

## The Existence of Traditional Market in the Middle of Modern/HighClass Settlement

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### ABSTRACT

In big cities, the construction of residential neighborhoods is mostly done to meet the needs for housing. But often this development isn't matched by the need for public and social facilities. Markets are included in public and social facilities that are rarely built in the environment, especially traditional markets. The existence of traditional markets is rarely found as a result of the development of modernization. However, several settlements still provide traditional markets as a facility in a settlement, one of which is in a modern settlement. This study aims to find out some modern or highclass settlements that still maintain traditional markets as public and social facilities. The research was conducted in two markets with different environments but still in the same circle, it's Citraland Fresh Market in Surabaya and Batunanggal Market in Bandung. Both are traditional markets packed in modern buildings. Data collection techniques using qualitative methods in the form of observation, documentation, and existing journals. Conclusions are written based on direct observation by the author and the results of the data analysis that has been collected

**Keyword:** Existence, Modern Comunity, Traditional Market, Settlement

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### ABSTRAK

Di kota-kota besar, pembangunan lingkungan permukiman banyak dilakukan untuk memenuhi kebutuhan rumah tinggal. Namun seringkali pembangunan ini tidak diimbangi dengan kebutuhan fasilitas publik maupun sosial. Pasar termasuk dalam fasilitas publik dan sosial yang jarang dibangun pada lingkungan, apalagi pasar tradisional. Keberadaan pasar tradisional sudah jarang sekali ditemukan akibat dari perkembangan arus modernisasi. Akan tetapi, beberapa permukiman masih menyediakan pasar tradisional sebagai fasilitas public maupun social dalam suatu permukiman tersebut, salah satunya di permukiman modern. Pada penelitian ini bertujuan untuk mengetahui beberapa permukiman modern atau *highclass* yang masih mempertahankan pasar tradisional sebagai fasilitas public maupun social. Penelitian dilakukan pada dua pasar yang berbeda lingkungan tetapi masih satu kalangan, yaitu *Citraland Fresh Market* di Surabaya dan Pasar Batunanggal di Bandung. Kedua pasar tersebut merupakan pasar tradisional yang Dikemas dalam bangunan yang modern. Teknik pengumpulan data menggunakan metode kualitatif yaitu berupa observasi, dokumentasi, dan jurnal yang ada. Kesimpulan ditulis berdasarkan pengamatan langsung oleh penulis dan hasil analisis data yang telah dikumpulkan

**Keyword:** Eksistensi, Masyarakat Modern, Pasar Tradisional, Permukiman



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## **1. Introduction**

In simple terms, a market is a meeting between sellers and buyers to fulfill economic needs (Noor, 2017). Markets play an integral role in the life of society, indicating that markets are not only considered economic spaces but also social, cultural, and political ones (Suryani, 2015). This indicates that markets are not simple phenomena but rather complex ones. Settlement is one of the basic needs in human life that must be fulfilled. It manifests in the form of creations, imagination, and human works in interaction with the natural environment. This activity is dynamic and constantly undergoes development (Ritonga et al, 2022). In big cities, many residential development are carried out to meet residential needs, but often this development is not balanced with the need for public and social facilities. Markets are included in public and social facilities that are rarely built in the environment, let alone traditional markets. The existence of traditional markets is rarely found as a result of the development of modernization. The presence of modern markets has brought comfort to some people, so they are reluctant to shop at traditional markets (Dakhoir, 2018). This has made people think about switching to a more practical, modern lifestyle. The impact indirectly causes traditional markets to lose their important role as regional economic assets and as social and cultural ties that are passed down from generation to generation.

