

Creative – Sustainable Traditional Market Design in Malang

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Abstract

Thirteen thousand four hundred and fifty (13,450) Traditional Markets in Indonesia faced great competitions from the entrants of modern markets. The traditional markets failed to compete because of poor planning, inconvenient access, overcrowded trading activities, lack of air circulation and poor sanitation, affecting 12.625 million vendors. A more sustainable development model for Indonesian traditional markets is proposed based on the Singapore's sustainable commercial development. The Pasar Besar of Malang City, with 4,424 stores, 3,295 vendors and as one example of degrading markets, needed a new sustainable design. Therefore, an interesting architecture concept is proposed and hopefully could become an example of traditional market revitalisation in Indonesia.

Keywords: Traditional Market, Integrated Planning and Design, Creative, Pasar Besar

1. Introduction

Indonesian Traditional Markets faced great competitions from the entrants of modern markets, shopping malls etc. Indonesian traditional markets failed to compete because of poor planning, inconvenient access, overcrowded trading activities, lack of air circulation and poor sanitation [1]. And 13,450 traditional markets were dilapidated, and affecting 12.625 million vendors [2]. For example, according to PD Pasar Jaya [3] from 151 traditional markets in Jakarta, 13 markets were reported in poor condition and 111 markets were in very poor condition. And seven markets were closed due to severe competition.

Natawidjaja (2006)⁴ also stated that new modern market (supermarket) sales have increased 15% per year, while the traditional market sales decreased 2% per year. Pricewaterhouse Coopers [5] also found that modern market sales would increase. The supermarket sales would increase by 50%, while hypermarket sales would grow by 70% between 2004 and 2007. This actually shows that the traditional market could not compete in the fair economic battleground with the modern market, due to many disadvantages.

Suryadarma [6] further described the negative impact of the severe competition. He found that informal traditional traders with the same commodity suffered the great impact of the presence of supermarkets and hypermarkets. On the other hand, fresh food traders (meat, fish, vegetables, fruit, etc.) were still able to compete with supermarkets and hypermarkets because customer preference. And the modern markets won over traditional markets because of lower prices, shopping comfort and credit-type

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payment. Lastly, the modern markets established business links with large suppliers causing more efficient operation and more economies of scale.

Indonesian Government had prescribed the Presidential Decree No 112 Year 2007 for regulating the traditional and modern markets [7]. In 2014, President Jokowi, also formulated a new strategy to build or reconstruct the 5000 traditional markets in Indonesia. As stated in the Decree, Government of Indonesia is obliged to implement:

- Spatial Planning and Development Control of the Traditional Markets, Shopping Centres and Modern Stores;
- Regulating the supply chain to The Modern Markets (including from The Small – scale Industries);
- Development and Supervision of The Traditional Market (including the Empowerment Program), Shopping Centres and Modern Markets
- Revitalisation of the Traditional Market.

Unfortunately, the implementation of Presidential Act No. 112 of 2007 was not effective due to [8]:

- Unclear classification of Traditional Markets
- Uncompleted database of Traditional Markets
- Single-sectored approach in the implementation
- Ineffective coordination between Ministry of Trade (MENDAG), Ministry of Cooperation, Small and Medium-sized Business (MENEG KUKM) and Municipal Governments
- Hindrances from “status quo” party
- Limited human resources capacity and funding in Government agencies, traditional markets management institutions, as well as informal traders
- Lack of community participation in the process
- Time shortage of the project implementation

2. Literature Review

To propose a more sustainable development model for Indonesian traditional markets, Singapore case study was evaluated. The Singapore’s sustainable commercial development, in the 40-years period, showed the successful integrative planning, design and management effort.

Singapore became a strong economic country-state capitalising on its commercial development for the international market demand [9]. With annual growth of 2-10% and Gross National Income (GNI) \$ 363,827.2M, in 2013 the city has proven its resourcefulness to become “the Global City” [10]. The revolution of Singapore was started by Ministry of National Development (MND) and Urban Redevelopment Authority (URA) as the Urban Planning Authority [11]. Since then, the integrated urban and economic - planning and development were conducted with Economic Development Board (EDB), Singapore Tourism Board (STB), Housing Development Board (HDB), etc. And this creative collaboration resulted in “Sustainable Urban Development” [12].

