

The Influences of Traditional Market Revitalization Policy on the Design Thinking Process (Case Studies: Modern-Traditional Market in Bali)

Nyoman Ratih Prabandari^{*1} , I Komang Arya Triadi¹ , I Nyoman Gede Maha Putra¹ 

¹Department of Architecture, Faculty of Engineering and Planning, Universitas Warmadewa, Denpasar, 80239, Indonesia

*Corresponding Author: ratihprabandari@warmadewa.ac.id

ARTICLE INFO

Article history:

Received 29-6-2024

Revised 13-10-2024

Accepted 25-10-2024

Available online 30-11-2024

E-ISSN: 2622-1640

P-ISSN: 2622-0008

How to cite:

Prabandari N.R. et.al. The Influences of Traditional Market Revitalization Policy on the Design Thinking Process (Case Studies: Modern-Traditional Market in Bali). International Journal of Architecture and Urbanism. 2024. 8(3):377-392.



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International.
<http://doi.org/10.32734/ijau.v8i3.17094>

ABSTRACT

Traditional Market Building Revitalization Policy often causes a mismatch between the designed space and its actual use. Many market facilities are still underutilized, while new informal spaces emerge in inappropriate locations. The purpose of this study is to examine how local government and revitalization policy influence design thinking process and why misalignment of traditional market revitalization policies and the user's needs occurs. Understanding the design thinking process of planners is considered important to be able to find the gap between planners and users according to the problem statement above. There are two projects that are used as case studies, namely Badung Market (pilot project) and Banyuasri Market (advanced project). Data collection was carried out by: (1) interviews with 2 people from 1 consultant (handling 2 case study projects) and 4 project stakeholders; (2) study of design drawing obtained from architects and stakeholders; and (3) documentation to compare drawings with conditions in the field. The case study analysis was carried out by exploratory qualitative methods. Identification of design problems based on Bryan Lawson's theory, design thinking methods, as the basis for analytical theory. The key findings of this research are design of Badung and Banyuasri Markets highlights the architects' adaptation to government policies and formal regulations, balancing aesthetic demands and spatial constraints. The revitalization of traditional-modern markets like Badung and Banyuasri failed to meet user needs, as standardized designs and government-imposed policies led to underutilized spaces and dissatisfaction among traders. While the markets were modernized, the disconnect between design and actual user behavior resulted in reduced trader income and limited customer access.

Keywords: architects, constraint, design, government, policies

1. Introduction

Many studies have been conducted on traditional market revitalization. Prastyawan (2015) conducted a study on the motives behind the traditional market revitalization policy in Wonokromo, from the perspective of regional governance theory. The results of the study showed that each actor had different motives. Investors carried out revitalization with business motives, while the government had the motive to increase regional income [1]. Ayuningsasi (2013) in his study stated that the traditional market revitalization policy had a positive impact on various aspects, including the physical condition of the market, market governance, and

trader income. This positive impact indicates that the revitalization program has succeeded in achieving its goals, namely improving market conditions and increasing buyer visits [13]. This is in line with Park's research (2014) which states that the focus of the traditional market revitalization policy has shifted from physical improvement projects to social regeneration efforts designed to stimulate an increase in the value of the traditional market itself. The study was discussed more from a social, economic, and business perspective. From the aspect of project development, it also leads to increased physical improvements and better performance of traditional-modern markets [19]. However, when viewed from the aspect of the effectiveness of the building's function, after the revitalized traditional market had been operating for 5 years, it turned out that many spaces were not functioning effectively, and new functions emerged in places that should not be informally.

Starting from the parking area that should have been a place to park visitors' vehicles, now there are rows of small traders' stalls on each side. Many traders sell outside the market building to make it easier for customers to find their stalls. Several rooms in this magnificent building are quiet, empty, and give the impression of being abandoned by their occupants [11] [22]. The shape of the traditional market building which tends to be closed resembling a modern market has begun to cause side effects related to olfactory comfort. This encourages users to prefer activities outside the building rather than inside the building. According to Sudaryono (2008), this condition of inconsistency is called a contradictory space [24]. When traced from Henri Lefebvre's perspective (1991), this spatial contradiction occurs when the space conceived by the space constructor (planner) does not match the spatial practices resulting from the movement of space consumers (users) [8] [16].

The gap between planners and users often arises due to differences in background, insight, and interests [2]. This is common in the production of social space, including Traditional Markets which are public spaces for socializing [16]. The traditional market revitalization policy which influences design thinking process may not have answered the needs of users in spatial practices. The Research Question is *How the Local Government and Revitalization Policy influence Design Thinking Process?* and *why the misalignment of traditional market revitalization policies and the user's needs is happening?*

The discussion will begin with understanding the spatial production process and design problems that traditional market revitalization project planners want to solve. Understanding the way of thinking and views of spatial constructors is considered important. From here we will find patterns that describe the decision-making process. Starting from the down streaming of space policies, design decisions, to building design and user's responses are emerging by the wider community in the case study of the Modern Traditional Market in Bali.

The problem that will be studied further is the relationship between the spatial production process and the misalignment between revitalization policy and user's need. In this way, the causes of spatial contradictions between planning and utilisation can be identified. This study is supported by looking at the phenomenon of the rise of traditional - modern markets which quite eliminate inclusiveness, less effective use of space, meaning that many of the spaces created are not active or do not function according to plan. from the beginning. If this continues, this waste of space and development will cause significant losses, both for users, as well as for development managers and investors themselves.

2. Method

Research is presented in qualitative methods. The discussion will be based on multiple cases. This research looked at two Traditional-Modern Markets in Bali. (1) Badung Market, which is a pilot project, and (2) Banyuasri Market which is an advanced project to this revitalization policy. Badung Traditional Market (peken) is located on Jalan Gajah Mada, Denpasar City. The location is about 400 meters west of the Denpasar Mayor's Office and the Catur Muka Monument. Badung Market is part of the heritage area of Jl. Gajah Mada Denpasar [6]. Badung Market in Denpasar, Bali, is one of the largest traditional markets in Bali, offering a wide variety of goods, including fresh produce, spices, handicrafts and textiles [15]. Banyuasri Market is a traditional market located in Singaraja, the capital of the Buleleng Regency in northern Bali. Banyuasri Market

is an important center for local commerce, offering a variety of products such as fresh fruits, vegetables, spices, meat, and traditional Balinese goods in Buleleng. Similar to Badung Market, this market serves as a key hub for residents and reflects the local culture and daily life of the Singaraja community [14].

