Towards a competitive traditional market through infrastructure performance and redefinition categories: a case in Semarang City

Ferry Hermawan[1], Himawan Indarto[1] , Ismiyati[1]

[1] Department of Civil Engineering, Diponegoro University, Semarang, Indonesia
*Corresponding E-mail : hermawan.ferry@gmail.com, ferry.hermawan@undip.ac.id

Presented in 4th ICRMCE
Surakarta, 11 July 2018

Presentation Outline

Introduction & Research Question

Aim and Objectives

Research Methodology

Results and Discussion

Conclusion

Introduction

Why Public Buildings?

Infrastructure

Building constructions:
- as the heart of infrastructure development
- supporting people activities, either by public building or commercial buildings.

Local Authorities/ Government Building

' an increasing modern market by 31.4 % per annum and decreasing traditional market by 8 % per annum'
(AC Nielsen, 2007)

Public Market
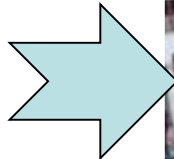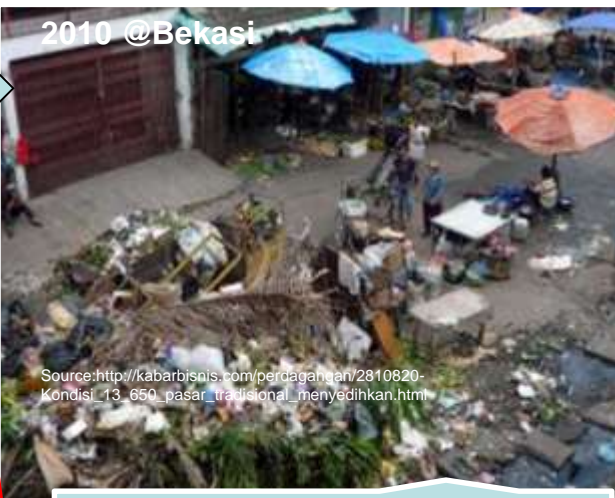
Sport Center/ Stadium

Public Transportation

Hospital

Unit Health Service

Civic Service

System Activities

2010 @Bekasi

Source:http://kabarbisnis.com/perdagangan/2810820-Kondisi_13_650_pasar_tradisional_menyedihkan.html

2011 @Deli, Medan

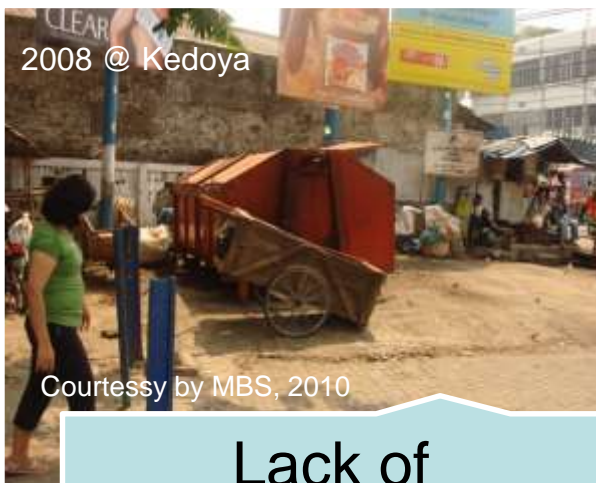http://pontianak.tribunnews.com/2012/02/23/pasar-flamboyan-pontianak-segera-direnovasi

July, 2014 @Tanah Abang

http://bisnis.liputan6.com/read/2082110/jadi-gubernur-dki-tak-bangun-pasar-bagaimana-saat-jadi-presiden

Messy

Lack of Management

strategic approach = 'develope & implement' (Pablo et al. 2007)

Street Vendors

2012 @ Pontianak

2008 @ Kedoya

2012 @ Pos Duri Tambora

http://www.ayogitabisa.com/foto/potrait-gita/269659/geliat-pasar-tradisional-di-bantaran-rel-004-fran.html

Courtessy by MBS, 2010
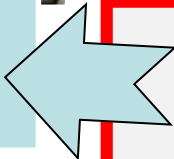
http://pontianak.tribunnews.com/2012/02/23/pasar-flamboyan-pontianak-segera-direnovasi

Not Hygienic

Lack of management

Limited Facilities and infrastructure

Public Market inside Jakarta

Background

The **unavailability of a comprehensive standard of traditional market revitalization** on the basic needs of sustainable public buildings in Indonesia is considered one of the factors that causes issues related to a lack of **competitiveness.**

All about market

Made with VideoShow

Public Hopes for Traditional Market as can be seen in this Clips

The role of the traditional market

- the destinations of people to interact in the social environment, in terms of bargaining, shopping activity, and attending a special event in the market.

