Study of Cemara Traditional Market development in Medan Timur District

Mario Hasian Sitohang, B.O.Y Marpaung and Amy Marisa Lubis

Master Degree Program of Architecture, Faculty of Engineering, Universitas Sumatera Utara – Padang Bulan, Medan, Indonesia

*Email: mariositohang.ms@gmail.com

Abstract. The market is one container activities trade that can not regardless from activities daily humans. With more rapidly development population then bigger demands too will needs to good market presence in a manner quantity and quality. In development, traditional markets produce demands which increases corresponding with increase number needs life and resulting in developing markets in a manner slowly. As overview, Cemara Traditional Markets is in East Medan bordering directly with sub-district Percut Sei Tuan in Deli Serdang. This established since 1990 with large 6,720 meters square. Height activity buying and selling at the Traditional Market Fir influence needs will availability land trade fairly. Limitations land make traders occupy the edge area rivers and roads to be the place for selling which resulted the development of Traditional Markets Fir not controlled with good. Condition that is Regional Government does the effort of one of them with set region all along border river as a deep green space zone RDTR Medan City Year 2015-2035 leave back with condition existing when this. Aim from research for knowing the existence of Traditional Markets Fir in occupy space and relevancy its development in a manner spatial against the RDTR. Method analysis research is descriptive qualitative with look circumstances existing and describe issue existing problems.

1. Introduction

The market is a container for trading activities that cannot be separated from human daily activities. With the rapid development of the population, the greater the demand for the existence of markets both in quantity and quality. In a simple sense, a market is a place where buying and selling transactions are carried out by sellers and buyers at certain places and times. From this understanding there are several main elements, namely the existence of a seller, buyer, place, time, and agreement in the transaction. Such markets are also referred to as Traditional Markets. According to Nel Arianty (2013), economic growth and regional development will be influenced by several activity systems, one of which is trade. Therefore, market presence can increase the economic growth of a region. In its development, traditional markets produce demands (demand) that increase in accordance with the increasing needs of life and result in the market developing slowly. This phenomenon creates a situation where the transaction time is longer and the place of trading is increasingly widespread due to the increasing number of sellers and buyers.

As an illustration, the Cemara traditional market is located on Jalan Cemara Medan. Traditional Pine Market is in the East Medan District which is directly adjacent to Percut Sei Tuan District in Deli Serdang Regency. The boundary between the district of East Medan, Medan City and Percut Sei Tuan Subdistrict, Deli Serdang Regency is characterized by the presence of rivers that intersect with the market. This market was established in 1990 with an area of 6,720 square meters. Located around the river Kera and adjacent to the location of the fish auction. Some of the traders' stalls are stuck on the river bank. Broadly crossed, especially on the bridge, both sides of the sidewalk have been packed with street vendors as well as buyers and pedestrians passing by there (Fahrunnisa, 2016). Activities in this Market begin at around 04.00 WIB and end at around 11.00 WIB.

Previously, the Cemara Traditional Market was a gathering place for large numbers of fish traders (agents) who then bought retailers from this TPI Market (Fish Auction Place). In TPI Market, it only sells fish and other fishery products. The impact of this market is the emergence of other markets, namely...
traders who sell daily necessities such as vegetables, fruits, and others around the TPI market which results in increased activity in the market (Siti Aisyah, 2003). The higher buying and selling activities at the Cemara Traditional Market affect the need for sufficient land to trade. The limited land makes the traders occupy the riverbank area and the road becomes a place to sell. The use of riverbanks and roads as a place of trade has resulted in the development of the Traditional Pine Market not well controlled. For this reason, it is necessary to analyze more deeply the existence and development of the Traditional Pine Market so that its development can be controlled properly.

**Traditional Markets**

The market has a very close relationship with the activities or economic activities of the community in production, distribution or consumption. In this case the market can be interpreted as the arena of distribution or exchange of goods, where the interests of producers and consumers meet and in turn determine the continuity of the economic activities of the people. Ginanjar (1980) argues that the market is a place to sell and market goods or as a form of holding trade activities. In the beginning the market is the turnover and meeting between inventory and supply of goods and services. The market is the social space beside the economic space. Factors that cause traditional markets to remain in demand are the character / culture of consumers. Although information about modern lifestyles is easily obtained, it seems that people still have the culture to keep visiting and shopping in traditional markets. There are very basic differences between traditional markets and modern markets. The difference is that in the market there is still a process of bargaining prices, whereas in the modern market prices are definitely marked with a price tag. In the process of bargaining there is a personal and emotional closeness between the seller and the buyer that is impossible to obtain when shopping in the modern (Mukhlas, 2007). The Department of Cooperatives and Small and Medium Enterprises defines traditional markets as markets with relatively simple building forms, with a relatively less pleasant atmosphere (narrow business space, inadequate parking facilities, lack of maintaining market cleanliness, and poor lighting). Goods that are traded are goods of daily necessities with the quality of goods that are less noticed, the price of goods is relatively cheap, and how to purchase them with a bargaining system. Most of the traders are weak economic groups and the way of trading is less professional.

**Traditional Markets in the City**

The market as part of the elements forming the city space, also as the backbone of the city. Its existence is important, because in the market there are various activities. In the market there are many shops, which make the market not only as an economic space. Even with the many shops it also increases human activity activities, starting from the exchange of shopkeepers who work, in and out of buyers and providers of merchandise, increasing transportation flows and many other activities. Activities that occur a lot in a market that definitely involves human activity, make a strong bond between fellow people. And when that place becomes important to someone, then that place will be important and be special for that person. Perception of the specialness of a place that makes a separate identity for the place (Khanian et al, 2013).