This research started from an archival study by observing the design drawings. This design or concept drawing is a real picture of the planner's conceived space. This data was collected by conducting documentation and archive studies on the two market cases, obtained from consultants and related local government agencies, namely the Department of Industry and Trade and the Public Works Department. This is followed by a cognitive understanding of the design logic and decision making behind conceptual space descriptions. This data was sought by conducting unstructured interviews with planners so that the space production process in the Traditional-Modern Market was known. The number of sources who will be interviewed consists of 2 interviewees from architect consultants, and 4 interviewees from 2 local government agencies who commissioned the 2 traditional market revitalization projects, the Department of Industry and Trade and the Public Works Department. Then, do observation and the photography documentation to compare drawings with spatial practice conditions in the projects.

Analysis was carried out using exploratory qualitative methods. Identification of design problems based on Bryan Lawson's theory, design thinking methods as the basis for analytical theory. This analysis was carried out to find out the design problems to be resolved from the visible design results. This data collection of design problems that are attempted to be resolved through traditional-modern market design is categorised based on generators of design problems (designers, paying clients, users, and legislators) and design constraints (radical, practical, formal, symbolic constraints). Then created the radar diagram to know how strong the influence of the generators and constraint of problem on the design results [3]. Exploratory analysis was also carried out in more depth to find out what public policies influenced design decisions in design thinking for public buildings such as Traditional Markets.

3. Results and Discussion

In general, the production process for Traditional-Modern Market Space is influenced by 2 agents, Space Constructor and Space Consumer [2][21]. A Space Constructor is a space planner, namely Owner, paying client, and architect or contractor. Space Consumers are users, which in this case are Daily Users: Daily Traders & Buyers, or other parties who use the Market. The agents who play a role in the space production process largely contribute to providing or raising problems, demands or obstacles in the design of a building. Lawson (2011), calls these agents Generators of Design Problems [3]. Architects as space planners of course try to solve the problems raised by these agents to be taken into consideration in determining design decisions, so that the shape of the building or facility is produced as it is built and visible to its users. Lawson groups the problems faced by architects in the design process into four functional groups, namely (1) Radical (designed function, space and facilities); (2) Practical (building process, building systems, building technology, and other technical performance issues); (3) Formal (visual and physical arrangement of the building); and (4) Symbolic (demands for meaning, quality of expression, atmosphere and ambience). These four groups are the basis for identifying and categorising the problems being considered to find out how far they influence the design process [3].

How is the Space Production Process of the Modern-Traditional Market?

The Traditional Market Revitalization Policy by the Ministry of Industry and Trade is handed down to each district regional government. This program is not mandatory, but if a traditional market wants to apply for accreditation, it is best to carry out physical revitalization according to predetermined market standards. If this revitalization project is proposed, the regional/city government as the owner of the market facilities/buildings must carry out a contract under the Public Works and Regional Public Companies (Perumda) which are under the Industry and Trade Service (Disperindag) [4].

These two local government agencies submitted an auction to the local regional Goods and Services Provision section. After going through several auction stages, consultants and contractors are selected who will help

develop the project. The consultant contacted the Department of Industry and Trade for spatial planning of the Market building. Meanwhile, the Public Works Department is only tasked with carrying out the physical work of the project. Starting from planning the relocation of traders, to planning and designing space, is the authority of the Department of Industry and Trade [4].

Based on interviews, consultants prefer direct assistance with regional leaders as owners. The planning process by a consultant usually requires a long period of discussion with the client. Legally, the consultant has a work contract with the Department of Public Works and the Department of Industry & Trade. However, next time the consultant meets with regional leaders, the decision may change. If the mayor does not like a design decision previously agreed to by the department, the department decides to change the decision. For this reason, it is best for consultants to wait directly for regional leaders during the design negotiation process. Design alternatives are determined by regional leaders. So, the departments involved tend to wait for regional leader approval [5].

After the design has been agreed, the consultant together with the market building manager socialises the design results to traders. Then the results of the discussion are submitted back to the Department of Industry and Trade for follow-up. The Public Works Department together with the selected contractor will build the agreed design. This project uses the government budget. If the project is completed, the project will be examined by auditors from the Financial Audit Agency (BPK) and the financial inspectorate. Usually auditors use regulations, laws or SNI standards as a reference. Keep in mind that auditors are not technical people. Auditors do not have much time to understand the consultant's intentions in designing. During a field visit, the auditor comes only to carry out his duties as an examiner, of course according to the rules and carrying out a checklist. Auditors are usually known for their rigidity. They don't have time to debate design or even consider user behaviour. Conformity of the planning and development process with existing regulatory references is important. If it is not appropriate, it is recorded in the audit findings report [5].

A new problem emerged; traders complained about the size of the standard stalls. It is considered not to consider the needs of traders. The problem lies in the building regulations used as a design reference. Regional legislators have never issued regional regulations regarding market development. So, the only rule that can be used as a reference is SNI 8152.2 of 2015 concerning Market Building.

Other traditional markets in Indonesia that are physically revitalised are of course required to follow the provisions of SNI 8152.2 2015 [5]. This will have implications for traditional market buildings throughout Indonesia which will be standardised and tend to be the same. The locality and uniqueness of traditional markets in Indonesia will be eroded. However, the regional government still advises consultants to use this regulation as a reference in design. Because auditors must also have legal references when auditing projects that use state funds.

In the end, the provisions of the SNI Market regulations are applied in the design of stalls and kiosks. SNI Market regulations regulate the size of stalls and stalls. The height and area of the stall table, the position of the sink, and other physical provisions [17]. Ironically, most traders often complain about this to the Designer.

The hierarchy in the Market building project (Fig.1) is not the same as in other projects. The paying client for the Market project is the local government. Meanwhile, market users are the public. So, in this project, paying clients and users are different subjects. The two do not necessarily have the same vision and mission, so there will often be a gap between paying clients and using clients. Here the role of architecture is to try to help connect these two different interests.