- the relationship between the customer or buyer and the market traders.

Aims and Objectives

Hence, to maintain the existence of traditional markets, **revitalization is essential,** with attention to the building form, the arrangement of stalls or kiosks, merchants, market infrastructure, location and accessibility of the traditional markets

Objectives:

- to figure out the local characteristics and to encourage local government **to formulate competitive traditional market** as an economic driver in the future.

Research Methodology

Paradigm

Interpretive

Strategy

- Qualitative by Case Study Approach

Methods

- Semi Structured interview
- Cross-section
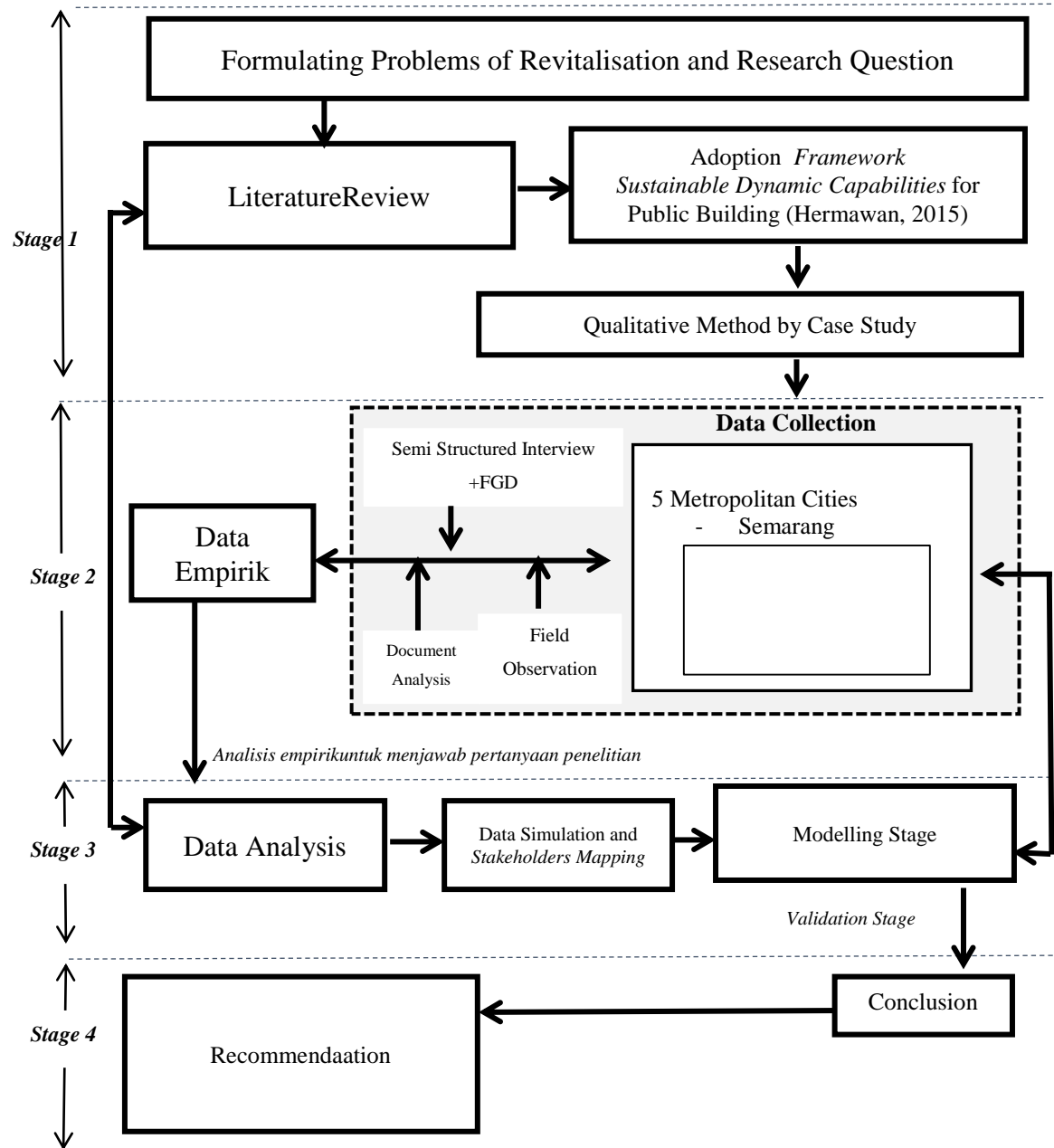- Archival Survey of Design Engineering Drawings and other relevant documents in project site

