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Green Architecture Strategies for Revitalizing Hybrid Traditional and Second-Hand Markets: The Case of Pasar Melati Medan

Lanny Kamila Iswiditya[1] & Isnen Fitri[*2]
[1]*Undergraduate of Architecture Study Program, Faculty of Engineering, Universitas Sumatera Utara, Medan, 20155, Indonesia*
[2]*Master of Property Management and Valuation Study Program, Postgraduate School, Universitas Sumatera Utara, Medan, 20155, Indonesia*

[*]Corresponding Author: isnen@usu.ac.id

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ABSTRACT

Pasar Melati, located in Medan City, functions as a hybrid traditional and second-hand market that plays a significant role in local economic and social activities. However, the market faces several critical issues, including poor spatial organization and circulation, inadequate waste management, limited natural ventilation, insufficient lighting, and a lack of green open spaces, all of which negatively affect user comfort and environmental quality. This study aims to propose a sustainable revitalization design for Pasar Melati by applying green architecture principles. A mixed-method approach was employed, combining field observations, spatial analysis, and semi-structured interviews with architects and market users to identify key problems and user needs. The findings indicate that the market requires improvements in spatial zoning, circulation systems, environmental comfort, and infrastructure management. The proposed design integrates green architecture strategies, including passive cooling through cross ventilation, natural lighting optimization, rainwater harvesting, waste segregation and composting, and improved spatial zoning to support both traditional and second-hand market activities. This study contributes to a green architecture-based design framework for hybrid markets, highlighting their role in sustainable urban development.

Keywords: Circular Economy; Green Architecture; Hybrid Market; Market Revitalization; Passive Design

1. Introduction

Pasar Melati is one of the traditional markets located in Tanjung Selamat Administrative Village, Medan Tuntungan District, Medan City, that has evolved into a hybrid market dominated by second-hand goods traders since the late 1990s (Lestari et al., 2025). As part of the informal economy, the market plays an important role in supporting local livelihoods while also promoting sustainable consumption through reuse and recycling.

Traditional markets in Indonesia function not only as economic centers but also as social spaces that facilitate interaction among communities (Widodo & Watiningsih, 2020; Yulianti et al., 2021). However, many traditional markets face challenges such as poor physical conditions, inadequate infrastructure, inefficient spatial layouts, and negative public perceptions as dirty, disorganized, and uncomfortable environments. These issues reduce their competitiveness compared to modern retail spaces.

Second-hand markets do not exist without human involvement. It is shaped by people and influenced by existing markets, countries, and communities (Damsar et al., 2023). The second-hand market is an unconventional (informal) business entity that operates in a unique way compared to traditional retailers. A second-hand market, or second-hand goods, is a market where people search for outstanding items to buy, consisting of antique or vintage items and collectibles that may no longer be available today (Aniza Mohd Hazlan et al., 2019). At the same time, second-hand markets have gained attention as part of circular economy practices by encouraging recycling, reuse, and the optimization of existing goods. By giving new value to used goods and reducing waste, these markets help reduce waste volume and mitigate negative environmental impacts. In addition, second-hand markets also support the creation of more resilient cities that efficiently manage available resources. (González, 2024).

Common problems faced by traditional markets include various physical aspects and inadequate management. The often-muddy condition of the market floor creates inconvenience for visitors and traders, while the poorly organized waste management and storage system causes unpleasant odors and degrades environmental quality. In addition, natural lighting within market buildings is often insufficient, requiring additional energy consumption for artificial lighting. Limited air circulation also makes the space feel stuffy and unhealthy, especially when the market is busy. In addition, poor accessibility for visitors in and out of the market, both vehicular and pedestrian, is an obstacle to creating a comfortable and inclusive market (Parsadanta, 2023). Traditional markets have a negative image as rundown, dirty, chaotic, and smelly places. This stigma has long persisted and has led to a decline in public interest in shopping at traditional markets. As a result, some visitors choose alternative shopping places that are considered more practical and easily accessible, such as street vendors or itinerant traders, which do not require them to enter the market area (Wasilah et al., 2017).

