

An Impact Review of Traditional Market Revitalization for Producers and Consumers: A Case Study of Surakarta Legi Market

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Abstract. Traditional markets are synonymous with a negative image seen from the physical aspects of building and Market management. The need to revitalize traditional markets always operates and competes with modern markets. This study examines the impact of market revitalization on producers and consumers. The impact can be measured from the concept of revitalization through stages that include physical intervention, management revitalization, economic rehabilitation and social revitalization. This research uses qualitative methods with Case Study Analysis. This study shows the impact of improved physical condition, facilities, and services after revitalization. However, with the zoning system after revitalization causing a decline in merchant income, zoning negatively affects the interaction between merchants and other merchants.

Keywords: revitalization; traditional markets; producers; consumers.

I. Introduction

According to Lipsey, Steiner, Douglas in (Ferliana, 2018) economics can be freely interpreted as multiple production and consumption activities. Thus, the market can be related to production and consumption. According to the Central Bureau of market statistics data in Indonesia, there are 18,368 units, with the number of traditional markets at 16,235 units and the number of modern markets at 2,133 units covering convenience stores and shopping centers (BPS, 2020) Thus the traditional market is the most influential market with a comparison of more than the total number of markets and trading centers in Indonesia. The role of traditional markets is very important for the lower and upper classes of society because traditional markets sell various types of products that people need at affordable prices (Ariani, 2019) In addition, traditional markets engaged in the informal sector can open a wide range of jobs, especially for people who do not have the expertise and ability to work in the formal sector because of their low level of Education (Anggreini, Gosal & Undap, 2017).

Behind the advantages of traditional markets have problems with managing and empowering traditional markets. The lack of market land causes sellers difficult to place the position of selling. The market becomes congested, and access roads become narrow, often the occurrence of criminal acts, lack of facilities, especially the provision of waste bins make waste accumulate and scatter around the unhygienic market (Norhandayani, 2018). It turned into a modern society that wants a more comfortable, safe, clean and efficient market, causing the traditional market to abandon consumers (Masyhuri & Utomo, 2017). Traditional markets have lost their role with modern markets such as supermarkets and minimarkets (Pramudiana, 2017). According to (Kuncoro, 2008), the main issues related to the development of traditional markets are the distance between traditional markets and hypermarkets adjacent to each other. With the rapid growth of minimarkets to residential areas and the application of various trade conditions by modern retail that burden suppliers of goods, traditional market conditions are physically lagging.

With this, the government makes the policy contained in the regulation of the Ministry of trade contains the purpose of managing and empowering traditional markets. Furthermore, it creates traditional markets that are orderly, safe, clean and healthy improve service to the community, make traditional markets the driving wheel of the regional economy and create traditional markets that are competitive with modern (Permendag RI, 2012). The government pays more attention to traditional markets as traditional markets are one of the public means that support the community's economic activities and maintain local culture (Ayuningsasi, 2011). In this case, traditional markets become one of the regional economy's supporters, so traditional markets must be considered more by the government (Cyntia Pratiwi & Kartika, 2019). The government's responsibility is to improve the welfare of traders by supporting the smooth logistics and distribution of community needs, providing support by increasing profits, and encouraging traditional markets to compete (Shafira, 2022). Thus, the government created a market revitalization program that seeks to build or revive traditional markets (Hanif, 2020).

revitalization Program is the implementation of Law No. 7 of 2014 on trade, Article 13 paragraph (1), (2) and (3), which mandates that the government cooperate with local governments to develop, empower, and improve the quality of people's market management in order to increase competitiveness in the form of development or market revitalization traditional. The implementation of professional

management; facilitation of access to the provision of goods with good quality and competitive prices; and facilitation of access to financing to market traders in the people's market (Undang-Undang Republik Indonesia Nomor 7, 2014).

The revitalization of traditional markets carried out by the government not only pays attention to market conditions. However, the volume of trade in the market, the availability of land used for market improvement, and the design of market improvement plans, but it is necessary to limit the growth of the modern market is the first thing to be considered. Revitalizing traditional markets without limiting the growth of modern markets will not have a significant effect if the revitalization program issued by the government is only in the form of physical improvements without improving nonphysical (Adiyadnya & Setiawina, 2015). The revitalization approach must recognize and utilize the environment's potential encompassing the history, meaning, and uniqueness of the location and culture (Umam, 2019). The ultimate goal of revitalization is to achieve prosperity for the whole society. People should realize that shopping in traditional markets is no longer considered outdated.