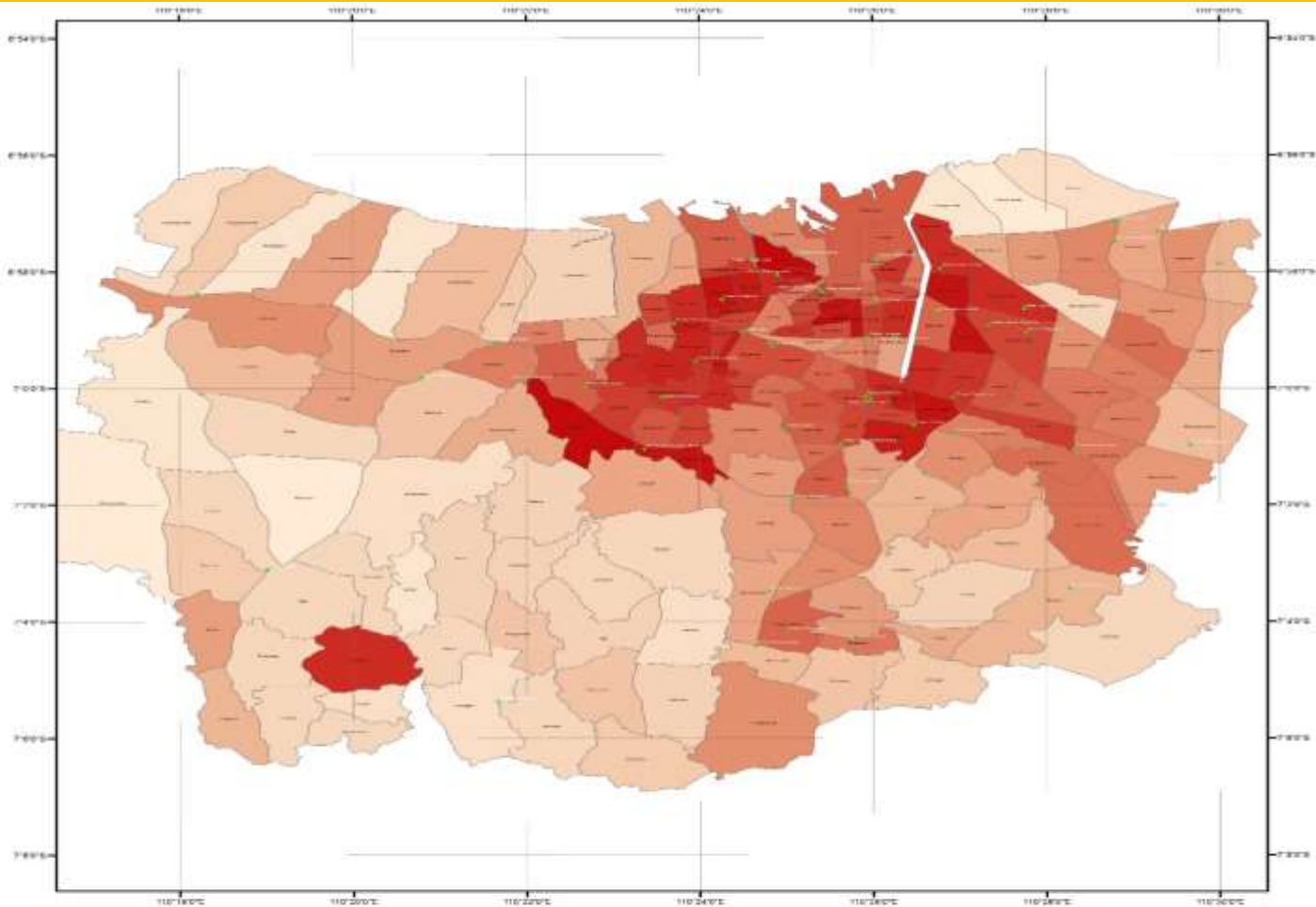**Technical Analysis**

- Triangulation
- Matching-Pattern

Sampling

Purposive from 47 registered public market in Semarang City

Research Stage

Stage 1

Formulating Problems of Revitalisation and Research Question

LiteratureReview

Adoption *Framework Sustainable Dynamic Capabilities* for Public Building (Hermawan, 2015)