Integrating traditional and second-hand market systems offers potential to create more sustainable and resilient urban marketplaces. Green architecture provides an approach to address these challenges by emphasizing environmental efficiency, passive design strategies, and sustainable resource management. The application of green architecture principles in market design can improve environmental quality, user comfort, and long-term sustainability. This concept integrates ecological awareness at every stage of building design and construction by utilizing resources wisely and promoting sustainability (Tola et al., 2024).

Despite increasing interest in traditional market revitalization in Indonesia, limited studies have examined the integration of traditional and second-hand markets within a green architecture framework. Furthermore, the application of green architecture principles in hybrid market environments remains underexplored, particularly in rapidly growing urban areas such as Medan City. However, previous studies have not specifically addressed the integration of spatial layout and green architecture principles in hybrid market contexts, which is essential for improving both environmental performance and functional efficiency. This study aims to develop a revitalization design concept for Pasar Melati by integrating green architecture principles. The research contributes by proposing a design framework that combines spatial reorganization and environmental strategies to support sustainable urban design practices.

2. Literature Review

Traditional market revitalization is closely linked to broader urban regeneration strategies that aim to improve spatial quality, economic vitality, and social interaction within urban environments. According to Baik (2019), urban regeneration of traditional markets involves not only physical redevelopment but also the reorganization of spatial structures, the enhancement of accessibility, and the integration of community-oriented functions. These strategies are essential in addressing the declining competitiveness of traditional markets while preserving their socio-cultural significance. Furthermore, revitalization efforts that incorporate spatial planning and environmental improvements can transform traditional markets into more sustainable and attractive public spaces. This perspective highlights the importance of integrating design, management, and socio-economic considerations in developing resilient market environments.

In addition to their socio-economic role, traditional markets require continuous revitalization to remain competitive amid modern retail development. Revitalization efforts aim to improve physical conditions, accessibility, and management systems in order to enhance competitiveness with modern retail environments.

Traditional market revitalization not only aims to beautify appearance but also seeks to increase competitiveness to survive and compete with modern markets (Kesuma Sihombing et al., 2019). To support this, it is necessary to increase public accessibility to the market, making it easier to visit. In practice, this revitalization accelerates the economic turnaround in the community (Arif, 2024).

Second-hand markets are informal economic systems that support circular-economy principles through reuse and recycling. By extending product lifecycles, these markets contribute to waste reduction and resource efficiency. The integration of traditional and second-hand markets creates hybrid market systems that offer economic, social, and environmental benefits (Ellen MacArthur Foundation, 2019; Loon et al., 2017). The concept of combining traditional and modern market elements, an integrated market, aims to improve convenience, efficiency, and competitiveness in the trade sector. (Fitroni, 2017; Khusaini, 2023). In this context, the concept of an integrated market becomes relevant, as it aims to improve convenience, efficiency, and competitiveness by coordinating spatial, functional, and operational aspects.