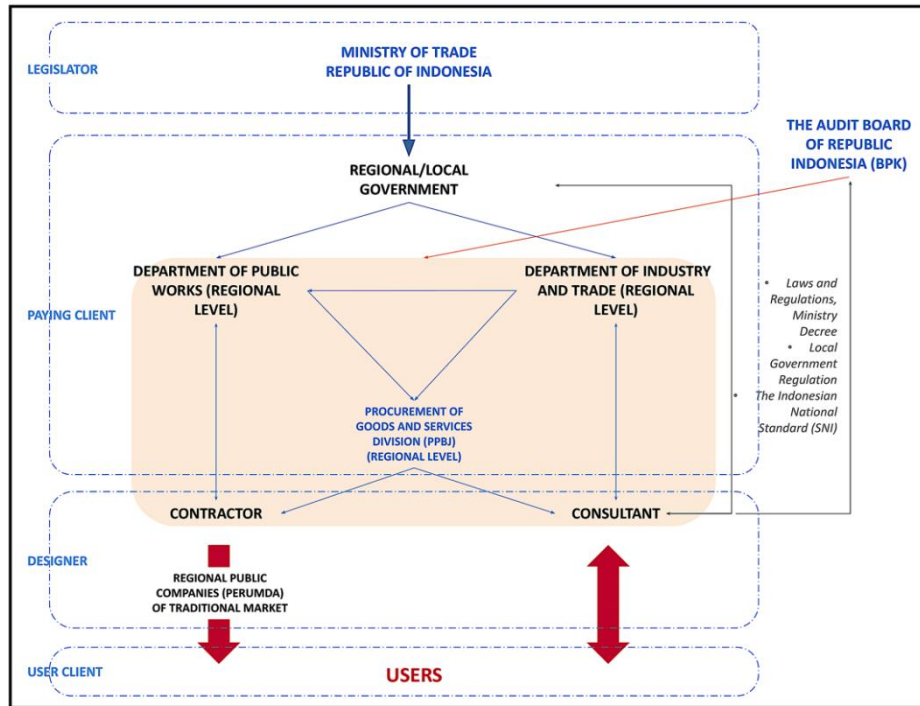


Figure 1 The Down streaming of Revitalization Policy and Project

The space production process at the Traditional-Modern Market in Bali is generally divided into 3 phases, namely the Planning Stage, Development Stage and Operational Stage. These three phases consist of 3 different client agents but are still under the same authority by regional leaders. The Department of Industry and Trade, the Department of Public Works, Perumda Pasar, and Regional leader are categorised into one large group called paying clients. This group has the same vision structure and lines of interest, based on the roles previously explained. Public and government policies at each phase will influence design thinking in the two cases of Traditional-Modern Markets in Bali.

How the Local Government and Revitalization Policy influence Design Thinking

Design problems are identified to be able to understand the designer's thinking in making decisions [3]. This process can encourage understanding of the nature of design problems, how architects respond to these problems, so that architectural products are produced that are now being developed by the public. This section is part of a cognitive understanding of the design logic and decision making behind the conceptual space description.

In this case study, we try to find out the problems or constraints that exist from the involvement of the government (as paying client) and its policies in influencing design thinking, to produce a form like the Traditional - Modern Market that is seen today. The author conducted interviews with consultants who handle space planning for Badung Market and Banyuasri Market, to look for these problems and constraints.

The categorization of design problems is visualised in the form of a radar diagram in fig. 2.

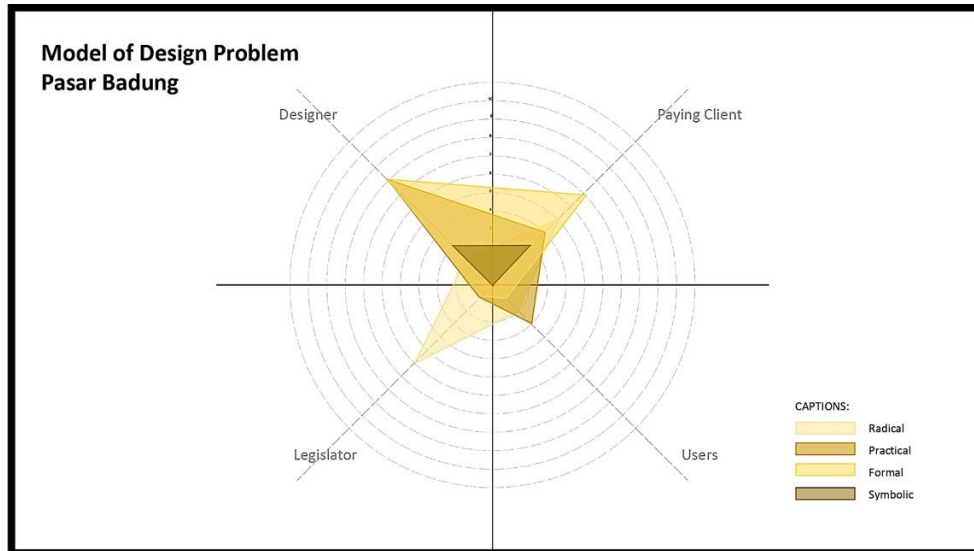


Figure 2 Radar Diagram Model of Design Constraint in Space Production of Badung Market

At Badung Market, the architect takes the most dominant role in the design process. The local government, which plays the role of paying clients, is in the next position. After that followed by Users and Legislators. The architect's ideas had quite a big influence in designing the Traditional-Modern Market, especially in managing the building system, visuals and form design (Fig. 3). Meanwhile, local governments pay more attention to space management, space requirements and building appearance design. Formal constraints that unite the ideas of these two agents.

The government is creating the Badung Market as a tourist attraction, so they want an iconic building shape as an attraction [5]. Architect responds by providing a 'face' on the front side of the building or the side that leads to the busiest street point to attract public attention.

The government also hopes that the faces of Badung Market can work together while strengthening the character of the Jalan Gajah Mada area which is designated as a Denpasar City Heritage area [15]. For this reason, the parking position is arranged in the front area so that there is good visibility between the market building and the main road, then the building can be seen optimally from the direction of the main road.

In responding to the client brief, the architect tried to make the building had good visuals, and that these visuals could synergize with the Kumbasari and Tukad Badung Market buildings which form the distinctive character and image of Denpasar City.

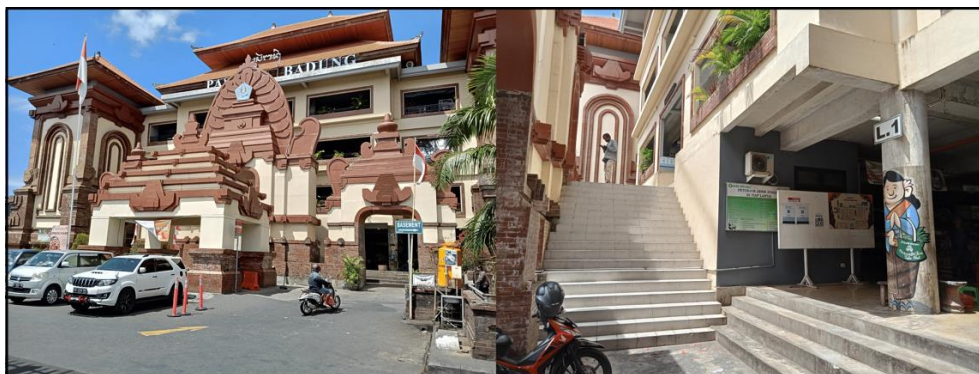


Figure 3 Badung Market Design Results response to Formal and Practical Constraints that dominate the Cognitive design process

Another interesting fact addressed in the diagram in Fig. 2 is the legislative influence which dominates radical constraints in the design process. This relates to the architectural program and spatial modern. Based on the interview results, the thinking process in planning must adapt to existing regulations. This regulation was used as the legal basis during the project audit by the Financial Audit Agency, considering that the Badung Market Development used state funds. So that designers and local governments use this legal reference during design process. Local governments do not make many specific demands regarding function, kiosk space or lots. They tend to follow the applicable rules. Bearing in mind, this project is a pilot project, so the planners have not dared to carry out further exploration regarding variations in spatial functions and spatial layout in more depth.