The existence of traditional markets is rarely found, especially in modern/high class settlements. This is mentioned in Kussudyarsana research stated that if traditional markets not immediately strengthen their position to increase competitiveness, then slowly but surely people's buying interest will move from traditional markets to modern markets. However, this is not a total change because traditional markets still have loyal customers, especially among the lower class (Kuusudyarsana et al, 2019). which means that upper class people will or will never visit traditional markets again. With this fact, traditional markets with a modern concept have emerged. According to Suardana in Satuhu et al (2014) There are ten reference parameters that need to be considered when designing a traditional market with a modern concept. These parameters are as follows:

1. Grouping of traders based on buying and selling activity space.
2. Creates effective circulation.
3. Protect the market from weather influences such as rain, hot sun and odors.
4. Providing an emergency room for the community.
5. Take advantage of natural lighting.
6. Arrange air circulation optimally.
7. Using a simple mass structure with space flexibility.
8. Provide adequate parking space and have the potential to be developed.
9. Pay attention to environmental sanitation from a technical and architectural perspective.
10. Create a design that provides a sense of security and comfort.

Based on these ten parameters, it can be concluded that a building approach that utilizes technology is a way to create a traditional market with a modern concept.

This research uses case study objects of traditional markets with a modern concept located in high-class residential areas, namely Citraland Fresh Market in Surabaya and Batununggal Indah Market in Bandung. Citraland Fresh Market was founded in 2015. This market is a traditional market located in the Taman Puspa Raya Citraland Complex, Surabaya. This complex is known as a modern/high class residential area. Likewise with Batununggal Indah Market which is located in a luxury residential area Batununggal Indah Estate. Although Located in elite residential areas, these markets still have a traditional market concept where buyers and sellers are still free to negotiate buying and selling transactions. This market has a modern spatial layout and the market complex maintains neatness and cleanliness to ensure comfort for market visitors. This research aims to understand the existence of traditional markets in modern/high class settlements located in different areas.

## 2. Method

This research uses a qualitative research method using case studies, namely developing in-depth analysis of single or plural objects or more than one (Murdiyanto, 2020). Primary data is direct observation at the case study location and documentation. Secondary data in this research is data from e-journals and the internet. The focus of observation during direct observation is the activity and crowds of visitors at the market. Primary data collection uses direct observation and documentation as evidence of research results, while secondary data collection uses a review of Google Maps and existing articles regarding the case study location. Data collection with documentation is also carried out during direct observation of case study objects, while for objects that are not surveyed using documentation on the internet and research articles.

## 3. Discussion

### 3.1 Citraland Fresh Market Surabaya

This market is a traditional market packaged in a modern building. This market was founded in 2015 on an area of 5000 m<sup>2</sup> in the Taman Puspa Raya Complex, Citraland Surabaya. This complex is a shophouse area that has a public park and is part of the elite residential area in West Surabaya, namely Citraland. Citraland has been one of the leading real estate companies in Surabaya since 1993 (Ikmal et al, 2023). This area offers a variety of facilities including a golf course and clubhouse, international schools, shopping centers and more. Citraland Fresh Market is one of the traditional shopping centers in this area.



Figure1. Function analysis of surrounding buildings

*Source: Author's Analysis, 2023*

This building has two areas, namely the market area and the food court. In the market area there is a wet market consisting of meat and fish and a dry market consisting of fruit and vegetables. There are stalls around the market stalls selling household equipment and even snacks. The market and food court are separated by a small entertainment stage in the middle of the building area. The food court area sells various types of food and drinks. This market is also equipped with supporting facilities, such as toilets, prayer room, health room, smoking area, entertainment stage and large parking area. This market is open every day from 06:00 AM to 2:00 PM.