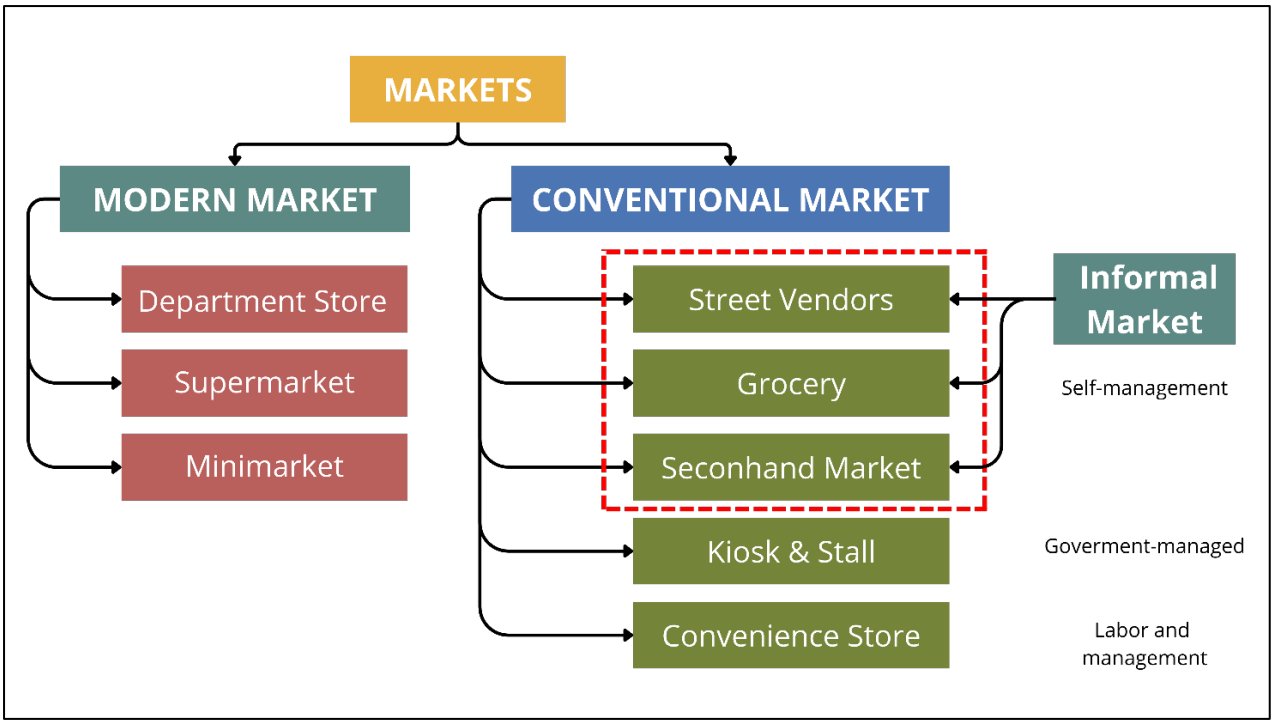

Figure 1. Informal Market Types
Source : (Hantono, 2020)

Green architecture emphasizes environmentally responsive design through energy efficiency, natural ventilation, water conservation, and sustainable material use. In public market design, these principles are applied through spatial layout optimization, passive environmental strategies, and sustainable utility systems. In tropical climates, the integration of passive design strategies, such as cross ventilation, natural lighting, and thermal adaptation, with circular resource management is essential to reduce energy demand and improve indoor environmental quality. This convergence enhances overall building sustainability by promoting resource efficiency, reuse, and waste minimization. More specifically, these principles can be implemented through spatial layout strategies such as zoning and circulation planning, as well as through green utility systems, including rainwater harvesting, waste management, and energy-efficient infrastructure (Arachchi et al., 2026).

Based on the reviewed literature, it can be observed that traditional market revitalization has been widely discussed in terms of spatial improvement and economic enhancement. In contrast, hybrid market systems have been recognized for their contribution to circular economy practices. In addition, green architecture principles have been applied in public buildings to improve environmental performance through passive design and sustainable utility systems. However, previous studies have not specifically addressed the integration of spatial layout strategies and green architecture principles within hybrid traditional market contexts. Therefore,

this study aims to fill this gap by proposing a design framework that combines spatial reorganization and environmental strategies to revitalize Pasar Melati as a hybrid market.

3. Method

This study employs a mixed-methods research design that combines quantitative and qualitative approaches to obtain a comprehensive understanding of the existing conditions and design needs of Pasar Melati (Creswell, 2018). The quantitative approach focuses on spatial and physical analysis of the market. Data were collected through measurements of the total area of Pasar Melati and analysis of the activity patterns of traders and visitors. This analysis aims to understand space utilization, density, and circulation patterns within the market environment. The qualitative approach consists of literature review, field observations, and semi-structured interviews. Field observations were conducted using a passive participation method, in which the researcher observed market activities without direct involvement. The observations focused on the spatial layout, circulation systems, building conditions, environmental quality, and supporting facilities within the market. In addition, semi-structured interviews were conducted with 12 respondents: 2 architects with experience in market design or revitalization, and 10 visitors to Pasar Melati. These interviews explored participants' experiences and perceptions, the urgency of market revitalization, and expectations regarding the hybrid of traditional and second-hand market systems.