Qualitative Method by Case Study

Stage 2

Data Collection

Semi Structured Interview +FGD

Data Empirik

5 Metropolitan Cities
- Semarang

Document Analysis

Field Observation

Analisis empirikuntuk menjawab pertanyaan penelitian

Stage 3

Data Analysis

Data Simulation and *Stakeholders Mapping*

Modelling Stage

Validation Stage

Stage 4

Conclusion

Recommendaation

Indonesian Traditional Market:
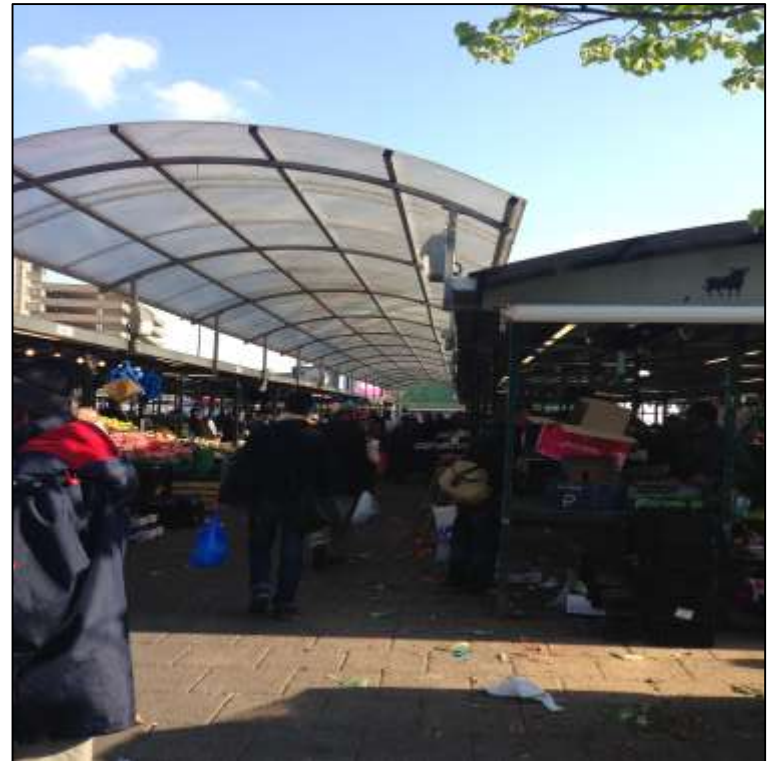*Spread Location based on density population in Semarang (Hermawan et al. 2018)*
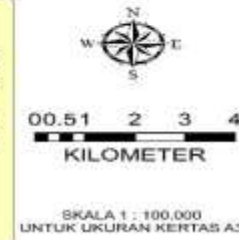
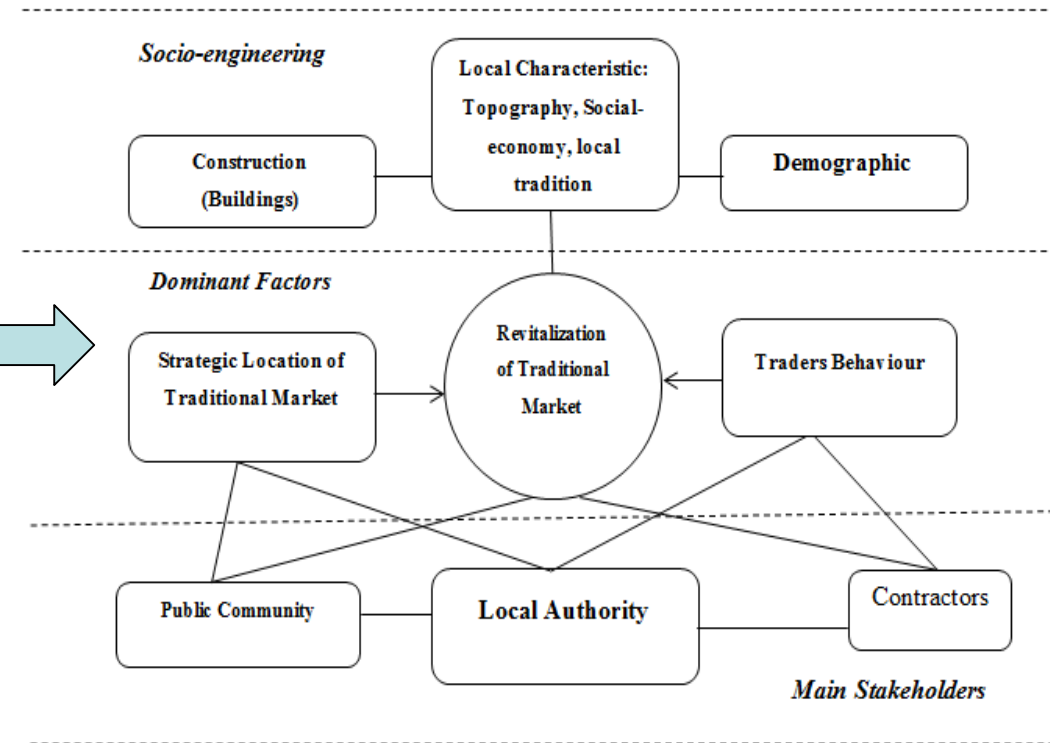**Competitive Traditional Market: Reality and Hopes**

