

Analysis of the Existing Conditions of Balikpapan Permai Market Towards Smart Living Market and SNI Through Revitalization

Oryza Lhara Sari^{1*}, Rahmat², Maryo Inri Pratama³, Umar Mustofa⁴

^{1,2,3,4} Civil Engineering, Kalimantan Institute of Technology, Indonesia

*Corresponding author, e-mail: oryza@lecturer.itk.ac.id

Received 27th August 2023; Revision 15th September 2023; Accepted 30th September 2023

ABSTRACT

Traditional markets are often associated with unhygienic conditions and limited facilities. This makes consumers uncomfortable shopping in traditional markets and results in traditional markets losing out to modern markets. Therefore, it is important for traditional markets to be empowered in order to maintain their sustainability and existence. Balikpapan Permai Market is one of the existing markets in Balikpapan and has various problems related to the quality and physical and non-physical conditions of the market. The purpose of this research is to find out the supporting factors of Balikpapan Permai Market revitalization by using smart living approach and SNI 8152:2021 Pasar Rakyat. Smart living will review in terms of harmony, health, mobility, security, and building, while SNI 8152:2021 Pasar Rakyat will review in terms of general requirements, technical requirements, and management requirements. The method used in this writing is a qualitative method by conducting several stages of research. The results of this research are supporting factors that make Balikpapan Permai Market needs revitalization by reviewing the existing conditions and opinions from the head of UPT market, traders, and market visitors.

Keywords: Public Market; Revitalization; Smart Living

Copyright © Oryza Lhara Sari, Rahmat, Maryo Inri Pratama, Umar Mustofa

This is an open access article under the: <https://creativecommons.org/licenses/by/4.0/>

INTRODUCTION

Traditional markets play an important role in people's lives, considering that the market is one of the main locations for individuals to obtain clothing and food needed [1]. Traditional markets offer their own advantages when compared to modern markets. Some of these advantages include a strategic advantage, extensive sales space, diverse product variations, as well as the existence of price negotiation or bargaining mechanisms [2] and forming communities [3]. Unlike traditional markets, there is no bargaining practice in modern markets because the price listed on the label is the price set by the modern market [4].

Negative things related to traditional markets can significantly affect people's perception of traditional markets. Traditional markets are often associated with limited facilities, such as poorly maintained toilets, and inlarge parking lots.[2] Markets must be equipped with adequate facilities to support the activity needs of sellers and buyers. Quality facilities will provide comfort and smoothness in market operations [5]. If management problems and if traditional market environmental problems are not immediately addressed, then the existence of traditional markets can be threatened. Thus, it is important for traditional markets to immediately empower in an effort to maintain their sustainability and existence [6]. According

to [7] stated that one of the efforts to increase competitiveness was carried out through the rejuvenation or revitalization of the Traditional Market building structure.

Balikpapan Permai Market is one of the many traditional markets in Balikpapan. This market was established in 1980 and is currently 43 years old. Market revitalization in the city of Balikpapan also needs to be done to anticipate an increase in the number of residents in Balikpapan which can encourage an increase in the need for basic commodities. This is the impact of moving the National Capital to Sepaku, North Penajam Paser Regency [8]. If the revitalization of the Balikpapan Permai traditional market is successfully implemented, then this may have a positive impact on the sustainability of the market's existence.

METHOD

This research uses qualitative methods by conducting several stages of research, including the research preparation stage, literature study stage, analysis and discussion stage, and conclusion drawing stage.

The research preparation stage is carried out to formulate research ideas which are then developed into background, problem formulation, research objectives, and research targets. The literature study phase is carried out to deepen understanding of the topics studied in research related to the market, revitalization, and Balikpapan Permai Market. The analysis and discussion stage involves processing data that has been obtained which aims to find answers to problems that have been formulated previously. The last stage is the conclusion drawing stage carried out to provide answers to the formulation of the research problem that has been formulated.

The data collection techniques used in this study used observation and interviews. The observation method in this study was carried out in Balikpapan Permai Market to determine the existing condition of the market. The interview was conducted to collect information related to the infrastructure of Balikpapan Permai Market, the condition of Balikpapan Permai Market, and problems that exist in Balikpapan Permai Market. The resource person in this interview is someone who has a background related to market management, such as the trade office, the head of the market UPT, and the head of the Balikpapan Permai Market trader.