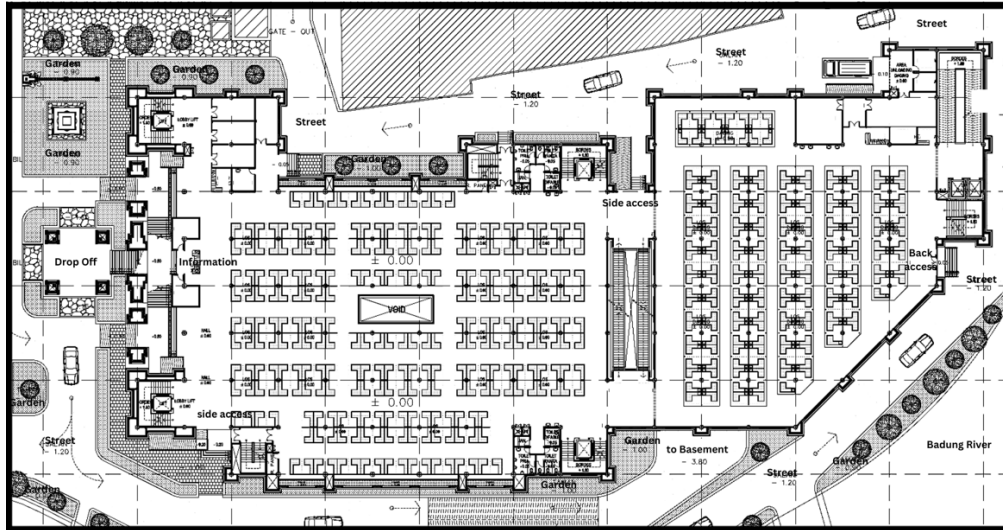


Figure 4 Badung Market Design Results by Planners who responded to Radical Constraints in accordance with references to applicable regulations and SNI. (source: PT Gaharu Sempana)

As we can see on Fig. 4 and 5., The shapes of spaces, kiosks and lots are standardised, because planners try to follow the regulations referred to. This also means that spatial planning is still limited, trying to play it safe by obeying formal rules.

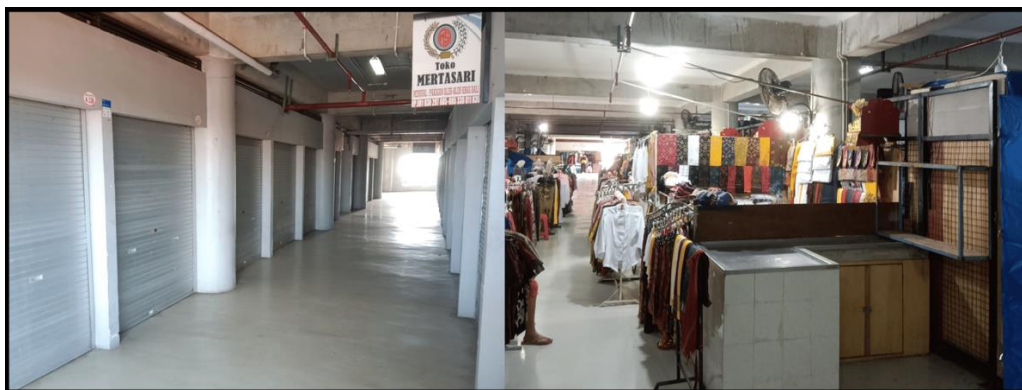


Figure 5 Results of the design of Badung Market Kiosks and Losses by Planners who responded to Radical Constraints in accordance with references to applicable regulations and SNI.

Based on the results of interviews with architects, it was stated that planners still have the authority to regulate circulation, building systems, accessibility and building form. These aspects fall into the Practical and Formal Constraint groups, and this dominance is reflected in the diagram in Fig. 2.

Meanwhile, Banyuasri Market, which is an advanced project of the Traditional Market revitalization policy, underwent a design process that was not much different from Badung Market. This is supported by the same planning agent factor, but a different paying client, namely the Regional Government of Buleleng Regency. So, it can be clearly seen the differences in the influence of considerations and problems brought by each paying client of these two traditional-modern markets.

If the categorization of Banyuasri Market design problems is visualised in the form of a radar diagram, then the diagram can be seen in fig. 6 below. In the diagram, it is explained from the perspective of the generator of design problem to find out the problem-causing agent that is most influential in the Banyuasri Market design process, and from the perspective of the nature of the problem that is a priority for decision makers to be resolved in the design.

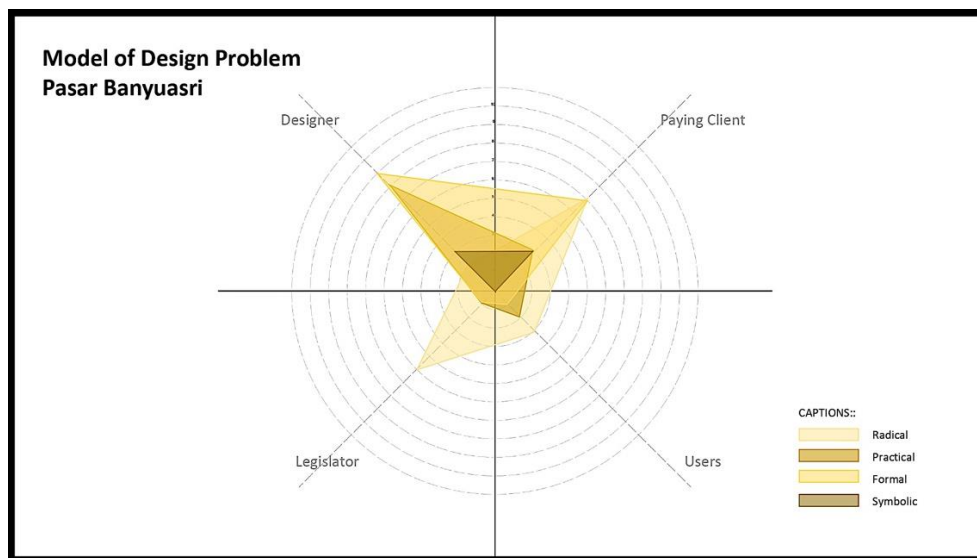


Figure 6 Radar Diagram of Design Constraint in Space Production of Banyuasri Market.