The collected data were analyzed using descriptive and spatial analysis methods. Quantitative data were used to evaluate spatial configurations, circulation patterns, and area distribution (Mitrović & Stojaković, 2020). While qualitative data were analyzed using thematic analysis to identify key issues, user needs, and design priorities. The integration of these methods enables a comprehensive understanding of both the physical and social aspects of the market.

Furthermore, the design analysis framework was developed by synthesizing empirical findings with theoretical references derived from green architecture principles. This framework emphasizes three main aspects: spatial organization, environmental performance, and utility systems. These aspects align with key principles of green architecture, including passive design strategies, energy efficiency, and resource conservation, which form the basis of the proposed revitalization design. The overall research framework is illustrated in the following figure:

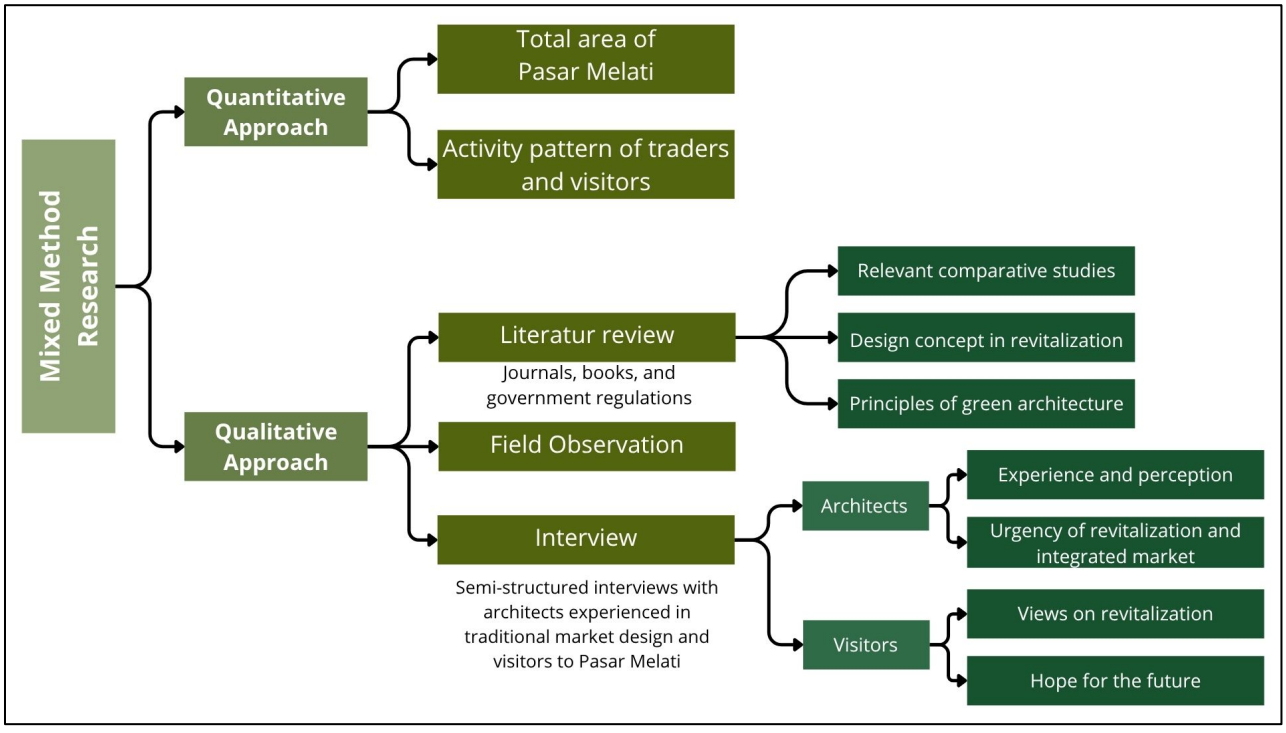

Figure 2. Research Framework

4. Results and Discussions

4.1. Existing Condition Analysis of Pasar Melati

The findings indicate that Pasar Melati exhibits characteristics of an unplanned hybrid market, where traditional and second-hand trading activities coexist without clear spatial organization. The market features a dense, irregular arrangement of stalls, with minimal zoning differentiation among product categories. This condition leads to inefficient circulation patterns, with narrow, obstructed pedestrian pathways that are not accessible to all users. The existing spatial condition of the market reflects irregular circulation patterns, in which trading activities extend into walkway areas, resulting in inefficient and disorganized movement systems, as also observed in traditional markets, where merchants appropriate circulation space for commercial use (Dewi et al., 2022).