The effort was translated in Concept Plan 2001. The Plan stated the concept of “a thriving, world-class city in the 21st Century.” First, the “Ring Concept” of Expressways and Mass Rapid Transit (MRT) system was proposed. Secondly, high-density-high-rise towns were located adjacent to the “Ring”. Thirdly, the Conservation Park and Open Spaces were also provided. Lastly, the commercial areas were suggested in the strategic areas and new town central [13]. The key proposals of the Concept Plan were

translated into Master Plan 2003. The Master Plan was used as the detailed guide for the city development for the next 10-15 years [14].

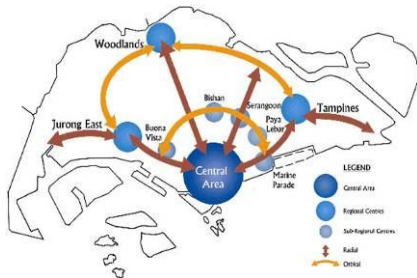


Figure 1. The Ring Concept Plan in 2001, Source: Urban Redevelopment Authority of Singapore, <http://www.ura.gov.sg>

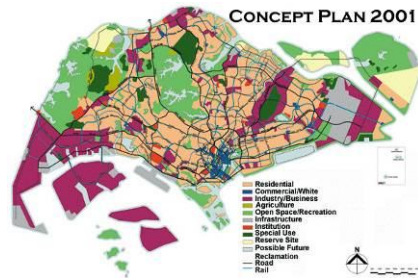


Figure 2. The Concept Plan 2001, Source: Urban Redevelopment Authority of Singapore, <http://www.ura.gov.sg>

Discussing the Commercial Planning, Singapore Creative Collaboration was implemented with several strategies. First, the rational commercial planning was conducted by URA in the Concept and Master Plan.

Table 1. Commercial Typology of Singapore, Source: Urban Redevelopment Authority of Singapore, <http://www.ura.gov.sg>

No	Commercial Centres	Average Catchment Radius (km)	Average Catchment Area (ha)	Catchment Population (Person)	Catchment Population (Density Unit) or Up to
1	Metropolitan	Serving National Population			
2	Regional Centres	5	14.000	500.000	166.667
3	Sub-regional Centres Type 1	3	3.000	200.000	66.667
4	Town Centres (TC) Type 1	1.5	700	20.000	60.000
5	Neighbourhood Centres (NC) Type 1	0.4	50	2.000	6.000
6	Amenity Centre	0.5	50	15.000	5.000

Table 2. Detail of Commercial Typology of Singapore Source: Urban Redevelopment Authority of Singapore, <http://www.ura.gov.sg>

No	Commercial Centres	Gross Commercial Floor Area (sqm) approximation only				
		Office	Retail	Entertainment	Hotel	Total
1	Metropolitan	7.000.000	5.000.000		3.000.000	15.000.000
2	Regional Centres	800.000	400.000	20.000	200.000	1.420.000
3	Sub-regional Centres Type 1	61.000	178.000		89.000	328.000
4	TC Type 1	39.000	34.000	13.000	0	86.000
5	NC Type 1	-	8.000	0	0	8.000
6	Amenity Centre	0	840	0	0	840

Following the rational commercial planning, URA allocated strategic areas in Central Region for Commercial Areas or Shopping Streets with proper planning; careful design; as well as constant monitoring of commercial spaces intake and prices [15].

Due to those positive data in 1970-2000's, URA was confident to allow more area for commercial development. And URA conducted the Government Land Sale program (GLS) via public tender for commercial. Then, the private sector could contribute in the developing innovative commercial ideas [16]. The URA's Development Control Division has to evaluate and approve the projects. URA also ensures the infrastructure provision, environmental improvements and building construction standards with other agencies [17].