The design process for Banyuasri Market is not much different from Badung Market. Designers and local governments as paying clients, have considerable dominance in contributing to the design process. In the case of Banyuasri Market, the role and influence of paying clients is increasingly expanding. Based on the results of interviews with the designers, the local government was quite active in contributing during the design process. Their attention tends to be directed towards aspects of programming and spatial planning (radical constraints) as well as aspects of design of the form and visual organisation of buildings (formal constraints).

Several complementary functions were added to support the local government's vision. This creates uniqueness in the design. The local government is to try to mobilise youth by facilitating a platform for them to be creative, entrepreneurial, or build a better social life, through architecture. This also encourages planners to explore zoning concepts and visual arrangements that are different from Badung Market. The arrangement of stalls and lots at Badung Market is mixed on one floor, in accordance with SNI recommendations regarding space efficiency. Meanwhile, at Banyuasri Market, the stalls are placed on the edge of the building and oriented towards the outside of the building, while the lots are placed in the area inside the building, hiding behind rows of stalls (Fig. 7).

The architect assumes that buyers will know the goods sold in the lot area very well, so the lot area does not need exposure. The condition of the kiosk arrangement in such a way will certainly influence the design of the shape and face of the Banyuasri Market building (Fig. 8).

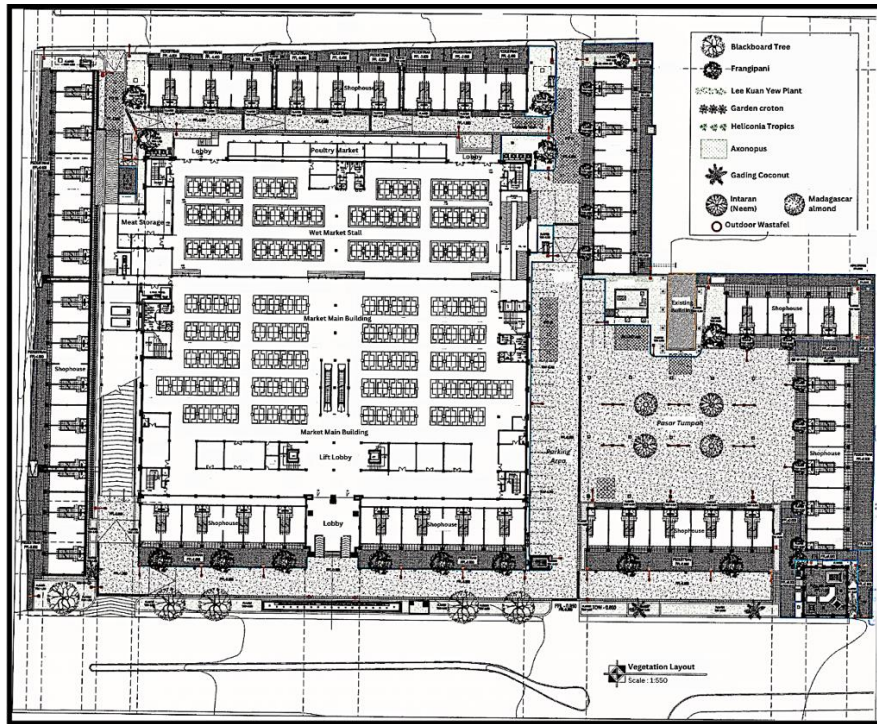


Figure 7 The arrangement of kiosks surrounding the market stall area is the architect's response to the radical constraints in the Banyuasri Market. (source: Engineering Direction of Department of Public Works and Spatial Planning of Buleleng Regency, 2020)



Figure 8 Results of Visual Organization carried out by Architects in response to Radical and Formal Constraints in Banyuasri Market.

This market has direct access to Lingga Beach to the north of the building. This view is very interesting, especially in the afternoon, to watch the sunset. For this reason, a culinary tourist attraction with a food court concept is provided in the rooftop area of the building so that it is possible to see views of the beach and sunset from the rooftop while enjoying culinary delights (Fig. 9). The area for youth to gather is called Creative Space. Market parking was also placed above, and a ramp was made to the rooftop so that it was easy to access directly from the ground floor area.



Figure 9 Rooftop concept idea designed by architects at Banyuasri Market. (source: PT Gaharu Sempana)



Figure 10 Rooftop area designed by architects at Banyuasri Market.

Thus, the facade of Banyuasri Market is not a priority. The rooftop area as a place for culinary delights and views is planned as an attraction for the market (Fig. 10). It is felt that appearance is not given too much priority because Banyuasri Market already has scenic and culinary tourism attractions in response to government policy in making Banyuasri Market a tourist attraction [23]. Badung Market does not have that potential, so planners created the building as an attraction and made it as attractive as possible. This condition makes the design treatment different between Badung Market and Banyuasri Market.

Badung Market is a pilot project for Traditional-Modern Markets in Bali, while Banyuasri Market is an advanced project. The planning and design process is carried out by the same consultant. So, it can be seen how the development of the architect's thinking process in designing, and what the results of the architect's design are in dealing with the local government which is the paying client in this condition.

Misalignment of traditional market revitalization policies and the user's needs.

Meanwhile, not all users accept the design results well. It turns out that some policies that influence the design process hinder its performance and effectiveness. As the Fig. 11, we can see the traditional market's situation after revitalization. It turns out that user behaviour has not changed much. Even though the space has been designed, users do not necessarily follow the affordances provided. In fact, users commit violations, ranging from inappropriate use to converting space to meet their needs. In fact, there are quite a few spaces that are abandoned because they are not used by users.

