

Study of physical settings of traditional markets regarding development feasibility Case study: Borobudur Market

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i> Received March 14, 2024 Received in revised form May 04, 2024 Accepted September 12, 2024 Available online December 01, 2024</p> <p><i>Keywords:</i> Borobudur market Revitalization SNI pasar rakyat Traditional market</p> <p>Corresponding author: Nicolaus Nino Ardiansyah Department of Architecture, Faculty of Engineering, Universitas Atma Jaya Yogyakarta, Indonesia Email: nino.ardhiansyah@uajy.ac.id ORCID: https://orcid.org/0000-0001-9427-5213</p>	<p><i>Borobudur Market cannot be separated from the existence of Borobudur Temple as the main tourist destination in Central Java. Borobudur Market is expected to be able to play a role as a tourist "point-of-interest", not just in the economic activities of the surrounding community. Magelang Regency, Central Java has quite a large distribution of traditional markets, so the Regional Government of Magelang Regency is committed to improving the quality of services and facilities at conventional markets. The Magelang Regency Government's numerous initiatives, such as market revitalization and research projects aimed in establishing traditional marketplaces there, demonstrate how this commitment is being carried out. The government of Magelang Regency is concerned on a number of marketplaces, including Borobudur Market. The public's prejudice of traditional markets, which are typically connected to slums, subpar service, and scant auxiliary facilities, is the largest obstacle facing Borobudur Market. Spatial planning, parking space accessibility, trader zoning, loading and unloading zones, and other issues are some of the issues at Borobudur Market. Using the Pasar Rakyat SNI variable, the analytical approach will map current issues. The various situations and current conditions of the Borobudur Market are signs that this market must immediately improve so that its role can transform from a traditional market to a tourist market that runs optimally.</i></p>

Introduction

In Indonesia, the presence of traditional markets significantly increases employment prospects, enhances community average income and economic growth, and decreases poverty rates (Ardhiansyah, Mahendarto, and Quita 2024). Stated differently, traditional markets are the cornerstone of the local economy, hence their continued presence or growth is crucial (Tambunan 2020; Budianto et al. 2023; Hajaria et al. 2024). The traditional markets of Magelang Regency, Central Java, are numerous. Currently, practically every subdistrict has this traditional

market. The Magelang Regency's regional government is dedicated to raising the standard of amenities and services offered at traditional markets by investing an enormous amount of revenue in this endeavor. This promise is being implemented through several initiatives managed by the Regency Government, such as site expansion, market revitalization, and other research projects aimed at developing Magelang Regency's traditional markets. The market in the Borobudur District is one that the Magelang Regency Government is concerned about.

Borobudur Market cannot be separated from the existence of Borobudur Temple as the main

tourist destination in Central Java. It is expected of Borobudur Market to be able to function as a "point-of-interest" for tourists as well as contribute to the local economy. based on the Borobudur Area and Surrounding Areas Spatial Planning Presidential Regulation No. 58 of 2014 ([Badan Pemeriksa Keuangan 2014](#)), Borobudur Market is part of the Borobudur Area, so in revitalizing the market it must of course ensure the preservation of the Borobudur Area as a National Cultural Heritage Area and world cultural heritage. In addition, several national initiatives will be included in the development of Borobudur as a national tourism destination as part of the central government's efforts to expedite the post-Covid crisis recovery. Therefore, one of the primary objectives that needs to be accomplished in the appropriate time frame is the actual establishment and administration of the Borobudur Market.