Secondly, URA prescribed a new Commercial Area serving a New Town, normally in its central and close to MRT or Bus Station. One of successful example of the Regional Commercial Centre is Tampines which complemented with sizeable commercial area [18]. Thirdly, the strategy of historical areas revitalization for commercial areas was adopted. This strategy was successful with increasing number of foreign tourists and local shoppers in areas such as Kampong Glam, Chinatown, Kampong Bugis, Little India, Joo Chiat, etc.

Loo et. all. [19] found that most of the town centres were sustainable. But some neighbourhood centres were lacked of vitality because of growing affluence and increased mobility of the residents. This indicated that the retail hierarchy need the rationalisation following current economic trend.

The Government also introduced resettlement of street hawkers since 1971. The program actually catered basic stall facilities and services such as piped potable water, electricity and garbage collection and disposal. And it was reported that by 1996, all street hawkers had been resettled. Most of the food centres and traditional markets were located in the Town Centres and the Neighbourhood Centres. Some excellent examples were presented below [20].



Figure 3. The Situation of Tampines Wet Market
Source: www.flickr.com

3. Results and Analysis

On the other hand, sustainable commercial development in medium-sized cities such as Malang, need more attention from the Government. Malang is the second largest city and the educational hub of East Java Province, Indonesia. The city's population is 820,243 persons and average annual population growth rate 0.80% [21].

It is a popular destination for Surabaya and surrounding cities residents because of its cool temperature. And it is a thriving city, with steady economic and population growth and not affected by the Asian financial crisis [22].

Badan Pusat Statistik Kota Malang [23] highlighted the Gross Regional Domestic Product of Malang with total of Rp. 30,802,611,880. The City Regional domestic product was mostly contributed by Commercial, Hotel and Restaurants sector (38.06%), Industry (33.48%) and Services (12.42%). Traditional and modern markets which could be categorised under trades actually contributed almost 28.23% or Rp. 8,696,893,057. And this is very substantial for

Table 3. Percentage Distribution of Gross Regional Domestic Product at Current Market Price
Source: Badan Pusat Statistik Kota Malang (2011)

No	Sectors	Percentage Distribution of Gross Regional Domestic Product at Current Market Price
1	Agriculture	0.37%
2	Mining and Quarrying	0.03%
3	Industry	33.48%
4	Electricity, Gas and Clean Water	1.40%
5	Construction	3.14%
6	Trade, Hotel and Restaurant	38.06%
	6a Major and Retail Trading	28.23%
	6b Hotel	0.48%
	6c Restaurant	9.34%
7	Transportation and Coomunication	3.01%
8	Financial, Rental and Coorporate Services	8.11%
9	Services	12.42%

The Malang City area of 110.06 sq. km is divided into five districts, such as: Kedungkandang, Sukun, Klojen, Blimbing and Lowokwaru. Agriculture sector is the main sector, except Klojen sub-district. The Malang City produced 13,629 tonnes annually from 2,090 Ha rice field. Meanwhile, it also produced 1,174 tonnes of corns, 243 tonnes of cassavas and 29 tonnes of sweet potatoes. The plantation sector of Malang produced a great volume of fruits annually such as: Avocado (1,557 tonnes), Durian (308 tonnes), Rose Apple (580 tonnes), Orange (2,259 tonnes), Mango (4,046 tonnes). Papaya (3,739 tonnes). Banana (8,894 tonnes), Rambutan (2, 243 tonnes), Zalacca (10,206 tonnes), Star Fruit (1,872 tonnes) and Jackfruit (1,549 tonnes). Therefore, traditional markets for agriculture products played important roles in the city development [24].

There are 30 traditional and modern markets with total of 13,044 traders in the city. The largest number of markets in Malang is the Klojen Sub-district (14 markets), as the centre of economy activity in Malang. The distribution of traditional markets could be described in the Table 4 below.