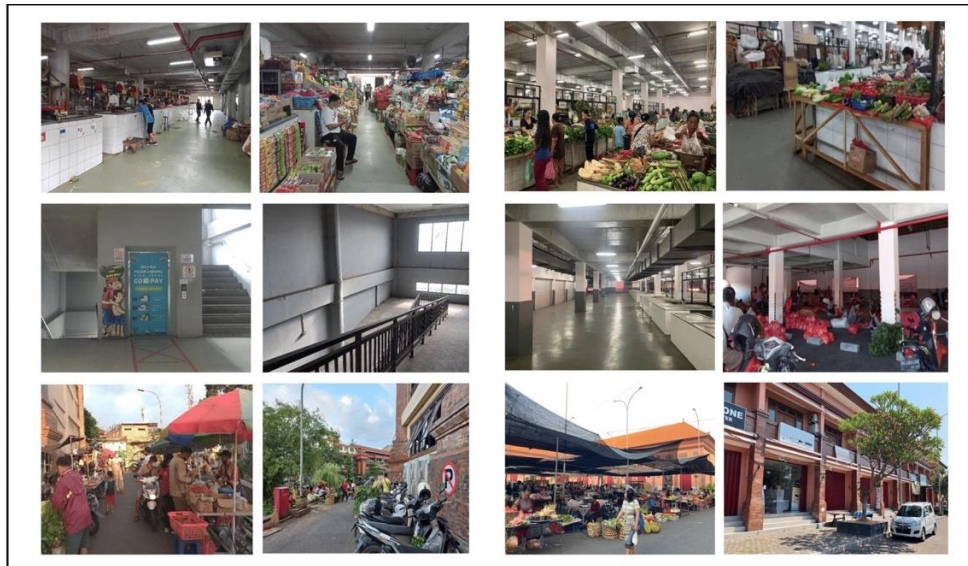


Figure 11 Modern-Traditional Market after revitalization situation: Badung Market (left) and Banyuasri Market (right)

In the design thinking process, architects certainly consider the client's needs. However, designing a traditional market cannot be the same as designing other buildings. Traditional markets are public buildings that require architects to be able to meet the diverse public needs within them. It is impossible for architects to be able to fill the heads of everyone who comes to the market [7]. Laurens (2004) questions which basic needs can be prioritised by architects amidst the onslaught of diverse interests. For Laurens, a more detailed selection was needed. The degree of intensity of meeting the basic needs of public building users certainly varies. In the end, there are priorities that come first [8].

In this case, who does the architect prioritise? government as paying client, or traders and buyers as users? Architects' creativity is very dependent on the preferences of the government as the paying client and tends to exclude users in making design decisions. This is proven by the results of mapping the design problems prioritised by architects when designing the Traditional-Modern Market in the form of the following radar diagram on Fig. 12.

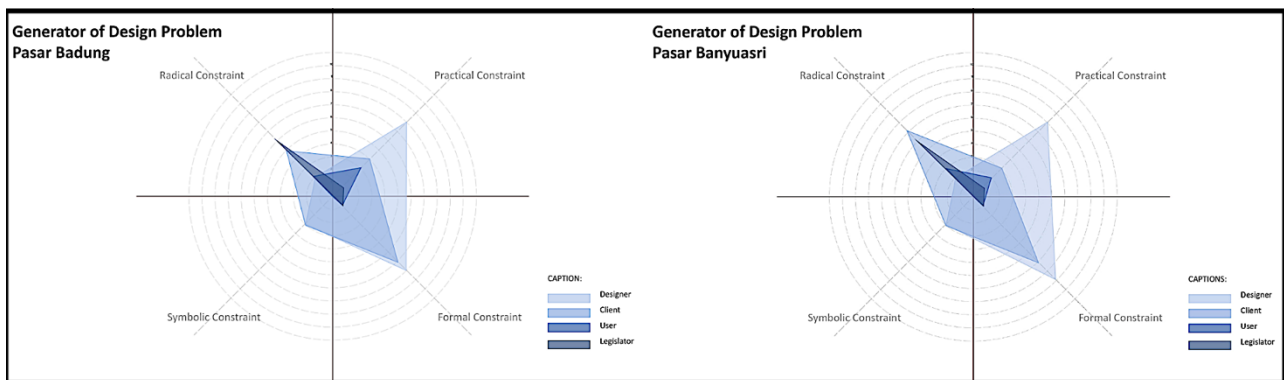


Figure 12 Radar Diagram Model of Generator of Design Problem in Space Production of Badung Market (left) and Banyuasri Market (right)

If we look at the dominant area in the radar diagram, most of the design problems in the design process of Badung Market and Banyuasri Market were generated by architects and the government as paying clients. Architects bring ideas to design problems based on relevant regulations, local government policies, and projected user needs in their assumptions.

The architect changed the image of the Traditional Market, which was originally dirty, to be clean and hygienic

like a supermarket. The aim is to increase the competitiveness of traditional markets with modern markets, as the direction of the market revitalization policy [9] [20] [25]. Traditional markets are designed with a system of structures, utilities and closed building forms that conform to the provisions of SNI Pasar Rakyat and PERMENDAG RI No. 21, 2021 [10]. The architects took the initiative to provide elevators and escalators for easy access to the top floor, considering that users are women who like to walk around carrying lots of shopping items. The architect also assumed that traders would need a goods ramp to be able to carry merchandise to the upper level (Fig.11).

The government, as the paying client and owner of authority over market buildings, also brings up design issues that are prioritised by architects for follow-up. The government does not want any traders outside the building. All traders must be moved into the market building. For this reason, the building is made with a large capacity according to the number of existing traders, so that the environment of the traditional market building is more orderly. The idea for the facade of an iconic market building was generated by the government to attract visitors to traditional markets. For this reason, the facade of the market building is designed to give a majestic and monumental impression. However, the results of this design thinking gave rise to criticism of the image of the market building which was deemed not "representative" in the public's view. This physical revitalization is also considered momentum for regional leaders to leave behind a legacy of their government, in the form of architecture.

Several design problems generated by users' conflict with provisions in market building regulations and SNI Pasar Rakyat. During the socialisation process to users, none of the Badung and Banyuasri Market traders wanted to be moved to the highest level. They do not agree with levelling markets. They are worried that their kiosk will be hard to find by their customers. However, these zoning policies are regulated by the industry and trade department. Level 1 is specifically intended for wet markets, and the upper level is intended for markets with dry merchandise, such as fabrics, clothing, footwear, etc. These provisions are also included in the development guidelines which are an attachment to the ministerial regulations.

Besides that, traders also complained about the design and size standard of the lots or kiosks [5]. Architects use SNI Pasar Rakyat 8152.2 2015. Once this standard is implemented, one trader's stall will automatically be the same size. When their non-permanent stall was converted into a permanent form, the space they were entitled to seemed to shrink. Plus, the needs of each trader are different because the goods they sell vary.