Surakarta is famous as a city of culture for preserving traditional markets. For the people of Surakarta city, traditional markets are not just a place of sale and purchase alone; more than that, the market is related to the conception of life and socio-culture (Aliyah et al., 2009). Therefore, in Surakarta, the protection of its traditional market is quite serious. In this case, it can be seen from the traditional market Protection Regional Regulation which contains, "Market protection is an integrated effort to build sustainable market durability and be able to empower the market as a space for economic activities in achieving the welfare of the market community business" (Peraturan Daerah Kota Surakarta Nomor 1, 2010). According to data from the Central Bureau of Statistics Surakarta, there are 44 traditional markets scattered in the city of Surakarta (BPS, 2018).

Legi market is one of the traditional markets located in the city of Surakarta, which is located on S. Parman, Setabelan Village, Banjarsari District, Surakarta city, Central Java province, or precisely located north of Mangkunegaran Temple (Zuana, 2019). Notoharjo market has a land area of 17,000 square meters and a building area of 12,750 square meters. While Pasar Legi has a land area of 21,900 thousand square meters and a building area of 31,000 square meters, this makes Pasar Legi the largest Main Market number one in Surakarta (BPS, 2018). Furthermore, it is said that the main market is because the Legi market is a storage centre to be distributed to other markets such as the Gede market, Klewer market and various other markets (Nehe, 2022).

Having 24-hour operational hours, no wonder this market has a fairly fast money turnover that makes it one of the financial buffers of Surakarta. According to data from the Legi Dalam Market Management Office in 2013, the turnover of the Legi market reached 14.77 M (Arifin et al., 2021). every year, the turnover of the Legi market continued to decline until 2017, before the Omzet fire event had fallen to 10.8 M. Furthermore, in 2018, the Legi market experienced sourced from electrical short circuit. After the post-fire Legi market moved to the emergency market instead of making Legi market conditions deteriorate due to the lack of market facilities and infrastructure in the emerging market. After the Legi market fire, the Central Government built a revitalization program through the Ministry of PUPR and the Surakarta city government with a cost of 114.72 M (Suharsih, 2022). On January 20, 2022, the Legi market completed the revitalization stage and could operate again.

After revitalizing the Legi market, it accommodates 321 stall traders, 2,218 Los traders and 750 plataran traders. The Legi market has also applied the green building concept and received the first level of Green Building (BGH) building certificate. In addition, the Legi market building has met the standards of disability-friendly buildings (Nehe, 2022). The revitalization in this Legi market in the form of physical or nonphysical is expected to promote, maximize and prosper traders as economic actors and, most importantly, make comfort, security, and welfare of traders and buyers who transact in the Legi market (Feinny & Lumihi, 2015).

Researchers use indicators of traders and buyers because they know very well the conditions before and after the market is revitalized and certainly feel the impact. The impact can be measured from the concept of revitalization through the stages that include physical intervention, management revitalization, economic rehabilitation and social revitalization. From the purpose of the study conducted by the author later can be seen how the impact of market revitalization for producers and consumers.

II. Literature Review

Traditional markets and Modern Markets

According to Taufiqurrahman (2020), understanding the market is a meeting place between sellers and buyers to make transactions. In simple terms, the market can be interpreted as a meeting place for sellers and buyers to make transactions. This definition implies that the market has a certain place or

location that allows sellers and buyers to make transactions for the sale and purchase of goods and services. Quoted from Adrisjianti & Graaf in (Aliyah, 2017) history of the market was originally in the form of land that stretched wide without any fixed buildings, especially in Indonesia's history. The market emerged during the Majapahit kingdom of Majapahit in the 14th century, located centrally around the city centre and at the intersection of Crossroads.

According to (Arnita et al., 2019), a traditional market is a meeting place for sellers and buyers, which is characterized by direct transactions that usually begin with a price bargaining process. Meanwhile, according to hutabarat (Nst & Jamal, 2018) modern market is a market where sellers and buyers do not make transactions directly. Instead, buyers only see the price tag on the product packaging unit, and the purchase is served independently by sales associates. Alternatively, it can be seen in supermarkets, minimarkets, hypermarkets, and others.