As traditional markets have been demonstrated to be still crucial in enhancing the capacity of village communities, particularly in supporting community economic activities, their revitalization is one of the government's primary objectives that needs to be implemented. Since 2015, the Ministry of Trade (Kemendag) has been able to raise turnover by 20% on average through the creation and rejuvenation of people's markets. In the revived people's market, transaction volume increased by an average of more than 20% between 2015 and 2018. The largest increase in turnover during that time was 200% or 400% ([Okezone.com 2019](#)). Economic activities at the Borobudur Market will support the success of Borobudur tourism and improve the standard of living of the local community. The current condition in Borobudur Village is that most of the people's professions are farmers, entrepreneurs, and private employees ([BPS Kabupaten Malang 2019](#)). Rice, vegetables, and other agricultural products can be easily distributed by local communities that work as farmers by enhancing the Borobudur Market's presence. Since it can be a venue for trading goods and services with other vendors, customers, or tourists visiting the area, Borobudur Market can also directly benefit business owners and traders in the Borobudur region. Other components of economic growth are also influenced by a variety of traditional market activities. In addition to being beneficial to the economy, traditional marketplaces can have favorable sociocultural effects. This is because the market serves as a venue for social interaction,

familial activities like shopping, and travel, and other social and cultural interactions.

However, traditional markets are starting to be abandoned, this is demonstrated by various phenomena that are starting to occur in various levels of society today, which are shopping activities in modern markets. The viability of traditional markets has encountered problems from the advent of modern markets in different forms of retail, such as 24-hour supermarkets and convenience stores, internet trading platforms, and other technical innovations. In addition to that, another factor contributing to the decline in trading activity in traditional marketplaces is the existence of itinerant traders. Many people believe that the rapid development of contemporary marketplaces would affect traditional traders' sales volume, potentially causing them to lose their livelihood as traditional merchants. Research conducted shows that since the emergence of modern markets in 2001, the contribution to modern market turnover, which was only 24.8%, increased to 34.4% in June 2006, and conversely, in traditional markets, the turnover decreased from 75.2% in 2001 to 65.6% in June 2006 ([Nielsen 2005](#)).

Identification of the problem

One of the things that needs to be highlighted at Borobudur Market is that cross-legged vendors are filling the road in front of the market and to its east, which is causing mayhem in the area. The confusion surrounding Borobudur Market is exacerbated by the lack of parking spaces and locations for loading and unloading merchandise. Borobudur District, Tempuran District, Mungkid District, and Muntilan District are the sub-districts from which visitors to the market originate.



Figure 1. Borobudur market activities

Social issues and market vendors' conduct include the cross-legged vendors who impede traffic on the roads in front of the northern and

eastern marketplaces. As they leave the market, vendors select to approach customers from the side of the road, leaving several stalls and stores (official market area) empty.



Figure 2. Lesehan trader activities

There are multiple issues concerning the Borobudur market, which this study will organize into three primary categories. The market's structural or architectural issues are covered in the first section and include: The lack of designated parking spaces for both two-wheeled and four-wheeled vehicles causes chaos on the road in front of the market; merchandise is not zoned or organized well; there are also insufficient worship facilities and supportive conveniences such as restrooms. Despite being a component of the National Strategic Area, Borobudur Market does not reflect the image of the tourism area in the market.

Although many traditional markets have been rebuilt, these revitalization efforts have not shown significant success. This is indicated by the fact that traditional markets do not become busier. Several revitalized traditional markets show space utilization below 50% (Asma 2016).

Customers desire to experience the market revitalized by: separating markets and terminals; managing garbage to ensure it does not appear dirty; establishing parking lots; and enhancing supportive amenities including restrooms, prayer rooms, and breastfeeding rooms (Ardhiansyah and Mahendarto 2020).

Methods

The type of research used by researchers to solve the problem under study is qualitative with descriptive methods (Moleong 2021). The study's research methodology will be modified based on the subjects and degree of need that will be covered. This study's methodology was selected to facilitate qualitative and quantitative evaluation

based on the completeness of the data and the significance of each issue. This study utilized approach strategies, including:

a. Room

In this approach, the study will analyze spatial phenomena, through spatial development, distribution, and interaction with the surrounding environment.

b. Descriptive

In this approach, the study will analyze the physical condition of the planning area and the surrounding area and non-physical conditions through descriptions and explanations both qualitative and quantitative in written or analytical form. The research instrument uses SNI Pasar Rakyat ([Badan Standarisasi Nasional 2015](#)), and Regulation of the Minister of Trade of the Republic of Indonesia No. 70 of 2013 ([Kementrian Perdagangan Republik Indonesia 2013](#)).