RESULTS AND DISCUSSION

After conducting a literature study, researchers determined the variables used. This variable is determined by the researcher by referring to the theories that exist in the related literature. These variables are then measured or observed to obtain information that can be used to answer the research question. The variables and observations in question are as follows.

Table 1: Variables and Observations

Variable	Source	Existing Conditions
<i>Harmony</i>		
Availability of public open space	Availability of public open space	Availability of public open space
Availability of drinking water	Availability of drinking water	Availability of drinking water
<i>Health</i>		
Availability of access to the availability of healthy food	Availability of access to the availability of healthy food	Availability of access to the availability of healthy food and

Variable	Source	Existing Conditions
and beverages	and beverages	beverages
The availability of plants that are able to absorb CO ₂ and are able to improve air quality	The availability of plants that are able to absorb CO ₂ and are able to improve air quality	The availability of plants that are able to absorb CO ₂ and are able to improve air quality
Mobility		
Availability of information about public transport routes and schedules	Availability of information about public transport routes and schedules	Availability of information about public transport routes and schedules
The bus stop is in good condition	The bus stop is in good condition	The bus stop is in good condition
Availability of <i>smart parking meters</i>	Availability of <i>smart parking meters</i>	Availability of <i>smart parking meters</i>
Provision of dedicated paths for pedestrians and cyclists	Provision of dedicated paths for pedestrians and cyclists	Provision of dedicated paths for pedestrians and cyclists
Security		
Security and privacy policy issuance	Security and privacy policy issuance	Security and privacy policy issuance
Emergency <i>camera installation</i>	Emergency <i>camera installation</i>	Emergency <i>camera installation</i>
Building		
LED lights that are responsive to sun and weather conditions	LED lights that are responsive to sun and weather conditions	LED lights that are responsive to sun and weather conditions
Availability of electrical facilities	Availability of electrical facilities	Availability of electrical facilities
General Requirements	General Requirements	General Requirements
Legality Documents	National Standardization Agency (2021)	The market has proof of legality documents related to market operations from authorized agencies/institutions.
Market Location	National Standardization Agency (2021)	Balikipapan Permai Market is located in an easily accessible location and in a safe area. However, the boundary of the market area is less clear because the guardrail is only in the back area of the market and does not have a main gate.
Hygiene and Health	National Standardization Agency (2021)	Balikipapan Permai Market does not provide hand washing facilities equipped with soap and running water or hand <i>sanitizer</i> at the entrance. In the market, there is a puddle of water, and an unpleasant smell. Washing places for foodstuffs and equipment using turbid drill water.
Safety and comfort	National Standardization Agency (2021)	The arrangement of circulation in the market is not entirely orderly because there are areas that should be used by visitors as

Variable	Source	Existing Conditions
		circulation channels, but also used as trading areas.
Technical Requirements		
Trading Room	National Standardization Agency (2021)	Shops and stalls in the market do not block the flow of air circulation. However, there are still some los that are not in a predetermined area, thus disrupting access in and out of the market.
Accessibility	National Standardization Agency (2021)	All facilities in the market are easily accessible and utilized by everyone, including people with disabilities and the elderly. However, the entrance to the market consists of only small alleys and does not have a main door.
Zoning	National Standardization Agency (2021)	Zoning on the market has been separated according to the type of commodity. However, signage indicating zoning information is not available and existing trails often cause a build-up of people in one particular location.
Parking Area	National Standardization Agency (2021)	The market does not have a special parking area, so traders and visitors park their vehicles around the market.
Loading and Unloading Area	National Standardization Agency (2021)	The market does not have a special loading and unloading area
Corridor/Gangway	National Standardization Agency (2021)	The corridor or gangway <i>in the market is not enough to provide convenience for the circulation of traders and buyers, because the corridor or gangway is narrow.</i>
Remeasure Post	National Standardization Agency (2021)	The market has no re-measuring post
Tera and Tera Repeat Session	National Standardization Agency (2021)	The market does not conduct tera and tera repeat trials
Management Office	National Standardization Agency (2021)	The location of the management office is quite easy to reach by visitors and traders. However, the office of such managers is very narrow.
Toilet/Bathroom	National Standardization Agency (2021)	The toilets in the market are not separated between male and female toilets or bathrooms. These toilets are also not available for people with disabilities.
Breastfeeding Room	National Standardization	The market has no breast milk