Revitalization Pasar of Traditional Markets

The definition of *revitalization* is the process, Ways and actions in reawakening vitality, in the sense that vitality is for life and so on; generally, revitalization is a variety of efforts to attach importance to everything and is very necessary (Pratiwi & Kartika, 2019). According to the Ministry of trade-in (Nida, 2014), the purpose of market revitalization is to improve traditional market management, which includes: (1) cleanliness, comfort, promotion, security, order, and Business Opportunity and (2) Improving the quality of human resources of market managers and traders (3) increase and develop market revenue. Market revitalization Program as stated in the National Medium-Term Development Plan (RPJMN) dated 2015-2019, namely as many as 5000 traditional markets supported by integrated empowerment (Ariestiyanti & Adrison, 2020). In the study (Jam'iyatuzzulfiyyah, 2021), the stages of traditional market revitalization include several aspects, namely:

1. Physical intervention;
2. Revitalization Of Management;
3. Economic Rehabilitation;
4. Social Revitalization;

Producers and Consumers

Explained in (Sutami, 2012) trader is a job by running a business in selling, crafts or carpentry business related to selling or buying goods to make a profit, traders are the most influential economic actors in the trade sector because their contribution is as a liaison from producer to consumer. Meanwhile, according to Barkatulah in (Lestari, 2017) consumers or buyers are people who buy certain goods or use certain services or someone who uses a certain supply or amount of goods.

III. Research Method

This study uses qualitative methods with Case Study Analysis (case study) that explores a particular case in more depth by collecting various sources of information. By understanding the case in-depth, the researcher will capture the significance of the interests of a particular organization or community (Alwasilah, 2015). The type of data used is primary data taken directly by the researcher to the source without any intermediaries. The source data is taken from the respondent through interview data collection techniques, observation and documentation. The research location in the Legi Surakarta market the reason for the research in the location is because the Legi market has just completed the revitalization phase and started operating in early 2022. Purposive sampling technique for selecting respondents (Ika, 2021). purposive sampling is a sampling technique for data sources with certain considerations. For example, the person is considered to know the most with ten respondents, including five producers and five market consumers, because the researcher felt that the samples taken understood the problem to be studied, namely traders and buyers, for the satisfaction of the legi market revitalization program. The validity of the data used is triangulation which is a technique of checking the validity of the data to utilize something else outside the data as a need for checking or as a comparison (Bachri, 2010). The data collection method used is content analysis.

IV. Results and Discussion

Thus, to determine the impact of revitalization for producers and consumers Legi market, first researchers make observations in the research framework. Before conducting in-depth research, the first thing researchers do is to go to the Legi market to make observations. In the observation conducted on April 14, 2022, the researcher captured a very good impression, considering that the public, both producers and consumers, seemed to enjoy the course of transaction activities in the traditional market. With the

revitalization of traditional markets, changes occur not only in the layout of buildings and the process of community transactions in the market but also changes in equal relationships and personal emotional relationships. Equality in the relationship between producers and consumers in traditional markets will ultimately lead society to the same conclusion: welfare. In this study, researchers took ten respondents, including five producers and five respondents, consumers. The results of this study are described based on an interview conducted on April 14, 2022, as follows:

Physical intervention

Physical interventions include improving and improving the quality and physical condition of buildings before and after the revitalized market. Based on the interviews, 6 of 10 producers and consumers can conclude that the Legi market revitalized before and after changes. Before the Legi market revitalized, the condition of the market building has not been neat and still rundown. In contrast to the condition of the Legi market building that has been revitalized, seen from physical conditions such as market walls, roofs and floors of the market are good, and the market conditions are quite satisfactory for traders and buyers. However, when the rainy season, the absorption of water and the roof covering of the market makes an obstacle for traders because the lack of water absorption becomes muddy, and the lack of support or roof covering can cause rainwater to fall directly toward Los traders. In this case, market managers must still pay attention to and maintain the condition of the building or physical buildings in the Legi market.