Table 4. Distribution of Markets in Malang City by Sub-Districts
Source: Badan Pusat Statistik Kota Malang (2011)

No	Sub-Districts	Classification of the Market					Total Total
		I	II	III	IV	V	
1	Kedungkandang	1	2	3	1		
2	Sukun	2	1			1	
3	Klojen	6	4	1	3		
4	Blimbing	2				1	
5	Lowokwaru	2					
	Subtotal	13	7	4	4	2	30

Table 5. Distribution of Markets in Malang City by Sub-Districts
Source: Badan Pusat Statistik Kota Malang (2011)

No	Name of Districts	Name of The Market	Closed Store		Open Store		5-Foot Hawker	Total of Store	Total of Trader
			No of Stores	No of Traders	No of Stores	No of Traders	No of Traders		
1	Kedungkandang Districts	Pasar Madyopuro	24	24	610	610	7	634	641
2		Pasar Sawojajar	166	149	8	-	19	174	168
3		Pasar Kedungkandang	99	99	283	283	10	382	392
4		Pasar Kotalama	-	-	126	126	40	126	166
5		Pasar Lesanpuro	-	-	82	82	-	82	82
6		Pasar Kebalen	30	15	396	350	478	426	843
7		Pasar Temboro	-	-	-	-	-	-	-
8	Sukun Districts	Pasar Sukun	36	17	343	107	-	379	124
9		Pasar Gadang	57	34	224	101	-	281	135
10		Pasar Induk Gadang	64	34	2,532	1,724	-	2,596	1,758
11		Pasar Hewan Sukun	-	-	-	-	-	-	-
12	Klojen District	Pasar Besar	718	627	3,706	2,164	504	4,424	3,295
13		Pasar Baru Barat	174	58	1,087	159	-	1,261	217
14		Pasar Klojen	40	34	221	151	-	261	185
15		Pasar Kasin	28	20	224	120	-	252	140
16		Pasar Oro-oro Dowo	40	34	172	130	-	212	164
17		Pasar Bareng	45	30	189	89	17	234	136
18		Pasar Buku Wilis	68	68	-	-	3	68	71
19		Pasar Mergan	-	-	297	188	-	297	188
20		Pasar Bunga	-	-	69	49	-	69	49
21		Pasar Burung	123	123	-	-	40	123	163
22		Pasar Baru Timur	79	38	150	83	-	229	121
23		Pasar Embong Brantas	53	31	181	76	8	234	115
24		Pasar Nusakambangan	35	35	-	-	-	35	35
25		Pasar Talun	24	24	4	4	-	28	28
26		Blimbing District	Pasar Blimbing	79	64	1,928	1,582	428	2,007
27	Pasar Bunul		100	55	302	186	52	402	293

No	Name of Districts	Name of The Market	Closed Store		Open Store		5-Foot Hawker	Total of Store	Total of Trader
			No of Stores	No of Traders	No of Stores	No of Traders	No of Traders		
28		Pasar Hewan Blimbing	-	-	-	-	-		-
29	Lowokwaru District	Pasar Tawangmangu	259	136	782	314	20	1,041	470
30		Pasar Dinoyo	144	92	1,122	574	325	1,266	991
Total								17,523	13,044

From all those markets, 14 traditional markets in Malang were unorganized, looks shabby and unhealthy. In 2013, revenue from traditional markets reached USD 3.2 billion. Therefore, Malang Municipality would revitalize the 14 traditional markets to change the negative image of traditional markets. Revitalization of traditional markets required budget of Rp 41.5 billion. To facilitate existing traders to be able to utilise the revitalised markets, a participatory revitalisation strategy must be proposed [25].

