

STUDY OF SELLER ARCHITECTURE BEHAVIOR TOWARDS THE REVITALITATION OF BADUNG MARKET

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ABSTRACT

Badung Market is one of the big traditional markets in Bali that has a fairly high historical value. History records that this traditional market has a significant role in the civilization of Denpasar City in the economic sector. In early 2019, Badung Market was transformed into a modern traditional market. The concept translates into renewable physical forms and qualified public facilities. This effort aims to change the image of a dirty, narrow and dirty traditional market into a clean, comfortable and beautiful traditional market. However, a better market arrangement does not change the habits of market activity participants themselves. Based on the results of the field survey, the situation of the congested and cramped Badung Market was felt again after the revitalization.

The government as the owner of the policy has attempted to change the image of traditional markets to be clean, comfortable and modern through a market revitalization program. However, it is very unfortunate that the translation of the market revitalization concept only focuses on the appearance of the facade. This article will examine the behavior of market activity actors towards the revitalization of the Badung Market. Using a qualitative descriptive analysis method, the conclusions from this study are (i) In the planning process, it is necessary to have compatibility between the design concept and the behavior of the relevant stakeholders; (ii) There needs to be variations and innovations in stall designs (in this case stalls) so that traders can choose and customize them; (iii) It is necessary to socialize market regulations so that all parties are aware of and comply with them; (iv) if there is a violation, appropriate sanctions can be given.

Keywords: Architectural Behavior, Revitalization, Badung Market

1. INTRODUCTION

Traditional markets are one of the elements of a city which is the heart of the community's economy. In this place, buying and selling transactions are carried out which are tucked in the action of bargaining which is the hallmark of a traditional market. In general, traditional markets occupy a vital place in an urban area (Wiriartari, et al, 2019). In a traditional Balinese urban setting, the market is one of the four elements that form catus patha besides *puri*, *wantilan* and *bencingah*. Its very important role resulted in this place being one of the forerunners of the formation of a city. Therefore, the existence of traditional markets is often associated with the city's history, such as Badung Market.

Badung Market is one of the large traditional markets in Bali which has quite high historical value. History records that this traditional market has a significant role in the civilization of Denpasar City in the economic sector. The existence of the

market as a node of goods and services exchange activities, regionally generates various other activities of the urban community. Likewise with the Badung Market which is not only a place for buying and selling transactions but also as a tourist destination for the old city in Denpasar City. In early 2019, Badung Market transformed into a modern traditional market. This concept is translated into a renewable physical form and qualified public facilities. This effort aims to change the image of dirty, cramped and dirty traditional markets into clean traditional markets.



Figure 1. The transformation of Badung Market
Source: Analysis Results, 2022

Denpasar City. The magnificent building design attracts the attention of tourists to visit the market. One of the main attractions of this market is the existence of elevators and escalators as one of the accesses to the floors above. "Mall-flavored market" is the image that the designer wants to convey to visitors. Public facilities for people with disabilities (with special needs) are also provided in this building. It is intended that the market can be enjoyed by all levels of society. Sanitary facilities with a modern minimalist design are also available in several corners of each floor of the building. Garbage shafts, sewer shafts are highly organized to keep the market area clean.

The outdoor area of the market is also often used for various activities, such as the Denpasar Festival, dance and music performances, cheap basic food bazaars and various other big events. In addition, Badung Market is often used as a pilot market for other traditional markets that are to be revitalized. A number of positive impacts emerged as a result of moderating this historic traditional market. Without realizing it, people's attention is only focused on the physical appearance of the building.

Efforts to modernize the Badung Market are expected to occur in all aspects of market life both physically and non-physically. The market revitalization program is believed to be able to change the situation in the Badung Market as a whole. However, better market management does not change the habits of market activity actors themselves. Based on the results of a field survey, the crowded and cramped Badung market situation is being felt again after the revitalization. The circulation path that was originally designed to be broad has narrowed again as a result of being used as an "additional area" for trading. In addition, there is a decrease in the quality of space in several public facilities such as toilets, elevators, escalators and so on. Why did this happen?