Lawson (2005) states that the wider the range of users, the more basic the results. because it seeks to meet the needs of diverse interests. Architects have limitations in their ability to accommodate design problems that exist and are available in the field [3]. Charles Jencks (1971) also stated that in a pluralist society, architects are required to recognize various conflicts and be able to create socially responsive designs, especially public buildings such as traditional markets. Rendy Hester said that designers generally emphasise the importance of organising activities, while users consider more about who is using the facilities. Here we can see the difference in priorities for fulfilling basic needs between the architect's estimates of meeting user needs, and the actual user needs [8].

In this traditional market revitalization project, the creativity of architects in their efforts to meet user needs is also limited by the existence of building regulations and standards. This is a priority for them because the building was built using funds from the state. There is accountability for the use of funds that must be carried out by the architect, and this requires the architect to follow the building regulations which are used as a reference for BPK auditors. However, there are no regional regulations that specifically discuss market building. SNI is the only guideline that can be referred to by the project and the audit team. Traditional markets throughout Indonesia have the same standard shapes, dimensions and heights. However, each trader certainly has different characteristics and context.

Many theories state that the emergence of a gap between architects and users occurs because architects make mistakes in estimating user needs, misunderstand user perceptions, do not consider cultural context and social meanings. If in the design thinking process the architect only considers physical provisions or standards, it

will be possible to create failure in designs. This is the public impression obtained by architects planning the revitalization of traditional-modern markets. However, if explored more deeply, there is a greater power that provides a gap in this case. Power that controls public space, which are policy and capital. This dilemma is most often felt by architects involved in government projects. Rigid policies and strict budget accountability are quite limiting for architects' creativity. The position of architects is increasingly pressured by the demands of meeting diverse public needs in public buildings. These demands are reflected by this relationship between design constraint, policies, and user's response.

Table 1 The relation of design constraints, related policy, and user's response in traditional market revitalization

Design Constraints	Related Policies (as basis design thinking)	Users' Responses
Radical	The local government's policy regarding controlling and moving traders from outside to inside the building, so that there are no more traders in the building grounds, all traders must be moved into the new market building. (Regional Government Decree)	<ul style="list-style-type: none"> • Traders' Disapproval of 'levelled building markets' • The stalls or lots on the top floor are empty • They tend to try to fill the areas closest to access or parking for visitors' vehicles
Practical	Government policy to eliminate the slum image of the market. There are design ideas brought by Market Planners to design buildings that are more modern, clean and hygienic. (Regulation of the Minister of Policy, Ministry of Trade of the Republic Indonesia)	<ul style="list-style-type: none"> • The building situations are cleaner and more comfortable for buyers but are considered impractical by traders • The use of modern building systems that are not relevant to the target market which tends to be conventional • Closed markets reduce opportunities to display sales
Formal	Regional government policies make traditional markets tourist attractions and become local iconic buildings. (Regional Government Vision)	There has been criticism that the new market building is not "popular" or reflects local locality. Development is considered momentum for regional leaders to leave a legacy during their reign.
Radical	Standardised stall design policy (referring to SNI), due to limited legal regulations that guarantee market development (Market SNI Regulations)	User dissatisfaction with the design of the stall or kiosk has resulted in haphazard use of space. Until an informal space appears that is not suitable for its intended use

Source: Interview and Field Observation Results.

The table above (Table 1) indirectly shows the conditions that create a gap between planners and daily users. The regulation and decision-making by the local government have not answered the actual needs of traditional market users yet. So, this revitalization policy should be re-evaluated. In fact, many studies have discussed this policy, both from a social, political, and economic perspective. The results are not encouraging. This market revitalization policy is only effective in improving infrastructure. The physical form of the market is better and cleaner, and equipped with various facilities.

However, this condition is accompanied by high retribution rates, the rapid growth of illegal traders without

retribution rates around the market, and a decrease in the number of traders occupying kiosks in the new market building [12] [9]. Koran Tempo has written an article about the ineffectiveness of the traditional market revitalization policy since a decade ago. But this policy is continued on the grounds of increasing competitiveness between traditional markets and modern markets.

The recent studies have shown that the impact of revitalization on traders' income is negative, most traders experienced a decrease in income because market conditions tended to be quiet after revitalization. Traders' conditions were much better before revitalization, due to changes in the location of their lots and kiosks after revitalization [13] [14] [11]. The typology of multi-level buildings means that not all kiosks could be passed or visited by buyers, especially those located on the third and fourth levels.

Thus, this condition needs to be reviewed, especially regarding the standard form of market buildings. Is it true that the single-mass and multi-level building form is what users need? Maybe the compact building mass pattern form is needed by users, or the mass form that supports the drive-thru service system that allows customers to purchase products without leaving their vehicles.

Regarding the chaos of lots due to the adjustment of standardized display tables, further studies can be carried out to develop more varied lot typology standards to suit the type of goods sold, not just wet and dry lots.

Another important thing that must be reviewed is the standardization of traditional markets. Standardization of market buildings does not always have a positive impact. This standardization has the potential to kill local identity reflected in the behaviour and habits of local traders in space. For this reason, it is necessary to create special regulations regarding traditional markets by each local government. These regional regulations certainly adjust to the local cultural context. This will be an alternative legal guideline besides standard documents, in the process of designing government projects.

4. Conclusion

The revitalization of traditional-modern markets like Badung and Banyuasri highlights a disconnect between government-imposed design policies and actual user needs. While architects aimed to modernize markets and create iconic structures, the rigid standardization of space and failure to account for user behaviour led to underutilized areas, trader dissatisfaction, and reduced income. The regulations that form the basis of design decisions by space constructors (top down) do not align with the planning needs of the users (bottom up). Architects indeed play an important role in bridging the gap between the local government (paying client) and the users. However, it would be better if the systems, regulations, or policies set by the government in building public spaces were more flexible, allowing planners more room to consider user behaviour in the process of designing public architecture. This suggests that future market designs should balance architectural creativity with practical functionality, ensuring that public spaces reflect local cultural contexts and meet the needs of both traders and buyers.

5. Acknowledgement

I would like to express my deepest gratitude to all parties who have supported the completion of this research. First of all, I would like to express my deepest gratitude to Nyoman Gede Maha Putra and Hanson Endra Kusuma as supervisors, who has provided invaluable guidance, insight, and expertise throughout the research process. I would also like to thank the Denpasar City Government, Buleleng Regency Government, and the management teams of Badung and Banyuasri Markets for their cooperation and assistance, especially in providing access to important data and conducting field observations.