Reality

Hopes

The ideal traditional market for people involves social interaction and 'a cheap price' as an attractive factor

Previous Research 'KGM' Market Jakarta (Hermawan dan Soetanto, 2014)

Case Study in 5 Metropolitan Cities in Java Island

Model-1 (Role Model)

Model-2 (Development Model-1)

Loughborough, UK

Thailand

Mainz Germany

Encouraging competitiveness of traditional markets is a very challenging process regarding **government capabilities.** It is not merely a physical matter of the building but also concerns longstanding social interactions in a place or region.
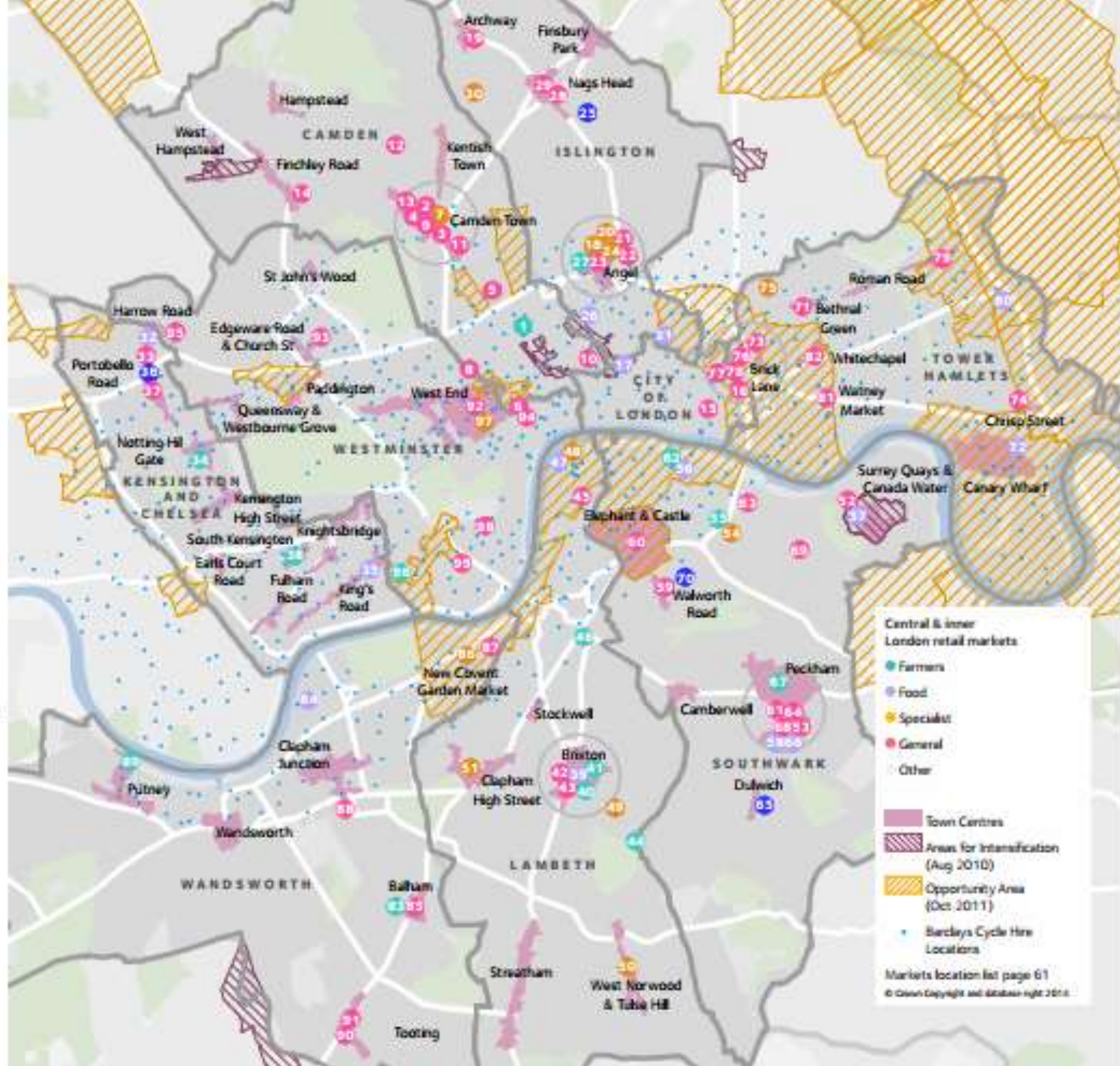
Central & inner London retail markets
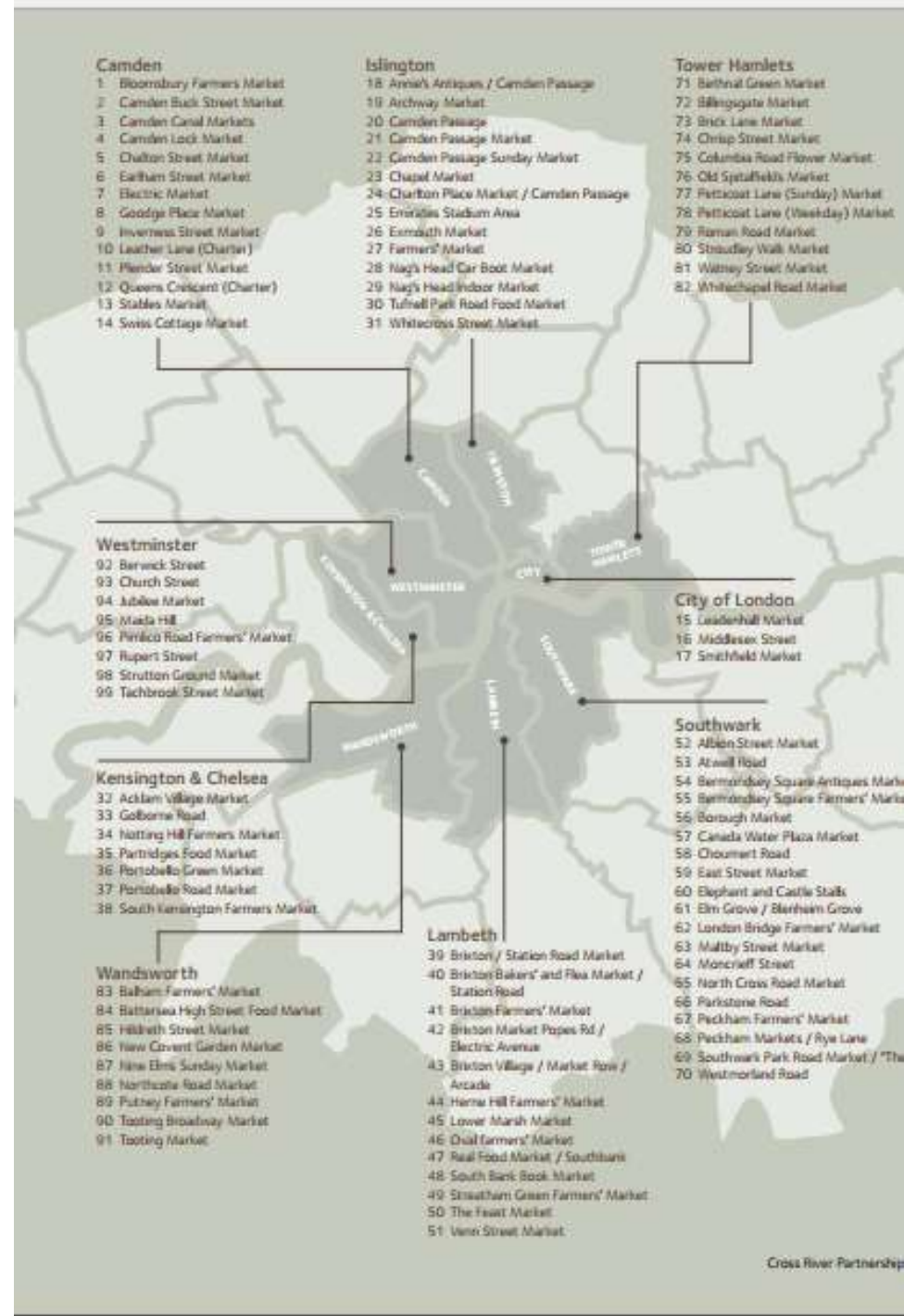
Spatial distribution

