



Spatial Planning of Traditional Markets as Cultural Tourist Spots in Surakarta

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ABSTRACT

Traditional markets function not only as a centre for economic activity but also as a socio-cultural establishment. This research attempts to create a model of traditional market for cultural tourism in Surakarta. The study employed qualitative approach and several methods of analysis including spatial Analysis, category-based analysis (CBA), and interactive analysis. The result of this research supports the theory proposed by Santoso (2008), Jano (2006), Ekomadyo (2007), and Andriani and Ali (2013) that spatial planning of traditional markets is in accordance with the concept of cultural tourism, and it has the role as an urban catalyst towards the realisation of the city as a popular cultural tourism spot. Besides, the spatial planning of traditional markets can be considered as an effort to boost brand image of the city, both physically and non-physically, through RUCI model (Revitalization – Urban Catalyst – Improvement).

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INTRODUCTION

Traditional markets are part urban activity. They are located in a particular area with or without buildings where selling-buying activities take place. In traditional markets, commodity sellers and buyers meet at

a pre-determined venue and for a fixed period of time with particular intervals (Jano, 2006). It also involves exchange goods and service exchange which then grow and develop within cities (Sirait, 2006). In Javanese society, traditional markets are not only a venue for selling and buying, but also a place for socio cultural interaction as well as recreational activity (Pamardhi, 1997). Additionally, traditional markets foster friendly relations between sellers and buyers, which have become unique characteristics of traditional markets (Ekomadyo, 2007).

It is undeniable that the development of traditional markets is closely related to an economic activity which also boosts the development of cities (Naess & Jensen, 2004). Traditional markets also contribute to growth of shopping facilities. The existence of traditional markets is highly connected with the presence of social assets, including norms, trustworthiness, and bargaining system which can strengthen network and loyalty of traditional market shoppers (Andriani & Ali, 2013).

Various available activities in traditional markets have not been identified clearly in every spatial planning effort of traditional markets as cultural tourist attractions in Surakarta. In addition, the role of traditional markets in the development of Surakarta as Cultural Tourism City remain obscure. As a matter of fact, this is a fundamental aspect in the development of traditional markets in urban areas, especially Surakarta. Therefore, the result of this research contributes to a spatial planning model for traditional

markets as cultural tourist attractions in Surakarta.

MATERIALS AND METHODS

This research was conducted in Surakarta. The research objects are traditional markets which have experienced physical and non-physical revitalisation process. Currently, there are 43 traditional markets in Surakarta and 16 of them have been already revitalised physically from 2006 to 2013. With regards to non-physical planning aspect, most of these traditional markets have performed non-physical revitalisation efforts. Data collection is carried out by several methods, namely interview, field observation, content analysis, and Focus Group Discussion. Meanwhile, the source of data includes informants consisting of private institutions, society, and the government, place and happening, as well as archives and documents of previous research. Data was analysed by employing three methods: 1) Spatial Analysis; 2) Category Based Analysis (CBA); and 3) Interactive Analysis (Miles & Huberman, 1992).

RESULTS AND DISCUSSION

Traditional markets create an impression of being dirty, muddy, not well-organised, lacking in security, the staff uncourteous in providing service and even dishonest in conveying information about the quality of their commodities. These negative views affect the operations, development, and sustainability of traditional markets. Therefore, they need to be revitalised to stay competitive. In Surakarta, there

has been no comprehensive planning to respond to problems faced by traditional markets in the context of spatial planning based on Indonesian tourism branding, i.e. Wonderful Indonesia. Surakarta occupies the top five spots as the most famous destinations for cultural tourism in Indonesia. Comprehensive spatial planning of traditional markets can be done based on research regarding the space of traditional markets in urban constellation.

The Spatial Planning of Traditional Markets

At macro level, traditional markets are a part of typical basic structure of Javanese cities and located in the kingdom's central area called *Negaragung* (a city centre which is sacred in character) or *dalem* (the centre). Meanwhile, the part of kingdom located on periphery is called *mancanagara*. Traditional markets are situated among *keraton* (a Javanese palace), *alun-alun* (a town square in Javanese) and mosque (Santoso, 2008; Tjiptoatmodjo, 1980). These markets play a significant role in improving working system, mindset, and production quality (Sunoko, 2002).