It should be realized that from the past the prominent physical characteristics of traditional markets were muddy, dirty, crowded and dirty-looking places. The government as the owner of the policy has attempted to change the image of traditional markets to be clean, comfortable and modern through a market revitalization program. However, it is very unfortunate that the translation of the market revitalization concept only focuses on the appearance of the facade. In fact, the main factor causing the slum itself is the perpetrators of market activity. For this reason, it is necessary to have a study that explores the behavior of market activity actors who in this case study are traders. The goal is to find a way to align the concept of market revitalization, both physical and non-physical, so that the resulting concept and space are right on target.

2. RESEARCH METODOLOGY

This study uses the case study method to reveal the architectural behavior of traders towards Pasar Badung revitalization. Stake (1978) states that this method is able to help researchers to obtain a comprehensive research method for the object under study so that researchers can explore the object of study more deeply. This study uses primary data and secondary data obtained through field observations and interviews with several sources, namely Badung Market traders. Apart from that, some literature in the form of books and journals is used as reference material in research. Furthermore, the data that has been collected will be analyzed using a qualitative descriptive analysis method.

3. LITERATURE REVIEW

a. Architectural Behavior Theory

Behavior is influenced by several factors, namely internal factors and external factors. In general, processes and patterns of behavior in humans are divided into two, namely individual processes and social processes.

1) Individual Process

In his position as part of an environment, humans cannot be separated from their role as individuals. There are several things that are considered to happen to each individual either before or even after he or she experiences the social process. Processes that can occur individually in each person's mind include:

a) Perception

A large part of architecture is formed by human perception. Perception is the process of obtaining or receiving information from the environment (according to Joyce Marcella Laurens. 2004). Consciously or not, humans often record tangible stimuli that they can perceive through the senses they have. Humans record information by seeing, hearing, touching or even feeling it in their minds. Architectural works were created from the hands of the architect, most of the forms of which came from recordings as forms that they had acquired through some of their previous experiences.

b) Spatial Cognition

Spatial cognition relates to a person's way of obtaining, organizing, storing and recalling various kinds of information about locations, distances and arrangements in the surrounding physical environment which are collected in the form of a mental map. A person's mental map often differs from one another, depending on how something means to him. In architecture,

there are two known meanings, namely the meaning of representing responsive meaning. Both have an important role to predict behavior. The meaning of representation is the meaning that someone captures from an object, while the meaning of responsiveness is a continuation of the meaning of representation which involves the response that arises after seeing and observing an object.

2) Social Process

This social process concerns how a person shares and divides his space or environment with other people around him. In this process humans can be observed through several components including privacy, personal space, density, and territory.

a) Privacy

Privacy is a desire or tendency in a person not to be disturbed by his loneliness (Joyce Marcella Laurens, 2004). In this case, to get the desired level of privacy, a person needs his own ability to be able to control his desires as a person and the desires of the people or environment around him to remain balanced.

b) Personal Spaces

Personal space is an area with virtual boundaries surrounding a person and other people are not allowed to enter into it. Basically the size of personal space in a person is relative or flexible. There are several levels of personal space distance which is referred to as communication distance.

c) Territory

Territory is a manifestation of one's ego for his desire not to be disturbed by other people. In certain matters territory is considered as an area that has become someone's right. There are several types of territories that are divided based on the degree of privacy, affiliation and the possibility of achievement (Altman, Architecture and Human Behavior).

(i) Primary Territory

Primary territory is a place that is very private for a person or group of people. This territory can only be entered by parties who are very close or obtain special permission from the parties concerned. An example of a primary territory is a bedroom in a house, office space or on a large scale such as a country.

(ii) Secondary territory

This territory is shared by a number of people who are relatively familiar with each other. Control in this territory is not as strict as in the primary territory because sometimes users change, take turns and even share with other strangers.

(iii) Public territory

Public territories are areas or places that are open and can be used by the public and anyone. However, there are times when these public territories are controlled by certain groups of people or closed to certain groups of people, for example, some malls prohibit students in uniform from entering their area.

