

The Relationship Between Physical and Environmental Quality of Traditional Market and The Coming Interest of Urban Community (Case Study: The Gotong-Royong Market Of Magelang City – Central Java, Indonesia)

June Ekawati¹

¹Technical Faculty, University of Yos Soedarso, Surabaya, Indonesia
E-mail: juneekawati@gmail.com

Abstract

For townspeople, a traditional market, one of their cultural assets, is a place to communicate or interact each other, together with economic, trading and recreation activities. In case on declining of physical and environment quality of Gotong-royong Market that located on Magelang city, Central Java province, there is a unique condition, because it does not related to or causes the townspeople will come there be diminished. They have an environmental learning and perception and then give a different response to that. The interaction and familiarity among them then strenghten their will always be present in the traditional market. This fact is quite different from sociologist's opinion that quote : Townspeople styles are tranciency and anonymity, where they do not know other people exactly in their society.

Keywords: Traditional Market, Environmental learning, Perception, Tranciency, Anonymity

I. INTRODUCTION

A. Background

The city is basically a cultural embodiment with a wide range of characters, traits, uniqueness and personality (Rapoport, 1976). Therefore, in the design of a city space, it is necessary to understand first the culture of various groups of urban communities and the influence of their values, norms, lifestyles, activities and symbols on the arrangement and form of the city.

In the process of development, the city is always dinamic and not static. People are always changing and moving. Therefore, the pattern of urban space that is too tight and rigid can not respond to change. The market in general can be interpreted as a place or container where trade economic activity takes place. Its existence for the urban population has become a necessity and lifestyle in the daily socio-economic activity. In addition, the Market is also a vehicle for social and recreational activities (Berry, 1967, Smith, 1978). It can even be said that the Market is the heart of the city's economy.

The city of Magelang, which is located in the crossing line of two big cities in Central Java, Semarang and Yogyakarta, also experienced enough development. The number of people is increasing so that the need for facilities and infrastructure to interact socio-economically also increases. Similarly, the needs of the community for market will also increase. Traditional markets in the city of Magelang today is not enough to accommodate the increasing number of traders and buyers resulting in environmental degradation. The environment is very crowded, busy, but shabby.

Gotong-royong market is one of the markets in Magelang City that can serve the purchase and sale on a large scale. Even the grocer from the area around Magelang many who take merchandise from here. Most of the gangs do not occupy official stalls or kiosks. Because of that, the market becomes muddy and traders use umbrellas or plastic tarps to protect themselves and their wares from rainwater. Nevertheless, this market remains very lively and enthused by community especially in the morning around 04.30-07.30 wib and at night, even in the rain.

The economic and monetary crisis has also added new traders in this market. They occupy every corner of the market and hold merchandise. Due to the dense space in the market, many buyers and merchants do their activities in narrow parking areas, on circulation routes, at the entrance, in front of kiosk stalls, even on pedestrian lanes along the way, so the market becomes crowded and complicated by the muddling of motor vehicle circulation areas, parking spaces, pedestrian spaces, and selling places.

The problem that arises is the declining quality of the environment in the space in the market which is used by traders to sell various types of commodities that are mixed up, resulting in the environment being slum, the access road becomes jammed due to the overload of parking lot series and parallel double of the visitors vehicles and Public transport as well as shifting spatial and circulatory functions that should not be a place to sell.

The phenomenon of the emergence of some modern markets (supermarket) which provides a variety of commodities with more comfortable conditions and adequate facilities in the city of Magelang like Hero, Matahari

and Gardena, did not affect the number and interest of people coming to shop to traditional markets though not managed properly.

That's why, it is proper that the city government consider the urban renewal program, in this case rejuvenation, arrangement, rehabilitation or renovation which is a step to rearrange the environment that has been considered unfit to serve the needs of the community in conducting economic activities for the quality of market environment and urban space in the declining surroundings for the better. Moreover, this sector becomes a source of original revenue of the city that is not little.