Primary data needs and sources are obtained from several sources as follows:

a. Relevant government officials (Department of Trade, Micro, Small and Medium Enterprises) (Disdag UMKM) and other related agencies in Magelang Regency.

b. Leaders of the community, the village government, as well as merchants and customers of the Borobudur Market in the Borobudur District of the Magelang Regency, to ascertain comments and answers to the discussion regarding the establishment and development of the Borobudur Market. Local communities and other stakeholders surrounding the location.

c. Direct observations, field recordings, interviews, and field surveys are required for collecting primary data. Focus groups and field surveys are also necessary. The following primary data is required: market buildings, market area size, road access, and the state of the current supporting facilities. Socioeconomic and environmental factors, such as local communities' means of subsistence, locally produced goods, and agriculture, opportunities for local tourism, protection from natural calamities, and management systems.

In the meantime, secondary data that is directly relevant to the study that was conducted was collected from published documents that were published by the relevant organizations. Among the information required are the following: Market population in Borobudur

District and surrounding areas, village markets and various commodities, market specifications, and the function of markets in strengthening the economy of the local community.

This study was divided into three stages of data collection. The first stage focused on desk research activities which included literature review and searching for secondary data. The second stage will focus on searching for primary data through in-depth interviews with selected sources from government officials, businessmen/traders, and the public using a random sampling method. A focus group discussion with selected sources from the public, businesspeople/traders, and government officials occurs during the third stage, which is conducted using a random sampling technique. The technical feasibility factors, which are assessed by descriptive analysis techniques on predetermined variables, such as building shape, kiosk and booth arrangement, lesehan, and market facilities, form the basis of the data processing procedures.

Results and discussion

Borobudur Market produces congestion on the main road surrounding the market during rush hour. This is due to a spillover of cross-legged traders using the shoulder of the main road in front of the Borobudur market and east of the market. The lack of parking spaces and locations for unloading and loading cargo further reduces the comfort level in the vicinity of the market.



Figure 3. Loading and unloading activities

The 8440 m² Borobudur Market is home to 500 lesehan sellers, 934 stalls, and 172 stalls. Based on available data, it seems that the lack of designated parking spaces for both two-wheeled and four-wheeled vehicles contributes to the market's appearance of being unclean,

disorganized, and lacking a distinct identity. This is because the market area in the tourist area is not designated with name markers. In addition, the loading and unloading operations that take place near the main road complicate matters for both traders and users of the main road, impeding the dynamics of market activities.



Figure 4. Parking activity

The presence of cross-legged traders in front of the northern and eastern markets disrupts road user traffic. The habit of traders spreading their wares on the side of the road to get closer to buyers has caused traffic jams, especially due to the narrowing of the road area.



Figure 5. Activities of illegal traders

The disarray of traders' zoning results in poor levels of sanitation and sanitization. A variety of goods is not zoned or arranged properly. There are some unoccupied stalls in the market; it's conceivable that these vendors choose to set up business at the front to be closer to customers. In proportion to the number of traders and market patrons, supportive facilities such as restrooms and places of worship continue to be unclean.



Figure 6. Irregularities in the zoning of trader activity

The shape of a traditional market building influences the comfort of buyers. Based on aerial photos, it can be seen that Borobudur Market has a basic rectangular building shape. It is not appropriate according to the form and function typology study that square or rectangular is a suitable shape for market buildings (Genah and Jeffrey I Kindangan 2013)



Figure 7. Form of the Borobudur market building

At Borobudur Market, there is a rather decent zoning layout according to the type of merchandise, which includes necessities, vegetables, fruit, meat, fish, apparel, and accessories. Visitors may easily read the information on the information board situated above each zone. There are currently 12 m² kiosk areas, 8.75 m² kiosk areas, 7.75 m² kiosk areas, and 6 m² stall areas. It complies with the necessary dimension's standards' minimal requirements.