The stage of a physical intervention on revitalization in the legi market is directly proportional to the research conducted (Syahirussyihab, 2019), (Zakni, 2017) and (Sari, 2020). Based on the research, the local government has not noticed physical interference before the revitalization of traditional market conditions, making traditional markets unkempt, rundown and dirty. Nevertheless, after the revitalization, physical intervention would change the image of the people's market that once seemed muddy, shabby, and dirty into a clean, neat, comfortable market. Furthermore, physical intervention in the form of Market redevelopment, rearrangement of kiosks and Los and infrastructure improvement. So that the physical condition after revitalization becomes neat and comfortable for sellers and consumers because the traditional market is no less competitive than the modern market.

Revitalization Of Management

Revitalization of management is a change and improvement that includes procedures for placing traders, facilities available in the Legi market and financing or capital and operational standards of market service procedures.

1. Market facilities before and after revitalization.

Some facilities in Pasar Legi include places of worship, public toilets, parking lots and provision of places to dispose of garbage after and before the Legi market is revitalized. Based on the results of interviews, 7 of 10 producers and consumers can be concluded that previously revitalized the condition of facilities in the Legi market, such as public toilets are slums and dirty water conditions, cause a lack of comfort in its users, besides the slum market conditions, have an impact on places of worship such as prayer rooms. In addition, other facilities such as parking have not been neatly arranged so that some parking users choose to park their vehicles outside the market.

After the revitalization of the improved market facilities, this can be seen in the cleanliness of public toilets that market managers have noticed. In addition, the placement of public toilets has been devoted to gender, such as male and female toilets. Besides that, each floor in the Legi market is equipped with public toilet facilities making it easier for users to use them. Therefore, with improved market conditions and cleanliness maintained after Legi market revitalization, users are more comfortable using places of worship such as prayer rooms. Furthermore, after the revitalization of parking facilities in the market improved, this is because the parking lot in Legi market is wide so that it can be arranged neatly. In addition, parking access located on the third floor of the market can facilitate sellers and buyers to transact.

The facility phase on revitalization in the legi market is directly proportional to the research conducted by (Nida, 2014) and (Rosyidi, Adhi & Astrika, 2016). According to the research, facilities have improved quality after revitalization, such as toilets, prayer rooms, market courtyards and Market parking. The post-revitalization traditional market provides convenience to sellers and buyers. The improvement of post-revitalization facilities covers within the market and outside the market.

2. Market Management Services before and after revitalization.

Services performed by market management officers to traders in the form of administrative services, namely the withdrawal of retribution fees for traders who occupy Los/kiosks in the legi market and services in the form of placement rights Los/kiosks were before and after its Legi market revitalized.

From the results of interviews, three manufacturers can be concluded that the services of market managers in terms of retreats cost do not have a bad impact on traders because traders do not mind the changes in the cost of retribution before or after the revitalization of the Legi market. It is expected that the addition of post-revitalization costs regulated by market managers can increase the level of physical and nonphysical quality in the Legi market. Moreover, other services are increasing the number of market services, such as the market janitor, so the market is kept clean.

The service stage of revitalization in the legi market is directly proportional to the research conducted by (Rosyidi, Adhi & Astrika, 2016) and (Setiono, 2019). Based on the research, the services of market managers affect the increase. It is characterized by the addition of market Service officers to support market services. The stage of services provided after the manager's revitalization increases the market, which can be seen from the physical evidence, guarantees, responsiveness, and attention carried out by the market manager.

3. Merchant fishing

Financing provided by the market manager before and after the market revitalization has not been implemented by the market manager, for example, financing the construction of kiosks. Based on the results of interviews, 4 out of 5 manufacturers can be concluded that for the right of placement provided by the manager, no costs are incurred for stall traders. However, traders use their costs to construct the stall itself. The stage of financing traders on revitalization in the Legi market is directly proportional to the research conducted by (Jamiyatuzzulfiyah, 2020). The research statement explains that there is no merchant financing before or after the market is revitalized. However, the agency helps access the capital of traders who need to be connected to financial institutions such as koprasi and banks.

In this case, the management revitalization phase on revitalization in the Legi market is aligned with the research conducted by (Zakni, 2017). After the revitalization of traditional markets, the revitalization of management improves. It includes the maintenance and control of market buildings, complete facilities, and management of merchant-type arrangements. So that it is not only physical, that is improved and heeded, but must be accompanied by good market management.