Keraton (kingdom) is in the south of town square, mosque is in the west of town square while the market is in the northeast of town square (Basyir, 1987). The primary components of a city in Islamic Mataram kingdom are fortress and *jagang*, *cepuri* and *baluwarti*, *keraton* town square-mosque-market (Adrisijanti, 2000). The spatial

order of traditional markets refers not only to physical meaning within the primary spatial structure of a city, but also to political function as controlling element of social mobility (Soemardjan, 1991).

Cultural Tourism

Traditional societies living in a certain location from generation to generation has practical knowledge in order to survive and adapt to their environment (Saraswati, 2014). Local wisdom has existed from pre-historical period until the present time. This develops into a culture. In general, local culture is interpreted as culture in a particular region, based on ethnic groups living there (Maulida, 2010).

The Existence of Traditional Markets in Surakarta's Constellation

The distribution of traditional markets in Surakarta is not based on administrative border. The distribution structure of traditional markets of each sub-district in Surakarta is shown in Table 1. The oldest traditional market in Surakarta is Gede Market which was built in 1930, as an economic centre during the era of Keraton Kasunanan Surakarta Hadiningrat. The largest market is Notoharjo Market (17.276 m²) built in 2006, as the relocation place of informal sellers which formerly occupied Banjarsari area. Meanwhile, Klewer Market has the largest number of stalls (2.069 stalls).

Table 1
The distribution structure of traditional markets in Surakarta

Sub-district	Entrance						Percentage
	IA	IB	IIA	IIB	IIIA	IIIB	
Laweyan	-	1	3	3	-	-	16 %
Serengan	1	1	-	-	-	-	5 %
Pasar Kliwon	1	1	1	3	3	1	23 %
Jebres	-	1	4	3	3	1	28 %
Banjarsari	1	2	1	3	2	3	28 %
Total	3	6	9	12	8	5	100 %
	7%	14%	21%	28%	18%	12%	

The Spatial Planning of Traditional Markets in Surakarta

The concept of tourist city applied by the government of Surakarta is based on Solo Spirit of Java. Spatial planning of traditional

markets is used to optimise economic function of traditional markets. The spatial planning of traditional markets in Surakarta has reached 16 units, from 2008 until 2013, which can be seen in Figure 1.

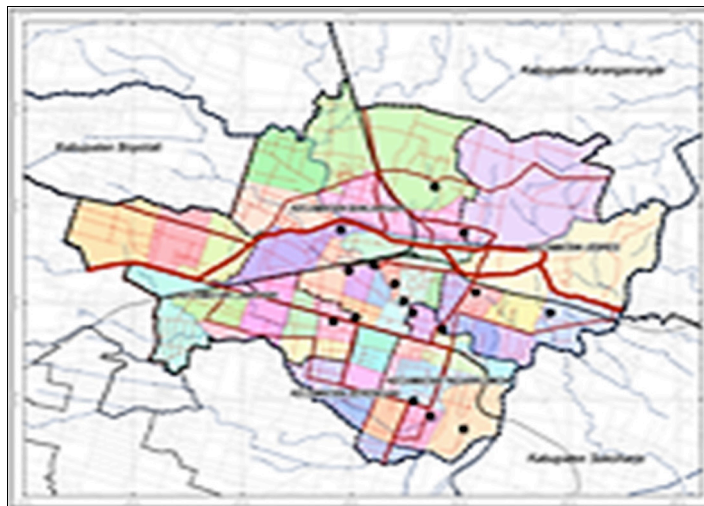


Figure 1. Revitalised markets in Surakarta

The results of physical aspects of traditional markets' spatial planning in Surakarta can be seen in Table 2. It can be pointed out that economic elements, CBD formation,

movement pattern and the influence of the surrounding have existed in revitalised traditional markets over the period of 2000-2012.

Table 2
The results of physical aspects of traditional markets' spatial planning in Surakarta







No	The Spatial Planning on Markets		Urban Spatial Planning Elements				The Service of the Surroundings	Accordance with Cultural Tourism Concept	
			Economic Improvement	Tourist Attractions	Movement Pattern				
1	Nusukan before 2006		Nusukan after 2006		Economic improvement, 30% kiosk and stall addition	Local scale CBD formation	Local scale movement generator	As the centre of local scale service	Supporting cultural tourism concept indirectly
2	Notoharjo before 2006		Notoharjo after 2006		Economic improvement with new building and location, the number of seller 100% new	Urban scale CBD formation	Urban and suburban area scale movement generator	As the centre of local, urban, and regional scale service	Supporting MICE concept indirectly
3	Mojosongo before 2006		Mojosongo after 2006		Economic improvement, 40% kiosk and stall addition	Local scale CBD formation	Local scale movement generator	As the centre of local scale service	Supporting MICE concept indirectly
4	Kembang before 2006		Kembang after 2006		Economic improvement, 30% kiosk and stall addition	Local scale CBD formation	Local scale movement generator	As the centre of local scale service	Supporting MICE concept indirectly
5	Sidodadi before 2007		Sidodadi after 2007		30% kiosk and stall addition	Local scale CBD formation	Local scale movement generator	As the centre of local scale service	Supporting cultural tourism directly