**Space**

The definition of space in terms of geography is divided into two, namely general and regional geographic terms (Jayadinata, 1999: 12). According to general geography, space is the entire surface of the earth which is a biosphere layer, a place to live plants, animals and humans. The surface space of the earth is as high as the atmospheric layer. According to regional space, it can be a region that has geographic boundaries, which are limits according to physical, social or governmental conditions. In addition, the definition of space in Law Number 24 of 1992 concerning Spatial Planning article 1 is as a container which includes land space, ocean space and virgin as a place for humans and other living things to carry out activities to maintain their survival. So, space cannot be separated from humans psychologically, emotionally or dimensionally. Humans are in space, moving, living and thinking, also making space to create their world (Budihardjo, 1999: 91).
Spatial Planning

The concept of urban spatial planning is a thought or idea that covers all things and is related to the characteristics of urban spatial planning. Spatial planning has a very broad meaning but at the same time also has the connotation of being limited to mere physical planning (Budihardjo, 1993: 199-200). Even though it has been several years since planning that emphasized the physical meaning, was all deterministic and brought humanity together with all its unique behavior, it had received a lot of criticism. Spatial planning is complex and complicated because it inevitably involves a clash between commercial and humanitarian technocratic approaches. The manifestation of spatial utilization patterns includes the location patterns, the distribution of settlements, workplaces, industries, and patterns of rural and urban land use.

The elements that shape the structure of urban space (Sinulingga, 1999: 25) are:
1. Collection of services including trade, government and finance;
2. Collection from secondary industry (manufacture), warehousing and wholesale trade;
3. Settlement environment as human habitation and open space;
4. Transportation network that connects places 1,2,3 above.

Space Planning

Space planning is an effort to create a good and efficient spatial plan. Everyone has the right to enjoy the benefits of space, including the added value of space as a result of spatial planning. City planners and management need to pay attention to complex aspects (Zahn, 1999: 222-223). This complexity includes many criteria, but briefly there are four criteria: Tipologi kawasan kota;
1. Morphology of the city area;
2. Scale of city area;
3. City area identity;

Based on Undang-undang Nomor 24 Tahun 1992 concerning Spatial Planning, spatial planning is a process of space planning, space utilization and control of spatial use. Thus, spatial planning basically includes the notion of space management.

2. Methods

This type of research is qualitative descriptive with the aim of analyzing the development of Traditional Pine Markets in the East Medan District and Percut Sei Tuan. Data collection is done by field observations and direct interviews. The chosen research variables are the results of interpretations from several studies of literature that influence the quality and development of the market area which are assessed from several parameters based on the results of several theories.

3. Results and Discussions

Characteristic Analysis of Traders. The results of the analysis of the characteristics of traders who are in the Traditional Pine Market are known that traders come from Deli Serdang Regency, with a relatively good level of pedagogical education, making trading activities as the main job and working long term, more than 3 years. The most types of merchandise are foodstuffs and the physical means used are carts/strollers.

Analysis of Trading Space Patterns. The trading space pattern consists of a spread pattern that extends along the river bank and road by considering high accessibility so that it has a great opportunity to reach consumers. Whereas the space used is in the location of the sidewalk and riverbank because it has visitors who are busy passing by. In addition, the existence of the market that used to be only in the city of Medan, namely the East Medan Subdistrict, experienced a development which resulted in traders passing the administrative boundary and occupying Deli Serdang Regency as trading land.
Spatial Pattern Analysis Based on Characteristics of Market Activities and Considerations of Normative Aspects. The status of the location of the study area is a sidewalk which is still a road and river bank which is a green open space according to the RDTR of Medan in 2015-2035, so that land use for trading cannot be done. Besides sidewalks that have functions for road users, sidewalks are also the property of Together for the common interest as well.

4. Conclusions and Recommendation

Conclusions. In carrying out its activities traders always choose public spaces, especially those on the sidewalks and riverbanks, this is because they have high visitor accessibility and convenience for consumers to just look at merchandise. Traders do not consider the function of the space in which they are active and do not consider the safety and comfort of users of other activities. The use of sidewalks and riverbanks as a place to trade is not suitable to be used as a location because it can disturb pedestrians and also vehicle users with vehicle stops resulting in traffic delays resulting in congestion especially during peak hours. With the establishment of zones along the river boundary as Green Open Space (RTH) zones in the Spatial Detail Plan (RDTR) and Medan City Zoning Regulations for 2015-2035, of course the government must issue regulations or policies in the form of structuring the Pine Fir Traditional Market.

Recommendation. Based on the benefits of the research, the suggestions in this study are intended for Local Governments as stakeholders, the community and subsequent researchers. These suggestions are the result of a summary of the analysis of the development of the Traditional Pine Market, which has been described as follows:

For the government, make a policy in regulating trade patterns so that it will reduce traffic congestion and the presence of garbage around the banks of the river, for example swordmen are allowed to trade only at certain hours and prohibit traders from selling on sidewalks and riverbanks.

For the community, increasing the active role of the community in the management and supervision of the Pine Fir Traditional Market area, so as to improve the economy of the community while maintaining environmental sustainability.

For further researchers, develop research in structuring the area of Traditional Pine Markets.

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