4. RESULTS AND DISCUSSION

In essence, a traditional market is a meeting place for sellers and buyers in direct transactions accompanied by bargaining. Goods and services that are traded are usually in the form of daily necessities such as vegetables, fruits, meat, fish,

clothing, and so on. In Presidential Regulation No. 112 of 2007 it is stated that a Traditional Market is a market managed by the central government, local government, BUMN, BUMD and private parties whose places of business are in the form of shops, kiosks, stalls and tents owned/managed by small, medium and small traders. non-governmental organizations or cooperatives with small-scale businesses, small capital and with the process of buying and selling merchandise through bargaining. In this case, Pasar Badung is a market managed by the local government, namely Perumda Pasar Sewaka Dharma. In the regulation above, precisely in article 2, point two, it is stated that a traditional market must provide clean, healthy, safe, orderly and comfortable facilities. Reflecting on these regulations, the government is trying to revitalize the Badung Market.

The people's market/traditional market revitalization program is the implementation of Law number 7 of 2014 concerning Trade, article 13 paragraphs (1), (2) and (3) which mandates that the Government cooperate with Regional Governments to carry out development, empowerment and improvement quality of people's market management in order to increase competitiveness in the form of people's market development and/or revitalization; implementation of professional management; facilitating access to supply of goods with good quality and competitive prices; and facilitating access to financing for market traders in people's markets. One of the objectives to be achieved in this program is to encourage people's markets/traditional markets to be more modern and able to compete with modern shopping centers and shops, so as to increase trader turnover.

The change in the facade of the Badung Market to a modern one still leaves old problems with traditional markets, namely the indiscipline of traders in the use of "land use rights". In this sense, traders take the rights of road users (read: circulation) to peddle their wares. This phenomenon occurs in most booths in various groups of traders, such as the spice and vegetable booth, fruit booth, ceremonial booth, and so on.

Based on the market facility standards contained in SNI 8152 of 2015 it is stated that markets with more than 750 traders must have a trading space area of at least 2 m². Pasar Badung which has 826 traders and has a booth size of 3m². This states that the size of the stalls provided has met the needs of trading space. However, the results of the field survey showed otherwise. Almost every stall takes the buyer's circulation path as additional space as shown in **Figure 2**.



Figure 2. The use of the buyer's circulation route as a place to sell merchandise
Source: Analysis Results, 2022

Based on architectural behavior theory, this phenomenon cannot be separated from the influence of spatial cognition. As it is known that spatial cognition appears based on a collection of recorded individual information about an environment. Characteristics of people's markets/traditional markets in Indonesia are crowded market atmosphere, dirty, crowded and muddy. Records of situations like these are unintentionally passed down from generation to generation and give rise to the perception that these conditions are normal and typical of traditional markets.

It is well realized that it is not an easy thing to change people's perceptions quickly. It takes time and the right strategy to lead traders to feel satisfied with the trading land they rent. In the case of the Badung Market, several strategies are needed to overcome them, namely

- a) There needs to be socialization regarding trade space limitations to traders.
- b) The existence of clear regulations regarding trade space boundaries;
- c) The existence of sanctions on market activity actors in the event of a violation;
- d) Innovate in booth design and size.

Based on field observations, most traders tend to add a small table or shelf that is lower than the main table which is placed in front of the window. The current booth design only consists of one L-shaped and flat concrete table, with a height of ± 60 cm from the floor. Psychologically, such a table design gives the impression of additional space vertically. Not to mention the width of the circulation path which is quite wide, which is about 2 meters. This certainly gives traders an opportunity to increase their trading space. The solution that can be taken is to make the table resemble terracing.

The booth table design like figure 3 creates the impression that there is more window space for merchants. Even psychologically, there is no more vertical space that can be used as a place to sell. Another alternative is to prepare several variations of booth area so that traders can choose and adjust to their needs. This strategy can be applied when the revitalization process is still at the planning stage.