Table 1. Road performance and accessibility

No	Factor	Borobudur Market
1	Market area	17.000 m ²
2	Width of the main access road	12 meters
3	Parking type	off street, on street
4	Vehicle entry and exit access	not separate

No	Factor	Borobudur Market
5	Loading and unloading area	not especially available
6	Side obstacles	on street parking

Table 1 above illustrates how the increased vehicle volume at Borobudur Market during peak hours may impact traffic conditions. The loading and unloading of cargo as well as the arrival and departure of cars parked on the shoulder of the road are the primary contributors to the traffic congestion. One reason for the decreased road capacity is the lack of dedicated parking spaces for motorized vehicles. Traffic jams may result from vehicles using the road shoulder as a parking lot and from vehicles needing unrestricted access to go in and out.

Table 2. Market accessibility indicators

No	Factor	Indicator		
		Easy	Enough	Difficult
1	Distance from the main road to the market building	< 100 m	100-300 m	> 300 m
2	Number of entrances	3 unit	2 unit	1 unit
3	Number of stairs per floor	> 3 locations	2-3 location	1 location
4	Entrance width	> 2 m	1.8 - 2 m	< 1.8 m
5	Aisle width	> 1.5 m	1.5 - 1.8 m	< 1.5 m
6	Ramps	exist	exist	no exist
7	Escalator	exist	exist	no exist
8	Access for wheelchairs	exist	exist	no exist
9	Public transport transportation	> 2 unit	1- 2 unit	no exist

Source: SNI for people's markets 2015

Table 3. Accessibility Analysis of Borobudur Market

No	Factor	Borobudur Market
1	Distance from the main road to the market building	< 100 m
2	Number of entrances	15 unit
3	Number of stairs per floor	1 storey building
4	Entrance width	> 2 m
5	Aisle width	1-5 m

No	Factor	Borobudur Market
6	Ramps	no exist
7	Escalator	1 storey building
8	Access for wheelchairs	no exist
9	Public transport	> 2 unit transportation

Based on Indonesian National Standards for People's Markets (Badan Standarisasi Nasional 2015) and market accessibility indicators and analysis results in table 2. Borobudur Market is easily accessible. This is good when you consider how many and how wide the openings are. Traders are still unable to transfer products on stairs. Due to the accumulation of products in the visitor circulation path, the aisle is still too narrow at several spots to allow for visitor access and movement. Because Borobudur Market is located on Jalan Sudirman and Jalan Pramudya Wardhani, the main roads, public transit is quite convenient. Another issue contributing to decreased road capacity is the existence of street sellers along the route leading to the market (Anggraini et al. 2017).



Figure 8. Front view of Borobudur market

Borobudur Market does not yet have a visual identity because the physical face of the market is covered by the traders' stalls in front of the market. Traditional markets offer many advantages. Apart from the cheaper prices, various necessities in traditional markets can still be negotiated. It is very suitable for Indonesian society, especially the lower middle class, who always want to look for goods or necessities at the lowest possible prices, even though the quality is relatively low compared to the modern market (Malano 2013).

Table 4. Standards for Traditional Market Facilities

No	Facility	Standards according to regulations	
		Market Type I	Market Type III
1	Management office	inside the market location	inside the market location
2	Parking Area	proportional	proportional
3	Loading and unloading area	especially available	exist
4	Cleaning service	exist	exist
5	Mosque or prayer room	minimum 2 rooms	exist
6	Lavatory	at least 4 locations	at least 2 locations
7	Electricity	exist	exist
8	Fire extinguishers	exist	exist
9	Re-measurement post	at least 2	at least 2

Table 5. Analysis of Borobudur Market Facilities

N o	Facility	Borobudur Market
1	Management office	inside the market location
2	Parking Area	disproportionate
3	Loading and unloading area	not available
4	Cleaning service	not enough
5	Mosque or prayer room	2 rooms
6	Lavatory	on 2 locations
7	Electricity	exist
8	Fire extinguishers	5 unit
9	Re-measurement post	exist, but not permanent

There are 500 lesehan traders, 934 stall traders, and 172 kiosk traders spread across 8,440 square meters of land at Borobudur Market. With a few presumptions, the market should be able to support traders' rises if it has been rejuvenated. These are: One kiosk has a 9 m² area, and one stall has a 4 m² area.