From an environmental perspective, the market suffers from poor natural ventilation and insufficient daylight penetration, resulting in uncomfortable thermal conditions and increased reliance on artificial lighting. In addition, the absence of proper waste segregation systems and inadequate drainage infrastructure contributes to environmental degradation, including unpleasant odors and periodic flooding during the rainy season. These findings confirm that the primary issues of Pasar Melati are not only physical deterioration but also spatial inefficiency and environmental performance, which are critical aspects of green architecture design.

4.2. User Needs and Market Revitalization Urgency

Based on interviews with architects and market users, several key needs were identified, including improved cleanliness, accessibility, safety, spatial organization, and environmental comfort. Visitors emphasized the importance of maintaining the unique identity of the second-hand market while improving facilities, such as parking, sanitation, and green spaces. From a theoretical perspective, these findings align with the concept of user-centered design in public spaces, where spatial quality and environmental comfort significantly influence user satisfaction and activity patterns (Dewi et al., 2022; Mitrović & Stojaković, 2020). Furthermore, integrating second-hand market activities aligns with circular economy principles, which emphasize reuse and waste reduction as part of sustainable urban systems. Therefore, revitalization efforts must not only address physical improvements but also strengthen the market's role as a sustainable socio-economic infrastructure.

4.3. Spatial Layout Optimization as a Green Architecture Strategy

One of the main contributions of this study is the emphasis on spatial layout as a core component of green architecture in market design. Unlike conventional approaches that focus primarily on utility systems, this study highlights the importance of spatial configuration in improving environmental performance. The proposed design introduces a zoning system that separates wet and dry areas, second-hand trading zones, and public circulation spaces. This spatial organization improves circulation efficiency, reduces congestion, and enhances accessibility for diverse users, including elderly and disabled visitors. The application of wider circulation corridors and clearly defined pathways supports natural airflow, which is essential to passive cooling strategies. This approach is consistent with green architecture principles that prioritize spatial design to reduce energy consumption.

4.4. Passive Design Strategies: Lighting and Ventilation

The integration of passive design strategies plays a crucial role in improving environmental quality within the market. One green architecture strategy for revitalizing traditional markets is to effectively use architectural elements such as roster walls, voids, and skylights to provide natural lighting in market buildings (Chenvidyakarn, 2018; Mulyana & Ar Marson Maizi, 2025). The roster wall filters sunlight entering the building in a scattered manner, illuminating the interior without causing direct glare while allowing good air circulation. The selection of roster wall design is an important consideration, particularly its sloped configuration, which helps prevent direct rainwater infiltration and minimizes dust entering through the wall openings.