B. Research Question

The decline in the physical and quality of the market space which then creates the impression of slum and density in the Gotong-royong Market of Magelang as described above raises interesting research questions such as the following:

- a. What is the reason for the urban community to stay interested in coming to traditional markets?
- b. What about the physical and environmental quality of the surrounding market and city space and how does it relate to people's interest in this Gotong-royong Market?

C. Research Purposes

The purpose and objectives to be obtained from this research are :

- a. Knowing the uniqueness of the traditional market which is the attraction for the people so interested in coming and doing activities in it.
- b. Knowing the physical and environmental conditions around Gotong-royong Market and its relationship with the urban community's interest.

II. LITERATURE REVIEW

A. Features and Nature of Traditional Markets

Traditional Market indicates a place used for activities that are indigenous market trade as has been practiced for a long time and being a tradition. The market is a cultural asset that has an important role in people's lives, especially rural agrarian societies.

In the study of C. Greetz, 1963, the traditional market is characterized by a small-scale bazaar type economy that is firmly attached to it and distinct from the firm centered economy that is owned by the modern market. Traditional markets therefore directly involve more merchants competing in that place, attracting more and more visitors from different regions, towns and villages. Traditional markets are also proven to provide ample opportunity for the informal sector to be involved.

Traditional markets are very diverse and their growth lasts a long time. Each has its own role, function and form. When they generally function as a retail market, in the county towns and market towns some markets become collecting markets, while in big cities it becomes a wholesale market. Some are specific to the sale of certain commodities such as livestock, fruit and so on.

According to David Dewar and Vanessa Watson, 1990, the location of a market is an important factor influencing the success of that market. On the city scale there are three main factors affecting the location, namely:

- Locations that generate population / person movement. The most successful market is because it is so close to the movement of the crowd.
- Sources of inventory (goods traded).
- Locations of consumers or buyers who use the market. The location should be easy to reach by the market consumers, either using private vehicle (higher income), public transportation, or pedestrian (lower income).

As for the arrangement of a market in relation to commodity merchandise (David Dewar and Vanessa Watson, 1990) differentiated placement in accordance with the nature of the goods. Goods that have almost the same characteristics as fruit and vegetables near the detempatkan, also for meat, fish, eggs, and so forth. The reasons for placement of goods that have this kind of character are:

- Buyers can choose and compare their prices easily
- Consumer behavior varies, the concentration of some goods and services can give the market image to the consumer.
- Each item has a handling character, such as loading and unloading, drainage and washing.
- Each item has side effects such as odor, sight etc.
- Every item needs a specific environment

B. Understanding the City and the Style of Society

Cities are man-made products of the highest value, because with the city that humans can improve the welfare of life and develop its civilization that makes human beings as God's highest creature of its degree (Parsudi Suparlan, 1996). In Beckley's urban design theory in the Introduction to Urban Design from Catanese and Snyder, it is revealed that urban design ideology is usually formed by either:

- Attention to the setting of aesthetic values of the city
- Attention to the ideal environment
- The ideal social environment is usually expressed through an ideal physical environment.

According to urban sociologist Louis Wirth, 1968 (in Parsudi Suparlan, 1996), urban society's life or culture is characterized by its impersonal and open character. The urban lifestyle or culture of urbanism is called urbanism or urban way of life that its characteristics mainly are:

1. Transience or the townspeople can not know everyone in his city because the city is like a crowd of people coming and going
2. Anonymity or personal unknown; Which is the result of being unable and unable to get to know everyone in the community of his city so that he does not feel the need to know and be known.
3. High mobility, ie the citizens of the city have the ability to not be bound by existing traditions and have a tendency to create a new tradition in their lives. Their mobility is high but also tolerate and even admire the high mobility of others.
4. Urbanism or the urban way of life is not only the property of the urban people, but gradually influences the way of life of the people who are located in its periphery, including rural areas or communities.