Table 2 (*continue*)

















No	The Spatial Planning on Markets		Urban Spatial Planning Elements				Accordance with Cultural Tourism Concept
			Economic Improvement	Tourist Attractions	Movement Pattern	The Service of the Surroundings	
6	Gading before 2008 	Gading after 2008 	Economic improvement, 30% kiosk and stall addition	Local scale CBD formation	Local scale movement generator	As the centre of local scale service	Supporting cultural tourism directly
7	Ngarsopuro before 2008 	Ngarsopuro after 2008 	30% kiosk and stall addition	Local scale CBD formation	Local scale movement generator	As the centre of local scale service	Supporting cultural tourism directly
8	Triwindu before 2009 	Triwindu after 2009 	Economic improvement, 40% kiosk and stall addition	Urban scale CBD formation by unique commodities	Local scale movement generator	As the centre of local, urban, and regional scale	Supporting cultural tourism directly and commodity uniqueness
9	Pucang Sawit before 2009 	Pucang Sawit after 2009 	Economic improvement, a new market building, 80% new seller addition	Local scale CBD formation	Local scale movement generator	As the centre of local scale service	Supporting cultural tourism directly
10	Panggungrejo before 2009 	Panggungrejo after 2009 	Economic improvement, 30% kiosk and stall addition	Local scale CBD formation	Local scale movement generator	As the centre of local scale service	Supporting cultural tourism directly
11	Ayu before 2010 	Ayu after 2010 	Economic improvement, 20% kiosk and stall addition	Local scale CBD formation	Local scale movement generator	As the centre of local scale service	Supporting cultural tourism directly

Table 2 (continue)

No	The Spatial Planning on Markets		Urban Spatial Planning Elements			The Service of the Surroundings	Accordance with Cultural Tourism Concept
			Economic Improvement	Tourist Attractions	Movement Pattern		
12			Economic improvement, 20% kiosk and stall addition	Urban and regional scale CBD formation by spices commodities	Urban and regional scale movement generator	As the centre of local, urban, and regional scale	Supporting cultural tourism directly
13			Economic improvement, 40% kiosk and stall addition	Urban and regional scale CBD formation by livestock commodities	Local scale movement generator	As the centre of local, urban, and regional scale	Supporting cultural tourism directly
14			Economic improvement, 40% kiosk and stall addition	Local scale CBD formation	Local scale movement generator	As the centre of local scale service	Supporting cultural tourism directly
15			Economic improvement, 30% kiosk and stall addition	Local scale CBD formation	Local scale movement generator	As the centre of local scale service	Supporting cultural tourism directly
16			Economic improvement, 30% kiosk and stall addition	Urban and regional scale CBD formation by fruits and foodstuffs commodities	Urban and regional scale movement generator	As the centre of local, urban, and regional scale	Supporting cultural tourism directly as the attractions of Surakarta

On the other hand, the non-physical spatial planning involving Surakarta's traditional market can be seen in Table 3.

Table 3

The results of non-physical aspects of traditional markets' spatial planning in Surakarta in 2013