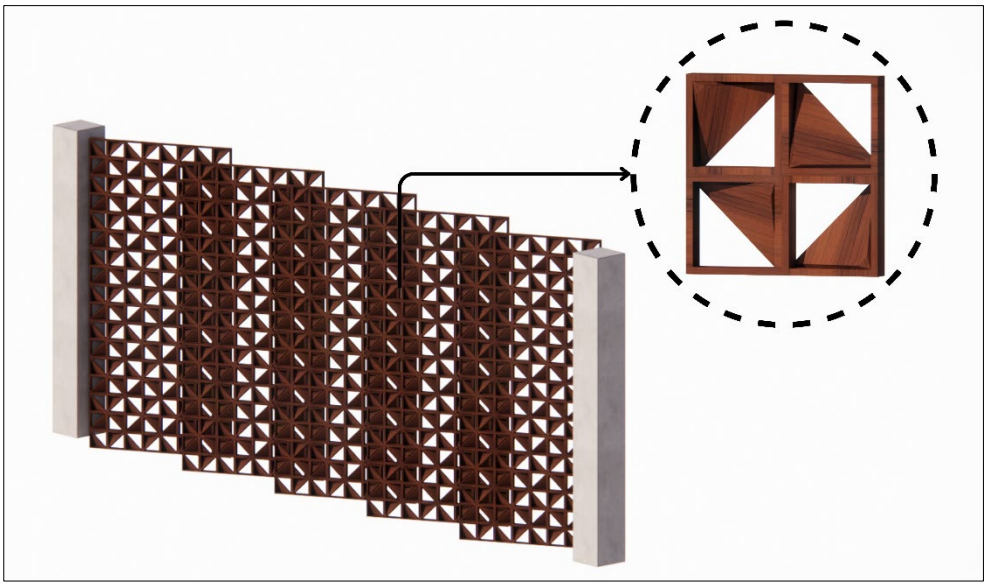

Figure 4. Roster Wall Design

Meanwhile, the void, or vertical open space, in the center of the building acts as a channel for light and air that reaches down to the lower floors, keeping the market area naturally bright even though it is far from the exterior openings. Skylights or roof openings add lighting from above, especially in the main room or large market corridor, allowing direct sunlight to enter while still being controlled through translucent materials to prevent overheating. These three aspects, if applied in an integrated manner, can create a bright, energy-efficient, and comfortable market environment for both visitors and vendors.

In addition, cross-ventilation systems are implemented by placing openings on opposite sides of the building, enabling continuous airflow. The incorporation of vertical voids and increased floor height enhances the stack effect, allowing hot air to rise and exit naturally. These strategies are widely recognized in sustainable architecture as effective methods for achieving thermal comfort while minimizing energy use.

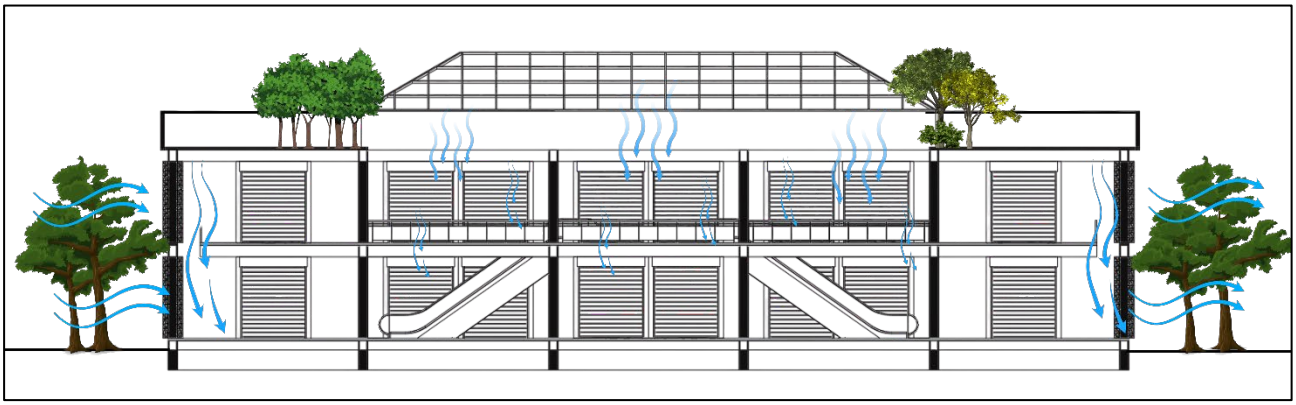

Figure 5. Cross Ventilation System

4.5. Green Utility Systems and Resource Efficiency

The traditional market environment is often synonymous with a less pleasant impression, such as dirty, shabby, and smelly (Parsadanta, 2023). The main challenge facing traditional markets today is how to create an environment that is clean, healthy, and provides comfort like modern markets. This negative image generally arises from suboptimal management, especially in waste handling, most of which stems from improperly handled organic waste.