Variable	Source	Existing Conditions
	Agency (2021)	room
<i>Closed Circuit Television (CCTV)</i>	National Standardization Agency (2021)	The market does not have CCTV
Worship Space	National Standardization Agency (2021)	The market has adequate space for worship and is easily accessible in the market area
Multipurpose Area	National Standardization Agency (2021)	The market does not have a multipurpose area
Market Health Service Post	National Standardization Agency (2021)	The market does not have a market health service post
Security Post	National Standardization Agency (2021)	The market has no security posts
Smoking Area	National Standardization Agency (2021)	The market has no smoking areas
Sanitation Room	National Standardization Agency (2021)	The market has no sanitary room
Building Elements	National Standardization Agency (2021)	The floor on the market is not slippery, has a flat surface, and is quite easy to clean. The table of the point of sale has a flat surface, is quite easy to clean, and does not cause puddles.
Security in Buildings	National Standardization Agency (2021)	The market lacks safety procedures for building users from emergencies and natural disasters
Lighting	National Standardization Agency (2021)	The market has quite good lighting. However, there are still some parts of the market that are dark because they are blocked by light and are not equipped with lights.
Air Circulation	National Standardization Agency (2021)	Infrastructure for ventilation on the market is good enough in accordance with the function of the room or area.
Drainase	National Standardization Agency (2021)	The drainage on the market has been covered with a grid made of strong material, so the channel is easy to clean.
Availability of Clean Water	National Standardization Agency (2021)	Clean water is not available in sufficient quantities on an ongoing basis. There is no clean water installation in the wet food area, so it only relies on water from drills.
Wastewater Management	National Standardization Agency (2021)	The market has no wastewater management
Waste Management	National Standardization Agency (2021)	The market does not have a watertight, enclosed trash can, and is separated between types of organic waste, inorganic waste,

Variable	Source	Existing Conditions
		and Hazardous and Toxic Materials (B3) in sufficient quantities. Temporary Shelters (TPS) in the market are not separated between organic waste, inorganic waste, and B3.
Information and Communication Technology Facilities	National Standardization Agency (2021)	The market does not have the means of information and communication technology to support the availability and dissemination of information and the implementation of market digitalization
Digitalization of People's Markets	National Standardization Agency (2021)	The market does not have digitalization activities, management and there are no digitization activities for buying and selling.
Management Requirements		
Market Manager Work Procedure	National Standardization Agency (2021)	There are no work procedures that describe the tasks, ways of working, and workflow of each position.
Market Management Structure	National Standardization Agency (2021)	The market management structure only consists of the head of the market UPT, the chief trader, and the hygiene sector
Market Management Structure	National Standardization Agency (2021)	The market management structure is incomplete and there is only the head of the market UPT
Merchant Empowerment	National Standardization Agency (2021)	Merchant empowerment has not been done optimally

Balikpapan Permai Market Conditions

Balikpapan Permai Market is one of the traditional markets located on Jalan Jendral Sudirman, Kelurahan Damai, Balikpapan City. This market was established in 1980 and until now at the age of 43 years the market operational activities are still ongoing. Balikpapan Permai Market stands on an area of 3,500 m² and a building area of 3,464 m².

Based on observations made by researchers, it is known that Balikpapan Permai Market has many shortcomings both in terms of cleanliness, health, safety, and completeness of market supporting facilities. This can be seen from the existing market conditions in Table 1 which shows that Balikpapan Permai Market still has some things that are not owned or already owned but the condition is not optimal. Balikpapan Permai Market Conditions can also be seen in the following figure:

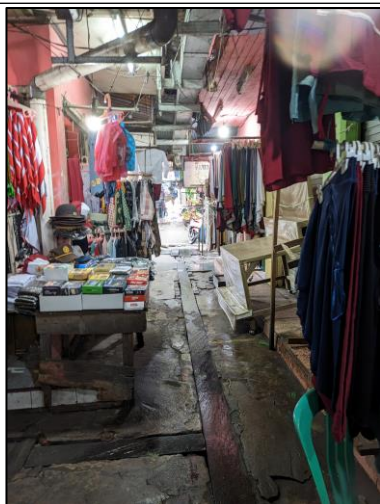


Figure 1. Market Corridor

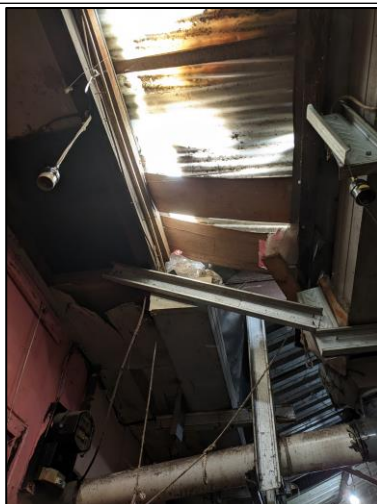


Figure 2. Market Roof



Figure 3. Free Parking Area



Figure 4. Public Toilets



Figure 5. Garbage Heap



Figure 6. TPS Pass

Based on the existing images, it is known that Balikpapan Permai Market has several problems such as narrow corridors, leaks when it rains, unavailable parking spaces, unclean public toilets, piles of garbage in the middle of the market, and dirty and smelly polling station conditions. This of course can interfere with the comfort of traders or visitors if visiting the market. However, it also shows that there are still opportunities to increase convenience for traders and market visitors. By taking advantage of these opportunities, Balikpapan Permai Market can provide a better experience for visitors and traders.

The Desire for Revitalization by Merchants and Visitors

Based on the results of a preliminary interview, the Chairman of UPT Pasar Balikpapan Permai, Mr. Yusuf, stated that Pasar Balikpapan Permai has never undergone physical building revitalization, only roof repairs. As a result, current market conditions experience many shortcomings, including the absence of parking spaces, narrow corridors, leaks when it rains, and inadequate supporting facilities. An example of inadequate supporting facilities is the narrow space for the available market UPT offices.

Mr. Laisai, Chairman of Balikpapan Permai Market Traders, also added that the market building is old and does not have a main door. According to him, revitalization needs to be

done to improve market conditions that have experienced fires in 2006 and 2007.

Opinions about revitalization were also conveyed by Mrs. Ida, one of the former traders in the market. He revealed that revitalization needs to be done to increase the number of visitors and increase merchant income. This is because currently the income of merchants is declining and many stalls are closed, including the stall owned by Mrs. Ida. Therefore, Mrs. Ida really hopes that the market can be improved.

Mrs. Ayu also expressed her views on the revitalization of Balikpapan Permai Market. He highlighted that currently access to free facilities in the market, such as toilets and parking lots, is very limited because it is not provided by the market. In fact, clean water can only be obtained from prayer rooms in the market. In addition, he also highlighted that efforts to improve the physical market are still not carried out thoroughly, only limited to roof repairs.

Mr. Tahir, one of the four remaining fish traders at Balikpapan Permai Market, expressed a similar view. He revealed that clean water facilities in the market are very lacking. In fact, the water used for fish comes from bored water that is not clear. In addition, due to deserted visitors, merchandise has long been sold. According to Mr. Tahir who was also agreed by Mrs. Marujuni, the lack of supporting infrastructure facilities in the market affects customers' interest in shopping at Balikpapan Permai Market. Therefore, the current market conditions are very quiet. If market infrastructure facilities are improved, it is likely that market visitors will increase.

From the visitor's point of view, Mr. Anwar stated that Balikpapan Permai Market is in dire need of improvements that can improve visitor comfort. According to him, the current market conditions are quite uncomfortable, such as muddy conditions.

Ibu Sri also agreed to this and hoped that Balikpapan Permai Market could be revitalized so that its condition could be improved. From the opinions above, the hope of traders and visitors is that Balikpapan Permai Market will be revitalized. Merchants hope the revitalization can increase the number of visitors and increase their income. They also expect that market infrastructure facilities will be improved, such as clean water facilities that are very lacking.

From the point of view of traders and visitors, revitalization in Balikpapan Permai Market is indeed very expected. Revitalization can add or improve facilities that are lacking, increase comfort for merchants and visitors when selling or shopping at the market, and increase market competitiveness in order to compete with other markets or modern markets. With good revitalization, Balikpapan Permai Market can become a more comfortable and attractive place for traders and visitors.