Table 6. Borobudur Market Capacity Analysis

Land area	17.000 m ²
Building Covered Ratio (BCR)	8.500 m ²
Green Base Coefficient (GBC)	8.500 m ²
Floor Area Ratio (FAR)	maximum 2 floor
Building borders	4-10 meters
Building height	7-10 meters
Kiosks area	1.575 m ²
Los area	3.728 m ²
Lesehan area	2.000 m ²
Total area for kios, los and lesehan	7.303 m ²

Circulation 20%	1.460 m ²
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With a 20% circulation, the total area needed for kiosks, booths, and stalls is 7,303 m², making 8,763 m² necessary for the market building. The approved design for Borobudur Market is two stories by the 50% KDB requirement. In addition, the market's improved circulation design facilitates shopping and ease of transporting for customers. Separate parking is available in the meantime.

Based on the Regulation of the Minister of Trade of the Republic of Indonesia Number 37/M Dag/Per/5/2017 concerning Guidelines for the Development and Management of Trade Facilities (Kementrian Perdagangan 2017), Markets are divided into 4 types of markets based on area, number of traders, and opening times. A management office, restrooms, a re-measurement post, a security post, a nursing room, a prayer room, fire extinguishing facilities, public spaces, temporary waste storage areas, and non-system warehouses were among the several supporting amenities that a market was required to have, according to the Ministerial Regulation. Based on its size and quantity of traders, Borobudur Market falls under class A. In addition, Presidential Regulation Policy Number 112 of 2007 addresses the development and arrangement of traditional markets, shopping centers, and modern stores. Article two of that policy deals with the organization of traditional markets and includes the following information:

1. The location of the Traditional Market establishment must refer to the Spatial Planning Plan Regency/City Areas, and Detailed Regency/City Spatial Plans, including Zoning Regulations.
2. The following requirements must be fulfilled before a traditional market can be established:
 - a. It must take into account the socioeconomic conditions of the local community, the existence of traditional markets, shopping centers, modern stores, and small businesses, including cooperatives, in the area in question;
 - b. It must have a parking area at least large enough to accommodate one (one) four-wheeled vehicle for every 100 square meters of the traditional market's sales floor; and c. It must have facilities that guarantee traditional markets are hygienic, safe, tidy, and welcoming public places.
3. Provision of parking areas as intended in paragraph (2) letter b can be carried out based

on cooperation between Traditional Market managers and other parties.

Borobudur Market management is also important to carry out in the future, public education regarding the preservation and cleanliness of traditional markets should be created so that in the long term it can minimize maintenance costs and regional budgets (Ciplis Gema 2015). Strategies for developing traditional markets can be carried out by optimizing ease of access for visitors and traders and exploiting their potential and characteristics (Nugroho and Herbasuki Nurcahyanto 2016). The lack of cooperation amongst market managers, who frequently work at their discretion, is a flaw in the system that frequently occurs. To address such issues, market managers must receive training, and Standard Operating Procedures (SOP) for performance evaluation must be established. manager of the market (Ayuningsasi 2011). The character of market visitors today is purely final consumers/buyers. In contrast, before the market was rebuilt, most of the visitors were middlemen who would usually resell the goods they had bought, showing that the concept of family based on trust and solidarity no longer appeared to color their trading activities in this space. traditional market space (Masitha 2010). Market revitalization must consider locality, social, and cultural aspects so that traditional markets do not lose their humble and sustainable identity (Ardhiansyah, Sunaryo, and Kirana 2022).