Understanding the importance of Traditional Market in Malang, a new strategy was proposed with creative integrated planning and design based on Singapore case study. The strategy could be described below:

- Developing Web-GIS-Based Database of Traditional Markets, Shopping Centres and Modern Stores (with Collaboration of all Stakeholders)
- Regulating the supply chain to The Modern Markets (including from The Small – scale Industries)
- Spatial Planning and Development Control of the Traditional Markets, Shopping Centres and Modern Stores (with Collaboration of all Stakeholders)
- Development and Supervision of The Traditional Market (including the Empowerment Program), Shopping Centres and Modern Markets
- Revitalisation of the Traditional Market (with Community Based Empowerment)
- Program Evaluation (with all stakeholders)

And all these steps needs to be developed in collaboration of all Stakeholders, such as Ministry of Trade, Ministry of Industry, Ministry of Cooperatives and SMEs, Ministry of Internal Affairs, Ministry of Public Works (especially The Spatial Planning Directorate), Ministry of Marine Affairs and Fisheries, Ministry of Health, Indonesia Investment Coordinating Board (BKPM), Commission for the Supervision of Business Competition (KPPU), Central Bureau of Statistics, Municipal Governments & Local Agencies, Association of Traditional Markets Management Indonesia (ASPARINDO), Association of Traditional Markets' Traders Indonesia (APPSI), Association of Shopping Centres of Indonesia (APPBI), Suppliers and Local Communities of the Markets. ²⁶

Firstly, Web-GIS Based Database of Traditional Markets, Shopping Centres and Modern Stores is proposed to support the decision making process as well as monitoring and evaluation of the program.

Secondly, The Spatial Planning and Development Control of the Traditional Markets, Shopping Centres and Modern Stores also must be conducted in order to give competitive edge to the traditional market, as well as to create sustainable commercials. This effort could be done with implementing feasibility study of current traditional market; market (social-economic) study; revitalisation or relocation of traditional market; and development control (planning) especially in prescribing zoning regulation for

modern market development. Public workshops should be conducted to integrate all stakeholders input in the spatial plans and the field implementation.

Lastly, Participatory-Traditional Market Revitalisation of should be conducted to ensure the sustainability of the traditional markets. The rationale of this step is to achieve the Sustainable Commercials and to give win-win solution. This process required continuous effort and collaboration of all stakeholders. And it could be done with:

- Program Introduction
- Visioning
- Stakeholders Workshops (regular in every stages)
- Market Study
- Participatory Mapping (internal)
- Cost Benefit Analysis
- Preparing Business Plan (including the Stakeholders Involvement)
- Participatory Planning and Design
- Temporary Resettlement and Compensation
- Detailed Engineering Design (DED)
- Development Control (Building and Infrastructure)
- Building and Infrastructure Construction
- Participatory Management
- Participatory Monitoring and Evaluation.



Figure 4. The Sustainable Market Concept for Indonesia

Furthermore, The Sustainable Market Concept for Indonesia is proposed consisting aspects of: Clear Vision, Affordable Price, Varieties of Commodities, Strategic Location, Adequate Markets' Building, Interesting Architecture Concept, Adequate Infrastructure (Clean Water, Solid Waste, Etc.), Public Order

and Sanitation, Active Participation of Every Stakeholders, Sustainable Social Cohesion, Professional Markets' Management, Accessible Financing Assistance for Traders and Buyers.

Pasar Besar as the biggest traditional market in Malang, with 4,424 stores and 3,295 vendors, had the largest trading volume in Malang. The Pasar Besar is located in the Chinatown area, with many Dutch Architecture influence. On the other hand, the current Pasar Besar was not built with conservation approach, leaving the building unmanaged. The Pasar Besar actually provided wide ranges of products such as food, clothing, paintings, electronics, toys, snacks and drinks.

Therefore, a new concept of Pasar Besar: Reborn with modern and efficient was proposed. The traditional market blocks are going to be rearranged dynamically. The traditional market is design with slim masses allowing daylighting to all trading floors. The market is rearranged to several zones allowing better functional performance and easier shopping process. The new zones are dry market, wet market, clothing and textiles, electronics, jewellery, second-hand or antique products. Off course, some new achors tenant and foodcourt also will be proposed to attract more visitors to the higher level of the markets.

Furthermore, six (6) low-cost apartment towers are provided for the low-income community in Malang. To facilitate the social interaction in the city as well as the local residents, a public space is proposed in the rooftop of traditional markets. This will also increase the visitor numbers of the traditional markets. Lastly, the concept was already proposed to Nippon Paint Young Designer Award 2014.