No	Traditional Market's Name	Spatial Planning Activities	Cultural Tourism Concept Accordance
1.	Gede Market, Kembang Market, Triwindu/Windujenar Market, Legi Market	<i>Pasar Kumandang</i> Festival in 2005	<ul style="list-style-type: none"> • Cultural elements as attractions to increase tourist arrivals, • forming CBD despite contemporary characteristics
2.	Gede Market, Kembang Market, Triwindu/Windujenar Market, Legi Market	<i>Pasar Kumandang</i> Festival in 2006	<ul style="list-style-type: none"> • affecting traffic movement pattern when events are held, • becoming urban scale entertainment centre
3.	Gede Market, Kembang Market, Triwindu/Windujenar Market, Legi Market	<i>Pasar Kumandang</i> Festival in 2007	<ul style="list-style-type: none"> • Cultural elements as attractions to increase tourist arrivals, • forming CBD despite the contemporary characteristics, affecting traffic movement pattern when events are held,
4.	Gede Market, Kembang Market, Triwindu/Windujenar Market, Legi Market	<i>Pasar Kumandang</i> Festival in 2008	<ul style="list-style-type: none"> • Cultural elements as attractions to increase tourist arrivals, forming CBD despite the contemporary characteristics, affecting traffic movement pattern when events are held, becoming urban scale entertainment centre.
5.	Gede Market, Kembang Market, Klewer Market, Windujenar Market	Carnival event with the theme <i>Vipassana Warna</i> in 2012	
6.	Gede Market	<i>Grebeg Sudiro</i> in 2010	
7.	Gede Market	<i>Grebeg Sudiro</i> in 2011	
8.	Gede Market	<i>Grebeg Sudiro</i> in 2012	
9.	Gede Market	<i>Grebeg Sudiro</i> in 2013	

Based on the analysis in Table 2 and Table 3, it can be concluded that traditional market spatial planning is a component which advances the process of urban space development towards cultural tourism city. Therefore, it can be said that spatial planning of traditional markets serves as an urban catalyst towards cultural

tourism city. In addition, spatial planning of traditional markets serves as an effort to boost Surakarta's image branding as cultural tourism city, both physically and non-physically.

According to the potential and problems related to traditional markets which have been identified, a model of

spatial planning for traditional markets as cultural tourist attractions called RUCI Model (Revitalization – Urban Catalyst – Improvement) is proposed. The model's

name is based on the categorisation of the main elements within the model, as can be seen in Figure 2.

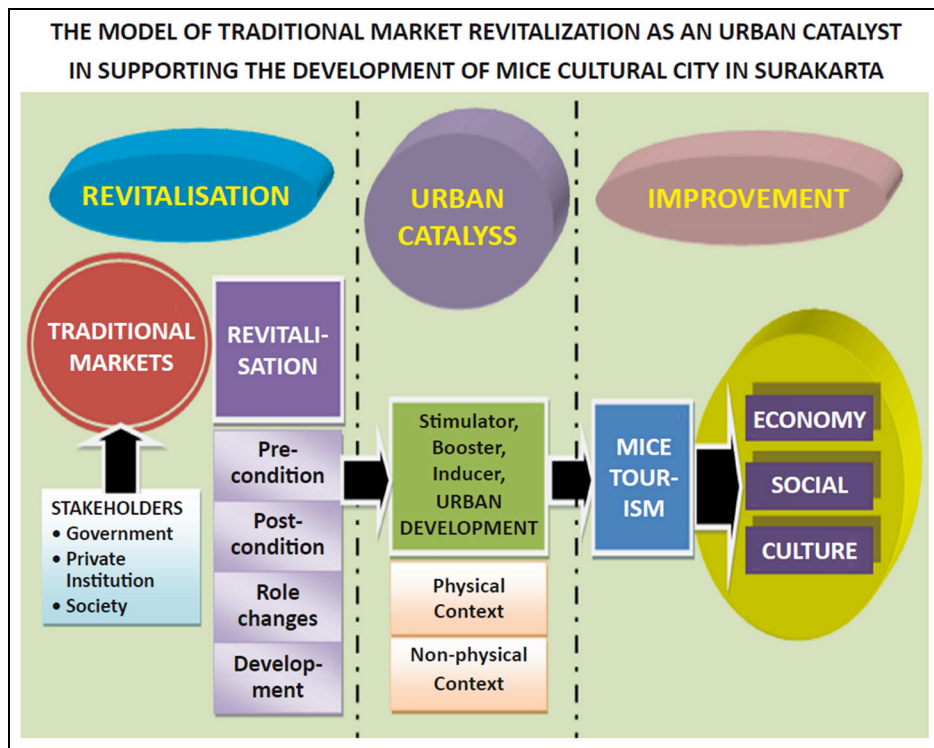


Figure 2. RUCI model

CONCLUSION

The traditional markets in Surakarta is dominated by the presence of Gede Market, which serves not only as the oldest traditional market, but also as the centre of economic activities and culture. It can be pointed out that physically and non-physically, spatial planning of traditional markets has a role as an urban catalyst towards the realisation of cultural tourism city. In other words,

spatial planning of traditional markets can be seen as an attempt to improve the image and branding of Surakarta both physically and non-physically through RUCI model.

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