaman market is located in a main street that connects two major cities in Central Java, so it is easier for the expedition of goods, and it is accessible for both the customers and the tenants. Salaman market has also the advantage of having diverse goods being sold by the tenants, and the operating hours that is longer than other markets near it (daily from 08.00 until 16.00). These are the potentials that have not been touched by the revitalization program made by the government, and should be considered if we wish to save the traditional marketplace.

4. Analysis
In our conclusion on the surveys and findings, we determined that Salaman traditional market has to be revitalized once more in order to preserve it as an economic centre in the region. This is due to several reasons. Salaman market’s size and location are two potentials but can easily turn into major issues if the downward trend of the market continues and the market closes. There will be a huge dead urban vitality in the centre of the city. Without the market activity and the lack of users, the area can potentially become a source of criminal activity as there will be no more eyes on the street that become a surveillance system in the area [8]. The loss of the marketplace will also impact the economic life of the people in Salaman district, particularly the tenants, the farmers, and producers of goods that sell their products in the market. Another main reason to maintain Salaman traditional market is to preserve a traditional cultural gathering place for the society. Traditional marketplace is an important part of Indonesian history that is slowly dying due to the changes in the society [9], even though traditional market has lower prices in comparison with other types of markets [8]. Traditional market also has potentials to become a major tourist attraction as many tourists, locals and foreign tourists, wish to experience the traditional exchanges between consumers and sellers [10]. Those
exchanges and atmosphere cannot be found in modern marketplace, as it is a medium for the social urban space in Indonesia [11]. Yet the modern market is more popular than the traditional market due to its numbers and its better image in the society. Traditional market is gradually losing the battle as more and more markets are closing while the modern market, although smaller in scale, grew rapidly over the years [12].

As the result of our surveys, there are two major problems that need to be addressed in order to preserve Salaman traditional market, which are the infrastructure and the image of the market. In accordance with the infrastructure problem, according to the findings we found during our survey, the revitalization project done by the government in past years has not touched the major problems that the market faces, which are the garbage problem, sanitation, parking and traffic, and the area division for the goods. These problems enforced the bad image of the traditional market in Salaman and deterred the potential customers to visit the traditional market. A thorough restructuration of the market, from the building, the zoning, the tenants, and the infrastructure, has to be done to create a more ideal traditional market. By creating a more standardized kiosk size in accordance with the law, which is at least 3 to 4 m² per kiosk [13], the marketplace can add more tenants while having enough space for parking area and loading and unloading zones so that there will be less traffic jam on the main street. The traffic problem is one of the main key elements that discourage potential buyers to visit the location [14]. Solving it will greatly improve Salaman’s marketability. A centralized system of garbage disposal and cleaning can be implemented with the government imposing stricter rules and having the tenants to pay for the retribution fee, which are not uncommon in other traditional markets in Indonesia [15]. Clear zoning distribution of goods, separation between wet area and dry area, and clear division with the meat market will further eliminate the sanitation and odour problems that Salaman market is currently facing. An addition of informative signage and information centre for the customers should also be done in order to create a more ideal market in Salaman. These changes go hand in hand with the minimum conditions of traditional market according to the law and regulations, as are written in the national standard of people’s market in Indonesia [16].

As for the image of the market, rather than converting traditional markets into modern markets, the government has to have a more in-depth approach of rejuvenating the traditional marketplaces. It has failed in its attempt to rejuvenate Salaman market in the recent past. They should not make the same mistake twice, as rejuvenation process needed huge sum of capital. A clear direction of development should be done prior to changing the market. The reimagining of the traditional market is also important due to the reluctance of young generation in Indonesia to visit the traditional markets because of the
imprinted bad image of that kind of market to the younger generation [17]. The image of Salaman market has to be altered as well, but not with changing it into a modern market. With its size and its strategic accessibility, Salaman market can be developed into a rural tourism spot that can help raise the influx of its customer and also the diversity of the customers, the locals who visit it to buy their needs, and the tourists who come to experience the atmosphere of a traditional marketplace. The floating market of Amphawa can become an example of how traditional market atmosphere can be sold to tourists and young customers without changing it into a modern marketplace [18]. The genius loci of the area has to be incorporated into the new revitalization project of the traditional market, as it is the key to create a unique design that integrates the history, locality, and the social dynamic of the society around the marketplace [19]. The government should also consider the collaboration of the existing social fabric when they reimagine Salaman marketplace, as the tenants will be the ones who use the area daily, and they have such potentials that can be distributed towards the future, like the Dongdaemun case in Korea [20]. Such local-heavy approach of reimagining Salaman traditional market should be included into laws and regulations that protect the traditional market from the advancing modern markets that grow exponentially around the area because it can became the main driving force that can help traditional markets to compete with modern markets. The law currently is only to determine the minimal distance between modern and traditional markets [21] and the products and its distributions. Another important aspect to guarantee the successfulness of this approach is the full cooperation from the tenants, which is also important as they are the backbone of whether the traditional market survives or not [22]. The healthy relationship between the tenants and the government, together with the reimagining of traditional market as an urban social medium that is rich in culture and history, will give traditional market a huge advantage against the modern market. This approach will be able to be applied towards other traditional markets in Indonesia, and as each approach is unique and respectful towards the market’s locus, the traditional market can once again become a part of the economy dynamic of Indonesia.

5. Conclusion
Due to its location and importance, Salaman traditional market is in need of another revitalization project. After determining the main problems through surveys, the revitalization of Salaman should be concentrated into three main parts: the infrastructure, the reimagining of the market, and the wilfulness of tenants to cooperate with the government and the customers. The revitalization process will be based on the reimagining of the traditional marketplace in order to make it more acceptable for the new breed of customers. The revitalization would cost the government huge investments, and the reimagining of the market may take some time to be able to be felt, but such process should still be done in order to maintain the unique spirit of a traditional market such as the Salaman market. If these three parts of revitalization are done correctly, then Salaman traditional market will become a major economic and touristic centre, and eventually become an economic catalyst for the surrounding neighbourhood. The approach that centres in maintaining the rich and unique genius loci of the traditional marketplace is another way to preserve the rich history and culture of Indonesia.

6. Further Researches
Further research of the case study can be done by determining the cost of the infrastructure revitalization process that is based on the reimagining of the marketplace. Research of another case study of a traditional marketplace that is in the same zone / area as Salaman marketplace can also be done in order to determine if the problems they face are similar, and if the reimagining of the marketplace based on its genius loci is as important as Salaman marketplace.

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