Special thanks to the consultant of PT Gaharu Sempana, the Engineering Director Team who participated in the interviews and shared their experiences and perspectives, which greatly enriched this research. I would also like to thank the support of the Yayasan Kesejahteraan KORPRI Propinsi as funder, who provided resources so that this research could be carried out. Finally, I would like to express my deepest appreciation

to my family and friends for their endless encouragement, patience, and understanding throughout the journey of completing this research.

6. Conflict of Interest

The conflict of interest in the revitalization of traditional-modern markets such as Badung and Banyuasri lies between the priorities of the government, architects, and market users. The government, as the paying client, prioritizes market modernization to increase competitiveness and create iconic buildings, often driven by political motivations and the desire to leave a legacy. Architects, constrained by government regulations and policies, focus on meeting these formal requirements, sometimes at the expense of the practical needs of users. Meanwhile, traders and buyers, who are the actual users of the market, find that the standard design and changes in space allocation are not in line with their daily needs, leading to dissatisfaction and economic challenges. These differing priorities create tension between meeting political goals and providing functional and user-friendly public spaces.

References

- [1] A. Prastyawan, "Revitalization of Traditional Markets into a Modern Market in the Perspective of Local Governance Theory," *IOSR Journal of Humanities and Social Science*, vol. 20, no. 9, pp. 01-06, 2015.
- [2] A. M. Paul, *The Production of Space: Henri Lefebvre*, Kottayam: CMS College Kottayam Youtube Channel, 2020.
- [3] B. Lawson, *How Designers Think: The Design Process Demystified*, Oxford: Architectural Press, 2005.
- [4] M. Subagia, Interviewee, *Planning and Building Process of Banyuasri Project*. [Interview]. 6 October 2023.
- [5] G. Sempana, Interviewee, *Planning and Design Process of Pasar Badung and Pasar Banyuasri Project*. [Interview]. 12 September 2023.
- [6] G. W. P. B. A. Laskara, "Konsep Perancangan Kawasan Pasar Tradisional Badung sebagai Upaya Memperkuat Kawasan," in *Seminar Nasional dan Tata Ruang (SAMARTA)*, Denpasar, 2017.
- [7] B. Lawson, *Design in Mind*, Oxford: Butterworth Architecture, 1994.
- [8] G. M. Cairns, "User input to design: confirming the 'User-Needs Gap' model," *Environments by Design*, vol. 1, no. 2, pp. 125-140, 1996.
- [9] D. H. Iis Nurlaela, "Analisis efektivitas program revitalisasi pasar tradisional di pasar bulu kota semarang," *Journal of Public Policy and Management Review*, vol. 6, no. 2, 2017.
- [10] P. P. P. D. Negeri, "Analisis Arah Pengembangan Pasar Rakyat," Badan Kebijakan Perdagangan Kementerian Perdagangan Republik Indonesia, Jakarta, 2015.
- [11] A. C. S. K. Ni Made Dhian Rani Yulianti, "Revitalization: New Opportunities or New Problems? the Perspective of Trader," *International journal of business, economics & management*, vol. 3, no. 1, pp. 177-185, 2020.
- [12] H. M. d. Fauzi, "Dampak Kebijakan Revitalisasi Pasar Tradisional terhadap Pedagang," *Jurnal ACTON*, vol. 19, no. 1, 2023.
- [13] A. A. I. M. P. P. A. A. Ketut Ayuningsasi, "Efektivitas dan Dampak Program Revitalisasi Pasar Tradisional di Pasar Agung Peninjoan," *Jurnal Ekonomi Pembangunan Universitas Udayana*, vol. 2, no. 5, pp. 233-243, 2013.
- [14] F. Fuadi, "Dampak Revitalisasi Pasar Tradisional Banyuasri Dalam Upaya Meningkatkan Pendapatan Pedagang,," Undergraduate thesis, Universitas Pendidikan Ganesha, Singaraja, 2024.
- [15] A. W. H. D. Chandra, "Kajian Arsitektur Etnik pada Bangunan Pasar Tradisional (Studi Kasus : Pasar Badung di Bali)," *MODUL*, vol. 21, no. 1, pp. 1-9, 2021.
- [16] D. Hendra, "Analisis Pemikiran Henri Lefebvre Tentang Ruang dalam Arsitektur Modern: Suatu Perspektif Sosiologis," *Jurnal Ilmiah Mimbar Demokrasi*, vol. 2, no. 17, pp. 178-192, 2018.
- [17] K. B. S. Nasional, "Peraturan Kepala Badan Standardisasi Nasional Nomor 7 Tahun 2015 Tentang Skema Sertifikasi Pasar Rakyat," Badan Standardisasi Nasional, Jakarta, 2015.

- [18] J. M. Laurens, *Arsitektur & Perilaku Manusia*, Jakarta: PT Grasindo, 2004.
- [19] Y. N. Lukito, *Revitalisasi Ruang Pasar Tradisional melalui Pendekatan Desain dan Interaksi Pengguna Ruang*, Yogyakarta: Deepublish, 2018.
- [20] Z. A. S. B. A. P. W. L. K. A. Y. Z. M. Meutia, "Revitalisasi Desain Interior Pasar Tradisional Berdasarkan Preferensi Pengguna," *Jurnal Desain Idea: Jurnal Desain Produk Industri ITS*, vol. 21, no. 1, 2022.
- [21] J. K. Page, *Planning and Protest. Design Participation*, London: Academy Editions, 1972.
- [22] N. R. Prabandari, "Efektivitas Ruang pada Revitalisasi Pasar Tradisional dengan Fasilitas Modern di Bali dari Sudut Pandang Perilaku Pengguna," *Jurnal Arsitektur Pendapa Universitas Widya Mataram*, vol. 1, no. 7, pp. 22-30, 2024.
- [23] B. P. D. Komunikasi, "Pasar Banyuasri Dirancang Jadi Tourism Market," *Protokol dan Komunikasi Pimpinan Sekretariat Daerah (Prokomsetda)*, Singaraja, 2020.
- [24] Sudaryono, "Perencanaan Kota Berbasis Kontradiksi: Relevansi Pemikiran Henri Lefebvre dalam Produksi Ruang Kota Saat ini," *Jurnal Perencanaan Wilayah dan Kota*, vol. 1, no. 19, pp. 3-12, 2008.
- [25] Direktorat Jenderal Perdagangan Dalam Negeri, *Pasar Rakyat Derap Revitalisasi*, Jakarta: Kementerian Perdagangan Republik Indonesia, 2014.
- [26] Engineering Direction of Department of Public Works and Spatial Planning of Buleleng Regency, "As Built Drawing", Department of Public Works and Spatial Planning of Buleleng Regency, Singaraja (2020)