Urgency of Revitalization

Based on the results of an interview that has been conducted to the Head of Sardag Division, Mrs. Yuspin, the market revitalization program is needed to increase the competitiveness of the people's market. By making the people's market neater and cleaner, it is hoped that the people's market can compete with the modern market or supermarkets that exist today. This revitalization aims to improve the quality and attractiveness of the people's market so that people are more interested in shopping there. Thus, this program can help improve the local economy and improve community welfare.

Market revitalization in the city of Balikpapan also needs to be done to anticipate an increase in the number of residents in Balikpapan which can encourage an increase in the need for basic

commodities. This is the impact of the relocation of the national capital to Sepaku, North Penajam Paser Regency which caused an increase in the number of residents in East Kalimantan, including in Balikpapan City as a buffer area for IKN [8]. According to data from the Balikpapan City Disdukcapil, the population of Balikpapan in 2021 is 710,293 people, while the population of Balikpapan in 2022 is 727,665 people. This shows an increase in population of 17,372 people. If the revitalization of the Balikpapan Permai traditional market is successfully implemented, then this may have a positive impact on the sustainability of the market's existence.

CONCLUSION

This study explains the existing conditions that explain why Balikpapan Permai Market needs revitalization. This research is expected to be an evaluation material for the Balikpapan City Government, Balikpapan City Trade Office, and other stakeholders related to the management of the Balikpapan Permai Market in Balikpapan City. This research also demands more attention in improving the quality and facilities of the existing market in Balikpapan City.

Market revitalization is an effort to improve the quality and attractiveness of traditional markets in order to compete with modern markets or supermarkets. This can be done by improving market facilities and cleanliness, regulating the layout of traders, and improving service to consumers. Thus, market revitalization can help boost the local economy and improve people's welfare.

REFERENCE

- [1] Anggraini, G., Amalia, D., Hermawan, F., & Ismiyati. (2017). Standardization of Traditional Market Arrangement in Indonesia (Case Study of Traditional Market in Semarang City). *National Conference on Civil Engineering*, 11(1), 111–120.
- [2] Mirah, A. A., & Paramita, P. (2013). Effectiveness and Impact of Traditional Market Revitalization Program in Agung Peninjoan Market. *E-Journal EP Unud*, 2(5), 233–243.
- [3] Olajuyin, O. A., Olajuyin, A. B., Olajuyin, A. A., & Obimakinde, O. S. (2021). Covid-19 Burden in the Traditional Market : The Risk Factors. *American Journal of Preventive Medicine and Public Health*, 7(7), 203–206.
- [4] Banurea, R., Pramita, D., & Balqis, D. (2023). Traditional Market Development Strategy in Langsa City. *Asian Journal of Management Analytics*, 2(1), 29–44. <https://doi.org/10.55927/ajma.v2i1.2446>
- [5] Fadjarwati, N., Midiyanti, R., Sastrawan, J., & Wulandari, D. (2021). Analysis of Bandung Regency People's Market Asset Performance Based on SNI (Ciwidey People's Market Case Study). *Journal of Infrastructure & Facilities Asset Management*, 5(1), 61–70. <https://doi.org/10.12962/j26151847.v5i1.8734>
- [6] Arimbawa, I. G. N. A. A., & Marhaeni, A. A. I. N. (2017). Analysis of the effectiveness of the traditional market revitalization program in the Intaran Sanur Traditional Village Market. *PYRAMID Journal of Population and Human Resource Development*, 8(1), 18–26.

- [7] Minister of Trade of the Republic of Indonesia. Regulation of the Minister of Trade Number 70 of 2013 concerning Guidelines for Structuring and Fostering Traditional Markets, Shopping Malls, and Modern Stores. , Ministry of Trade of the Republic of Indonesia § (2013). Indonesian.
- [8] Aryadi. (2023). Welcoming IKN, Balikpapan City Government Will Build a Main Market. Taken from Lintasbalikpapan website: <http://www.lintasbalikpapan.com/berita/detail/sambut-ikn-pemkot-balikpapan-akan-bangun-pasar-induk#:~:text=Kepala Trade Office %28Disdag%29 Balikpapan City Haemusri Umar, staple material. %22We will revitalize traditional markets.>