Waste management is addressed through stall-level segregation, supported by centralized composting facilities for organic waste. This system not only reduces environmental pollution but also supports circular resource use within the market. In this case, every two market stalls are equipped with segregated waste bins, divided into two types: organic and inorganic. This design makes it easier for traders to dispose of waste by category directly in an accessible area, thereby reducing accumulation in the market corridor or public area. For this system to work optimally, it is necessary to educate the merchants on the importance of waste segregation and the positive impacts of responsible waste management. In addition, the market needs effective waste management, including a regular waste collection schedule, provision of recycling facilities, and processing organic waste into compost that can be reused.

Figure 6. (a) Vegetable and Fruit Stall Design (b) Meat Stall Design

In addition to spatial strategies, the proposed design incorporates green utility systems to support environmental sustainability. Rainwater harvesting systems are introduced to collect and reuse rainwater for non-potable purposes such as irrigation and cleaning. These systems are very important in green architecture as they help conserve water, reduce surface runoff, and provide an alternative water source. Using a rainwater column is one of the innovative forms of the Rainwater Harvesting (RWH) system. In addition to its main function, the rainwater column can be an attractive architectural element in the market landscape and can even be equipped with vines for shade. Tall in shape, the rainwater column can generate enough water pressure without the need for additional pumps, making it suitable for light use in plant irrigation and toilet flushing in the market.

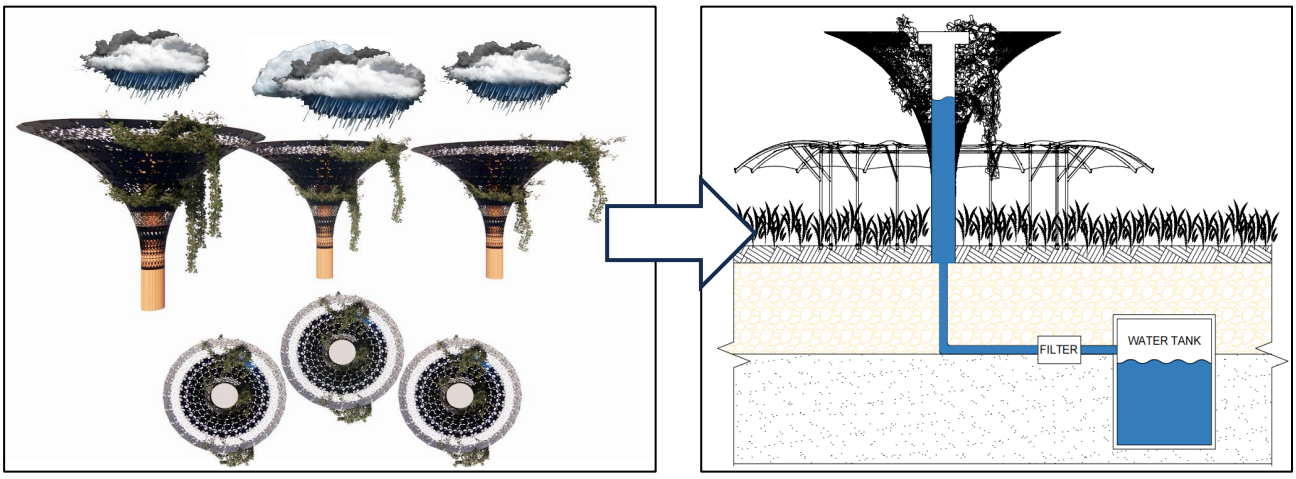

Figure 7. Rainwater Column

The use of permeable pavement further enhances water management by allowing rainwater infiltration, reducing surface runoff, and mitigating flood risks. These strategies align with sustainable water management principles in urban design.