Retail markets in central and inner London are concentrated around major town centres, as would be expected. This is most evident in a semi-circular ring starting with Camden in the north and running clockwise through Angel, Liverpool Street, Peckham and Brixton. This pattern peters out to the south west in Wandsworth and to the south west of the Royal Borough of Kensington and Chelsea, indicating possible areas for future markets and local growth.
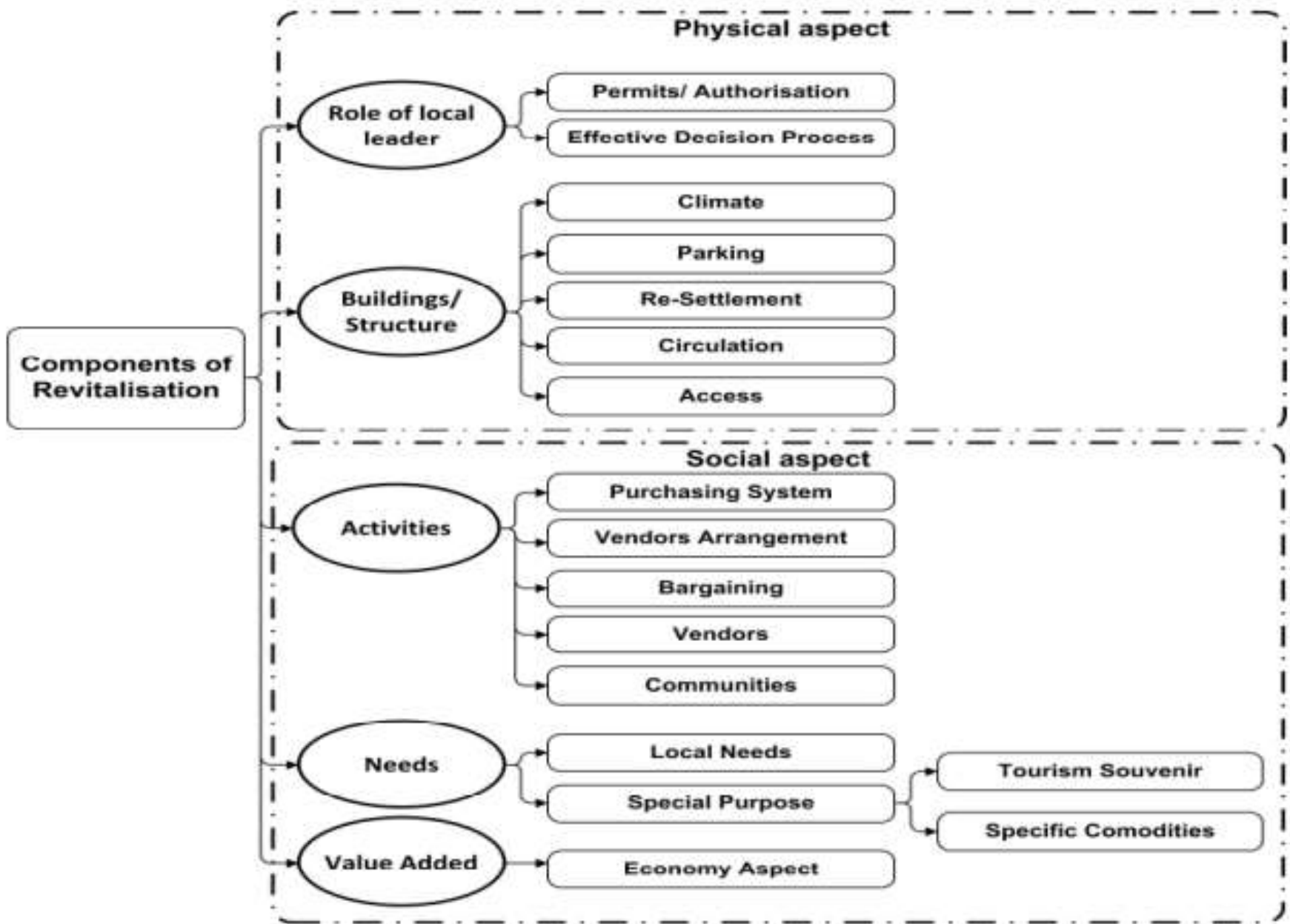
The overlap of markets with London's opportunity and intensification areas – the areas identified by the Mayor as capable of sustaining new homes, office and retail space and jobs – is patchy. Analysis identifies clear opportunities for markets and mobile retail around the south bank. And also to the west of London, where much of London's new homes and jobs will need to be built and created over the next 20-25 years.