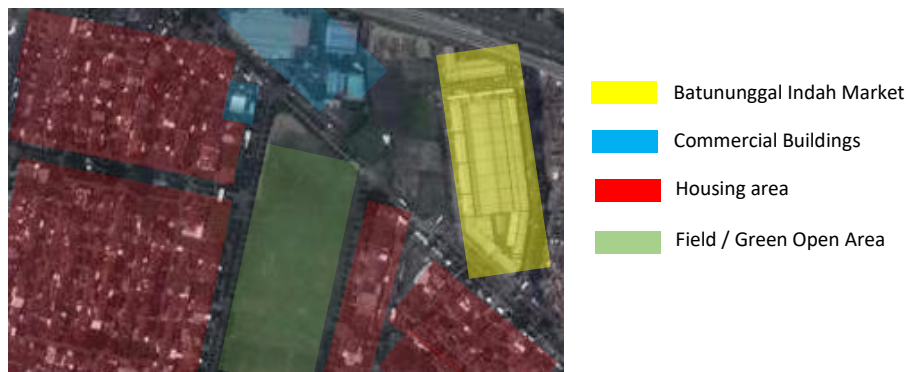


Figure2. (a) Food court; (b) Dry Market; (c) Wet Market

Source: Author's Documentation, 2023

### 3.2 Batununggal Indah Market, Bandung

Batununggal Indah Market is a traditional market complex that is managed in a modern way. This market is located on Jalan Batununggal Indah II, Mengger, Bandung. Its position is in a luxury housing complex in Bandung called Batununggal Indah Estate which has complete facilities, from education, commercial, to entertainment. This market is a traditional market with a modern concept and the first and largest in Bandung, covering an area of three hectares (Wicaksono et al, 2020)



**Figure3.** Analysis of the Function of Surrounding Buildings

Source: Author's Analysis, 2023

This market has 294 stalls, 429 kiosks and 130 shophouses (Utomo et al, 2020). The modern concept of this market is that there are shophouses surrounding the market area where the middle area of the market is a traditional market area. In this traditional market area there are stalls and stalls selling various types of food and daily necessities. Because it has a very large location, circulation in this part of the traditional market appears wide, so that stalls are not close together and conditions in the market are not crowded. In the kiosk area, several traders sell clothes of all ages, accessories, and some daily necessities. The shophouse area is filled with pharmacies, boutiques, cafes, etc. Apart from buying and selling activities, this building also has an exhibition hall which can be rented out as a venue for exhibitions and wedding events. This market is equipped with several supporting facilities including toilets, 24-hour ATMs, prayer rooms, and a large parking area. This market is open every day from 08:00 AM to 5:00 PM.