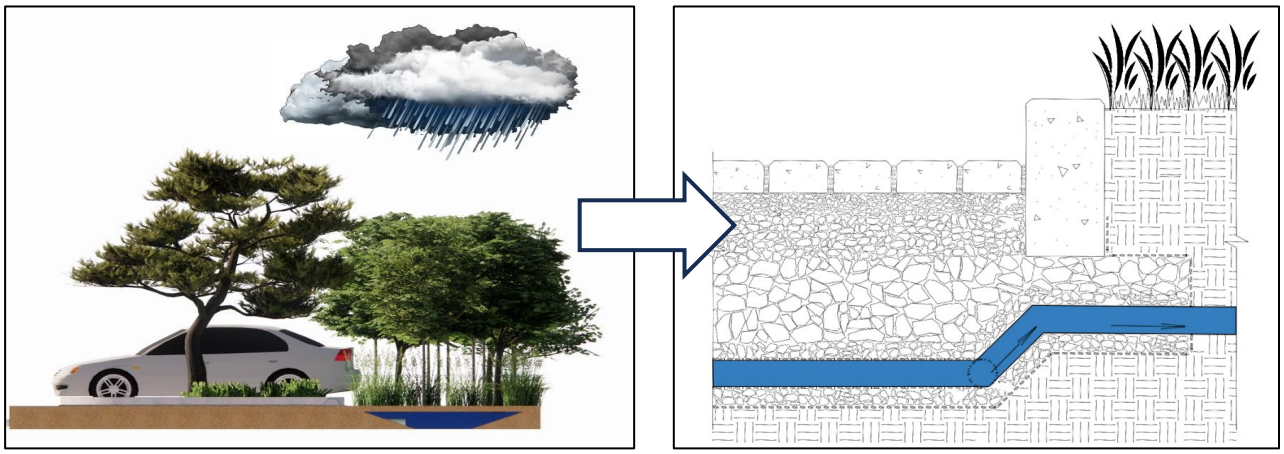

Figure 8. Permeable Pavement

The application of green architecture principles in the revitalization of Pasar Melati can be systematically understood through four key aspects: spatial efficiency, energy efficiency, water conservation, and waste management. Spatial efficiency is reflected in the reorganization of zoning and circulation, which improves accessibility and functional clarity within the market environment. Energy efficiency is achieved through the optimization of passive design strategies, particularly natural ventilation and daylighting, thereby reducing reliance on mechanical systems. Water conservation is addressed through the integration of rainwater harvesting systems and permeable surfaces that enhance stormwater management. Meanwhile, waste management is improved through the implementation of segregation and composting systems, contributing to better environmental quality.

These findings suggest that the role of green architecture in market revitalization extends beyond technical solutions, encompassing spatial configuration and user-oriented design considerations. In this context, the hybrid market typology demonstrates the potential to function as a sustainable urban system that integrates environmental performance with socio-economic activities.

Furthermore, this study proposes a green architecture-based design framework for hybrid traditional markets that integrates spatial planning, passive environmental strategies, and sustainable utility systems to provide a comprehensive approach to market revitalization. This framework contributes to the development of design strategies for sustainable market environments, particularly in rapidly growing urban areas of developing countries.

5. Conclusion

This study demonstrates that revitalizing Pasar Melati as a hybrid traditional and second-hand market requires an integrated approach that combines spatial reorganization and environmental strategies. The findings reveal that the existing market conditions are characterized by poor spatial organization and circulation, inadequate waste management, limited natural ventilation, insufficient lighting, and a lack of green open spaces, all of which negatively affect user comfort and environmental quality. The proposed revitalization design addresses these issues by applying green architecture principles. Key strategies include improving spatial zoning and circulation systems, implementing passive design approaches such as cross-ventilation and natural lighting optimization, and integrating sustainable utility systems, including rainwater harvesting, waste segregation, and composting.

These strategies enhance environmental performance, reduce energy consumption, and improve the overall user experience in the market. This study contributes to the development of a green architecture-based design framework for hybrid markets by emphasizing the integration of spatial layout and environmental sustainability. It highlights that green architecture is not only concerned with technological solutions but also with spatial and social dimensions that support market functionality and community interaction.

Furthermore, the findings indicate that hybrid markets have significant potential to support circular economy practices through the reuse and redistribution of goods, while also strengthening the role of traditional markets in urban systems. Therefore, this study suggests that policymakers, urban planners, and designers should adopt green architecture principles as a fundamental approach in market revitalization projects. Finally, the proposed design framework can be adapted and applied to similar traditional market contexts in other developing cities, contributing to more sustainable and resilient urban environments.

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7. Conflict of Interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article

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