Conclusions

Consideration of economic and financial aspects. With revitalization, Borobudur Market can become a more complete, well-organized market. This will increase trader turnover and attract more customers. Based on the survey results, market vendors decided to bring the market back to life in the hopes that business would pick up and their earnings would surge. Technically speaking, bringing back the Borobudur Market can attract more dealers, which will raise revenue for the Market Service. Considering the technical aspect, the revitalization of Borobudur Market can increase the number of traders so that income for the Market Service will increase. Many things, including the implementation of the zoning system and the provision of inadequate facilities, standard aisle widths in traditional markets,

zoning arrangements and facility management, improving accessibility, organizing cross-legged traders, and a levy collection system, are deemed inappropriate based on the analysis of the revitalized traditional market arrangement standards from the People's Market SNI. There are still several regulations in the industry that are either ineffective or inappropriate, such as those requiring traders to provide distinct bins for organic and non-organic goods and to arrange their inventory neatly and efficiently. Therefore, for existing policies to be effectively implemented in the field, an effective traditional market management structure is required. Waste needs to be managed based on 3R (reuse, reduce, recycle) so that the waste that reaches the final disposal site is residual waste. Development of Borobudur Market into a tourist market with the shape of the building adapting to Borobudur culture and architecture.

From the results of observations and analyses that have been carried out, as well as based on regulations and existing policies, the author can provide several recommendations for standards for the arrangement of revitalized traditional market buildings.

The ideal building shape for a traditional market building is square. Two levels are the perfect amount of space for the Borobudur Traditional Market. In all conventional markets, zoning laws must be implemented in place. Each zone has a distinct identity board, and the location and zone are indicated by a signboard. It is advised that vendors utilize 3 by 3 meters as the perfect kiosk space for displaying and storing their products. A table at a stand must be at least 2 by 1.5 meters. The appropriate table height for kiosks and stalls for vendors in traditional markets is 80 cm from the floor, according to the results of the field study. From regulatory standards and based on observations in the field, the ideal aisle width is recommended for it can pass people and goods, and also for people with disabilities, it is 2.2 meters. Available at least 2 main entrances, that are at the front and back of the market building. It is necessary to build the entrance so that customers may enter and exit the market more easily, without having to push and queue. The ideal entrance width, as advised by results observation and current legislation, is 4.5 meters. A good one should be large and proportionate to the market area. The parking space should have distinct entrances and exits that are marked with signage. A ticket is issued to the car when entry

and payment of the parking fee is made while exiting the parking lot for distinct access. To prevent traffic disruptions on the highway, specific arrangements for motorized vehicle parking and loading and unloading must be implemented. Loading and unloading areas should be provided from the visitor parking area. The number of toilets must be proportional to the number of traders in the market. For this reason, it is recommended that toilets be placed in every corner of the market so that they are easy to reach. The location of the toilet is not located close to places selling food and groceries, with a minimum distance of 10 meters. Each trader must have their trash can in their kiosk or stall. In addition, there are trash bins available inside market buildings placed at several points along the market corridor. The rubbish bin provided is separated into types of organic, non-organic waste, and toxic materials. The TPS location should be separate from the market building and have different access with visitor access and loading and unloading of goods. Market waste is managed in a 3R manner so that it becomes a clean market. Trash at the TPS should ideally be transported twice a day to avoid causing a buildup of rubbish. Since traders and guests use the market area as a place of worship, a particular location is required to be created. The size of the prayer room or house of worship needs to be adapted to the number of active dealers. Healthcare facilities ought to be available in traditional markets; these could take the shape of a room that traders or guests can use if they become unwell. An information board with the price range of the goods sold at the market should be one of the amenities offered by every traditional market. The information board can be positioned in front of the market so that customers can view it right away.

The placement of merchandise must be adjusted to the Kiosk, Los, or Lesehan. The traders' level of comfort regarding the security of their products would decrease due to improper placement. The establishment of a healthy market is the last and most significant guideline. Connecting Borobudur Market to the idea of Borobudur as a primary attraction requires a thorough investigation. When Borobudur Market is incorporated into tourism development, the market's advantages for the community and the Market Department will continue to expand. The Fremantle Market in Australia is a somewhat comparable scenario; it continues to operate as a traditional market that offers necessities but is

also marketed as a destination for tourists. For visitors to Fremantle include a visit to Fremantle Market on their itinerary. Increasing traders' knowledge of the tourist market is very much needed so that the behavior of traders can follow the big idea of a tourist market that is integrated with the Borobudur Temple concept.

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