**Figure4.** (a) Stalls; (b) kiosk; (c) Exhibition Hall; (d) Parking & Shophouse Area

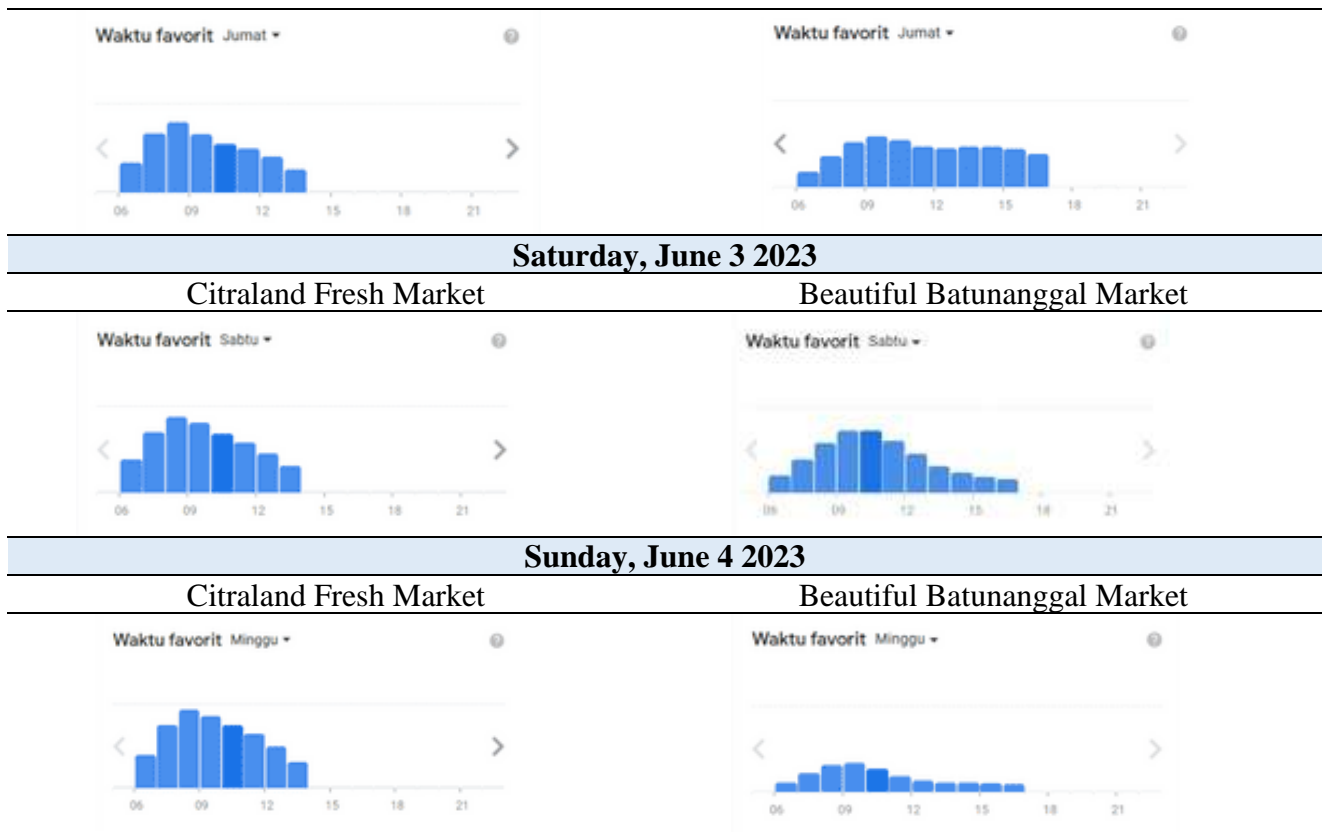
Source: <https://pasmodbatununggalindah.com/> accessed on 14 July 2023

**3.3 Market Crowd Analysis**

Analysis of visitor crowds was carried out to find out whether the two markets were active in the sense that they still had visitors or not. Analysis on both markets using the Google Maps 'Favorite Time' feature which measures the crowds of locations every day every hour. Analysis of both objects was carried out for 1 week on the same date, starting from 29 May 2023 - 4 June 2023. Time measurements were based on the operating hours of each market.

Table 1. Market Crowd Analysis for 1 Week

Monday, May 29, 2023	
Citraland Fresh Market	Beautiful Batunanggal Market
Tuesday, May 30 2023	
Citraland Fresh Market	Beautiful Batunanggal Market
Wednesday, May 31, 2023	
Citraland Fresh Market	Beautiful Batunanggal Market
Thursday, June 1, 2023	
Citraland Fresh Market	Beautiful Batunanggal Market
Friday, June 2, 2023	
Citraland Fresh Market	Beautiful Batunanggal Market



Source: Google Maps, 2023

Based on the analysis of visitor crowds, Citraland Fresh Market had the most visitors recorded on Sundays at around 08:00 AM and had the fewest visitors on Fridays at 2:00 PM. Batunanggal Indah Market has the most visitors on Thursdays around 09.00 AM and has the fewest visitors on Sundays around 5.00 PM. From the comparison of the two analyses, the largest crowds occur in the morning and the quieter in the afternoon/evening. Crowd data from both markets shows that Citraland Fresh Market has a more stable number of visitors than Batunanggal Indah market

#### 4. Conclusion

The conclusion of this research is both markets are traditional markets located in high-class residential areas. The difference between this traditional market and traditional markets located in ordinary settlements is that this market has complete facilities, starting from toilets, prayer rooms, ATMs, to large parking lots. These two markets also have modern building designs that adapt to their environment. The results of the market crowd analysis are that both markets have a stable number of visitors every day and the crowd level is quite high. This proves that traditional markets in high-class residential areas still have visitors from surrounding settlements but with a modern building appearance.

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