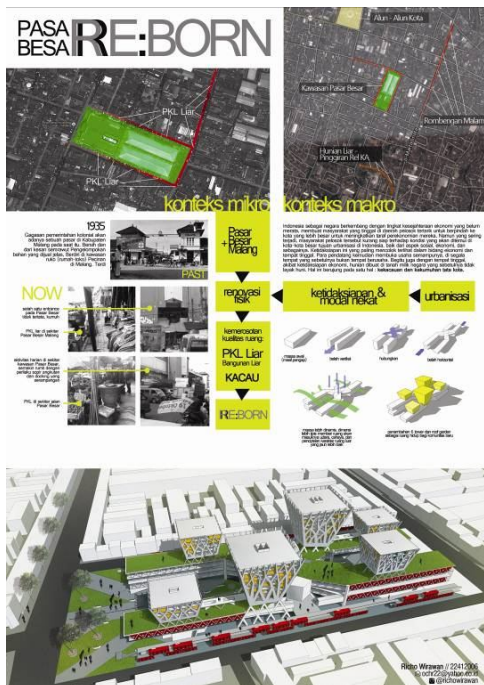


Figure 5. The Pasar Besar Revitalisation Concept

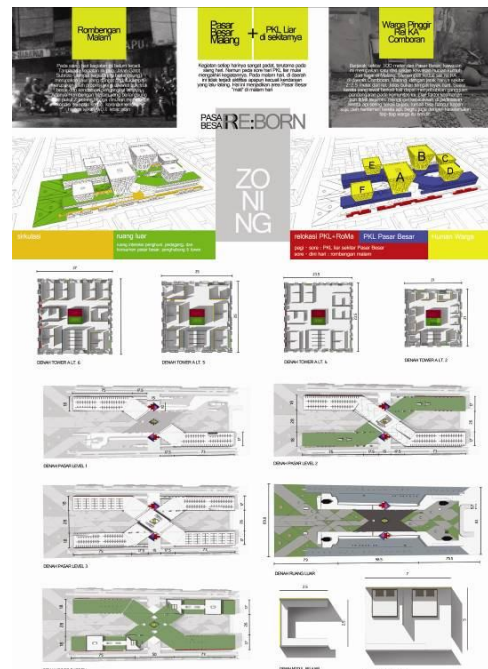


Figure 6. The Pasar Besar Revitalisation Concept



Figure 7. The Pasar Besar Revitalisation Concept

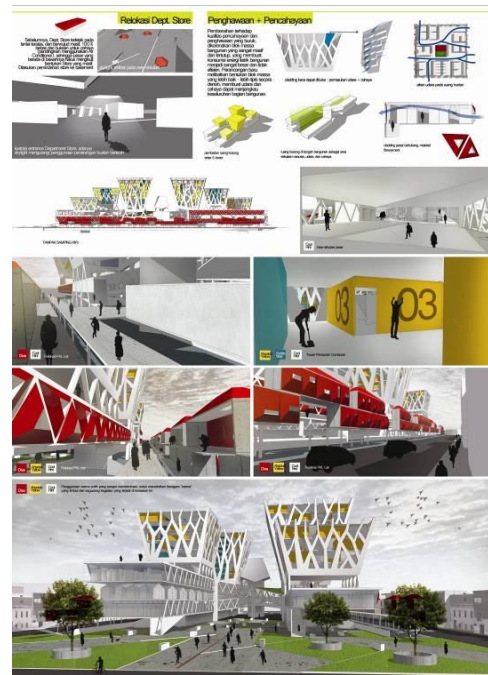


Figure 8. The Pasar Besar Revitalisation Concept

4. Conclusion

Traditional Markets needed greater concentration from the current Indonesian Government, because possessing important roles in the economic, social as well as environmental sectors. The Pasar Besar, the largest traditional market in Malang needed a new sustainable market concept. Therefore, an Interesting Architecture Concept is proposed. The concept hopefully could become an example of traditional market revitalisation in Indonesia.

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