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

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Presented in 4th ICRMCE
Surakarta, 11 July 2018
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Presentation Outline

Introduction & Research Question
Aim and Objectives
Research Methodology
Results and Discussion
Conclusion
Why Public Buildings?

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

Introduction

- 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

Infrastructure

Infrastructure System Activities
Public Market outside Jakarta

- Messy
- Lack of Management
- Not Hygienic
- Limited Facilities and infrastructure
- Street Vendors
- Lack of management

Strategic approach = 'develop & implement' (Pablo et al. 2007)

2010 @ Bekasi
2011 @ Deli, Medan
2012 @ Pontianak

July, 2014 @ Tanah Abang
2008 @ Kedoya
2012 @ Pos Duri Tambora


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

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

2012 @ Pontianak

Not Hygienic

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.

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

Stage 2
Adoption Framework Sustainable Dynamic Capabilities for Public Building (Hermawan, 2015)

Stage 3
Data Collection
- Semi Structured Interview
  + FGD
- 5 Metropolitan Cities
  - Semarang
- Document Analysis
- Field Observation
- Analisis empirik untuk menjawab pertanyaan penelitian

Stage 4
Data Analysis
- Data Similation and Stakeholders Mapping

Modelling Stage

Stage 1
Research Stage

Stage 2
Data Collection

Stage 3
Data Analysis

Stage 4
Recommendation

Conclusion
Indonesian Traditional Market: Spread Location based on density population in Semarang (Hermawan et al. 2018)
Results and Discussion

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)
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.
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 peter's 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).
List of Markets in Central London
Only 30% which fulfils the public market standard

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

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

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

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

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