The correlation between the prevalence of markets and areas with large black or minority ethnic populations and income deprivation are marked, indicating the economic and social relevance of markets in providing both affordable goods and services and access to low-cost self employment in parts of the city. (Maps overleaf).

Central & inner London retail markets

- ● Farmers
- ● Food
- ● Specialist
- ● General
- ○ Other

Town Centres

Areas for Intensification (Aug 2010)

Opportunity Area (Oct 2011)

· Barclays Cycle Hire Locations

Markets location list page 61

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List of Markets
in Central London

Hermawan *et al.* 2018

Infrastructure Profile in Case study area

Table 1. The current performance of traditional market infrastructure in Semarang.

No	Infrastructure components	Availability (%)	Performance (%) Excellent	Good	Poor
1	Parking area	83	50	33	17
2	Public toilet	81	33	0	67
3	Lighting	81	32	35	33
4	Electricity installation	79	66	34	0
5	Prayer room	78	46	24	30
6	Market agency office	77	35	33	32
7	Communal rubbish bin/ truck	75	31	34	35
8	Clean water facility	70	24	50	26
9	Hydrant	66	19	35	46
10	Market information	61	63	0	37
11	WTP/waste facility	14	20	0	80
12	Loading and drop off	13	0	100	0
13	Security/Guard	8	0	100	0
14	Scale/ Weighing service	8	0	100	0
15	Health unit	2	0	100	0
16	Child Care Service	2	0	100	0
17	Advertisement	0	0	0	0
18	Transport/ Rent Car service	0	0	0	0
19	Bank/ Cooperative	0	0	0	0
20	Merchant community office	0	0	0	0

Only 30% which fulfils the public market standard

Table 2. The Redefinition Categories of Traditional Market in Semarang [8].

Parameters	City market	District market	Local market
Distance from the main road (meter)	65	5	Less than 1 meter
Visibility from the main road (meter)	65	5	Less than 1 meter
Location Density (people/ km²)	10,000-16,000	5,000-12,000	900-1,800
Merchant	500	270	30
Total public transport trajectory (minimum)	5	4	-
Minimum entry access (gate)	2	2	2
Parking area	Available, depending on visitors per day	Available, , depending on visitors per day	Available but not mandatory, because of land-use policy
Total level (storey)	Up to 2	1 and basement	1
Distance from modern market (m)	500	500	500

Regarding the standard revitalization of the traditional market arrangement, according to the Indonesian Public Market Standard (*SNI Pasar Rakyat*), the application of the zoning system among stalls and the provision of market facilities already meet the standard [5,6,7].

Conclusions

Traditional market competitiveness is influenced by several factors, among others, **local government policies** supported by parties with the traditional market management **experience.**

Conclusions

The sufficient infrastructure and reconsideration of a development strategy, such as **location and its characteristics and zoning of merchandise, will affect market operations.** Traditional market structuring policies, including market revitalization, should be tailored to the characteristics of the service coverage area.

Competitive markets should be **redefined as a market that fits public needs** with unique considerations through location and sufficient infrastructure.

Thank you for your kind attention