Economic Rehabilitation

Traditional markets are said to be successful if the visitors are crowded, so they have much economic activity. Economic rehabilitation is an improvement in the level of economy perceived by traders. Therefore, economic rehabilitation is directly related to the income of traders in the legal market. The interview results focused on traders' income before revitalization in the market. Based on the interviews, 5 of 5 manufacturers can conclude that traders' income was higher than after the revitalization before the revitalization. As a result of access to trading locations, the number of visitors and placement of post-revitalization trading zoning factors make traders' income decline in the Legi market.

The economic rehabilitation phase in the revitalization of the Legi market contrasts with the research conducted by (Siregar, 2020), (Pratiwi & Kartika, 2019) and (Jamiyatuzzulfiyah, 2021). Economic rehabilitation is directly related to the income of traders. The level of income of traders before the market revitalization is quite low. After the revitalization, the state of the market to be good, clean, and good management of the visitors will be interested and comfortable in shopping, so the merchant's income has increased. Furthermore, the factors increase merchant income due to fixed consumers, completeness of goods and the location of strategic kiosks/Los post-market in revitalization.

Social Revitalization

The social revitalization includes improvements in social aspects in the form of interaction between traders and buyers and traders with fellow traders, as well as attractive market environment conditions that create social dynamics in society. The zoning system affected the social interaction between traders and other traders before and after the Legi market was revitalized. The results of interviews with seven producers and consumers show that the social interaction of traders with other traders and traders with buyers had changed after and before the market was revitalized. After the revitalization zoning system causes a lack of interaction between traders with other traders, this is because the zoning system changes the place or location of trading, and traders must follow the location following the type of goods sold.

Before revitalization, the amount of time buyers in the market is very short and only briefly because the market conditions are less comfortable so that buyers do not linger in the market and, of course, can reduce the interaction between buyers and traders. However, after revitalization from the comfort factor of the physical form of the market, cleanliness and safety make buyers enjoy their time in the market. Of course, the interaction between traders and buyers is quite better than before the market revitalization.

The social revitalization stage in the revitalization of the legi market is in line with the research conducted by (Ratnasari, 2017), (Arifin et al., 2021) and (Aprilia, 2018). Based on the research on cultural and social revitalization, the relationship between traders and other traders and buyers becomes better after the market is revitalized. Furthermore, the open market Los space arrangement makes it easier for traders to interact and cooperate if there is a need with other traders.

V. Conclusions

The results of the discussion show the impact of market revitalization Legi on producers and consumers. The revitalization in the market, Legi has a different impact from the point of view of producers and consumers. The impact is a factor in the success or failure of the market that has been revitalized. Of course, after the revitalization of the market can compete with the modern market. It includes changes in the physical condition of the building that looks good. At the stage of physical intervention, traders and buyers are quite satisfied with the existing changes. In addition, the improvement of post-revitalization facilities such as toilets, prayer rooms, and Market parking makes post-revitalization traditional markets provide comfort to sellers and buyers. With the increase in market janitors and levy costs that do not burden traders, making post-revitalization market services improved. After revitalization from the comfort factor of the physical form of the market, cleanliness and safety make buyers enjoy their time in the market. Of course, the interaction between traders and buyers is quite better than before the market revitalization.

However, with the revitalization program, there are negative things that arise for producers and consumers. In the case of physical intervention after the market revitalization, there is a negative impact, namely the lack of water or drainage system that causes waterlogging. It leads to an unpleasant scent and very disturbing buying and selling activities for producers and consumers. Another thing that can cause a negative impact after the revitalized Legi market is that the zoning system carried out by market managers has an impact on the income of traders because some traders in the placement of selling locations are not strategic. Furthermore, the zoning system after revitalization causes a lack of interaction between traders and other traders because the zoning system changes the place or location of the trade. Traders must follow the location under the type of goods sold.

As a suggestion, government agencies and market managers should always pay attention to physical and nonphysical market conditions, especially on water distribution or drainage, and the zoning system must be managed carefully. The zoning system affects the social community, especially sellers to other sellers, and the zoning system affects the income of traders. So, if traders are too burdened by various kinds of burdens will hamper the wheels of their economy; if the wheels of economic activity are hampered will cause a more widespread impact on the economy. Therefore, producers and consumers must cooperate in maintaining a clean, orderly, comfortable and safe market condition. In caring for and maintaining the existence of traditional markets, of course, we will not worry about the presence of modern markets.

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