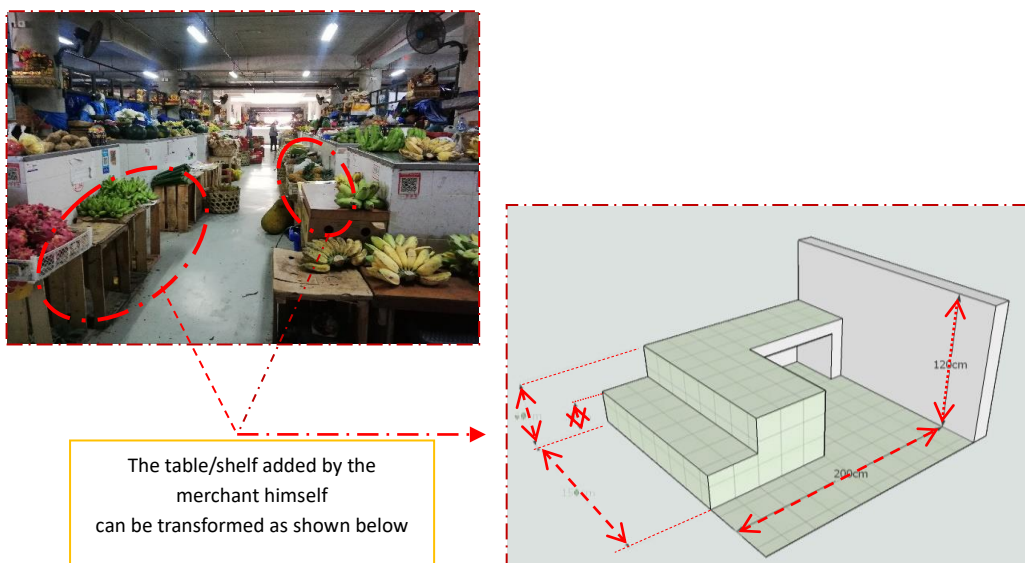


Figure 3. Booth table design innovation that resembles terracing
Source: Analysis Results, 2022

In the case of the Badung Market, if additional trading space is needed, an agreement between the manager and the trader regarding the area is required. This aims to control the excessive utilization of circulation pathways.

The unpreparedness of market activity actors towards the "modern traditional market" paradigm has an indirect impact on decreasing the quality of space in several public facilities. One example is the existence of an elevator in the market area. The current condition is a bit dirty and looks rundown. This is due to the fact that some traders use it as a means of transportation for the distribution of goods which sometimes leaves stains, odors and even garbage. In principle Badung Market has provided ram facilities to transport goods from the basement to the market area. It's just that the range is quite short, namely from the basement to the 1st floor area only. Therefore, in this condition the existence of an elevator makes it easier for traders to distribute their goods.

The solution that can be taken in overcoming the problem above is to provide an appeal in the form of instructions regarding who can use the elevator. Another alternative is to provide lifts with a different designation, namely a special elevator for goods distribution and a special elevator for visitors. Thus the use of the elevator is right on target. In addition, it needs regular maintenance to keep it clean. This also applies to all areas and facilities around Badung Market.

The efforts to revitalize the Badung Market in order to maintain its existence amidst the onslaught of the modern market have its own challenges. In accordance with its understanding, revitalization is an attempt to increase the value of a land that is experiencing decline. In this case study, the revitalization efforts themselves should not only be oriented towards solving physical beauty but accompanied by improving the quality of the social environment. Adjusting the design concept to the behavior of its stakeholders is one way to minimize the public's unpreparedness for drastic changes in the market paradigm.

5. CONCLUSION

Based on the description above, it can be concluded that in the context of the success of the Badung Market revitalization program, there are several things that need to be considered, including: (i) In the planning process, there needs to be compatibility between the design concept and the behavior of the relevant stakeholders; (ii) There needs to be variations and innovations in stall designs (in this case stalls) so that traders can choose and customize them; (iii) It is necessary to socialize market regulations so that all parties are aware of and comply with them; (iv) if there is a violation, appropriate sanctions can be given.

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