However, this theory has been criticized by Bruner, 1974 (in Parsudi Suparlan, 1996) which shows that urban society life in Indonesia is not fully compatible with the theory of urbanism. It is precisely in the urban society that the important role of ethnic and kinship is activated by the perpetrators and stands out for adaptation and mobility in urban life.

C. Response to the Physical Environment

Activity is defined as what a person does at a certain time interval (Bechtel and Zeisel, 1987, in Haryadi and Setiawan, 1995), so that the activity contains four main components:

1. Perpetrator, ie a group of people doing an activity
2. The type of activity, the activity or behavior of a group of people
3. Place, where the activity is carried out
4. Time of activity, that is the specific time when the activity is carried out.

These four components are also called behavior setting. Examples of this behavioral setting can be found in everyday life such as: in a bank setting, a small market, a row of street vendors, and others. Sarlito Wirawan in Environmental Psychology, 1992, said that humans will respond as a psychological response to the physical environment it occupies. As for Amos Rapoport, 1976, suggests that the possibility of human nature taken in analyzing the influence of the physical environment on behavior is:

- Environmental Determinism ie the physical environment will affect human behavior
- Possibilism ie the physical environment will limit human behavior
- Probabilism ie the physical environment will provide the possibility of making a choice

According to Roger Barker, 1968, humans will behave in accordance with the setting that is in an effort to adjust or make alignment. In this case the behavior or behavioral norms will be adjusted to the set, as in the following diagram:



Figure 1. Human Behavior

Information :

Behavior setting is the interaction between an activity with a specific place. Behavior pattern is a behavior pattern. Molar behavior is a group behavior

As for some possible emotional responses that can appear in an environment or building namely:

1. Relaxation or relax (relax), can be formed by way of making the element of environment / building / space in a normal, regular, simple, small scale.
2. Tension, can be formed by creating unstable memorable elements, unbalanced composition, extreme contrast, large scale, unusual elements, odd odors etc.
3. Fright or fear, formed by making unusual, disproportionate, confined, uncertain, dim, dark contrast of glare, odor, etc.
4. Giety or cheerful, formed by making element with a little barrier, flowing space, complementary colors, flickering light, fresh odor.

D. Environmental Learning and Environmental Quality

Each encounter a new environment, everyone trying to form his cognition against the environment based on his educational background, his culture and his experience. The concept of environmental learning of a person is very subjective and dynamic. According to Rapoport, 1982, some important elements that play a role in the subjective process of environmental sensing include: The degree of element or object complexity, Urban grain and texture, Scale, height and density, Color, material, detail, Human: language, Clothes, etc., Signs, Activity level, Space utilization, Noise level, illumination level, natural elements, Odor and cleanliness. Each element will in its entirety influence the process of understanding, understanding and preference of a person in an environment.

The whole process of environmental learning will ultimately result in a perception of environmental quality or environmental quality perception. The definition of environmental quality in general is an environment that meets the preferences of the ideal imagination of a person or group of people who should be understood subjectively, that is to relate to the psychological and socio-cultural aspects of a society that endure an environment. The process of environmental design is actually a process A trade-off. But keep in mind that there are basic elements of environmental quality that must be maintained, especially those related to;

- Provision of clean water
- Sanitation and
- Garbage

III. METHOD

This research is a qualitative research where the observed activity condition is natural, without any engineering or pre-arranged. The research process produces descriptive data in the form of written or oral words of the person and behavior observed. In other words, descriptive data in the form of these words are written from the results of the interviewee and the behavior of the observed person to be interpreted.

The technique used in data collection is by direct observation, where the data collected is by observing and recording phenomena or symptoms that become the object of research and the researcher is directly involved in the activity of the object by engaging as the consumer or the market customer in the planned time.

As for the collection of primary data or data obtained from the source directly is to hold firm confidentiality intended for the purpose of research to get the tires respondents without bias or engineering can be achieved. Questions were also undertaken with unstructured instruments or not using questionnaires so the level of formality was low and respondents were willing to provide more open, relaxed and natural information.

IV. ANALYSIS AND DISCUSSION

A. Physical Conditions and the Market Environment

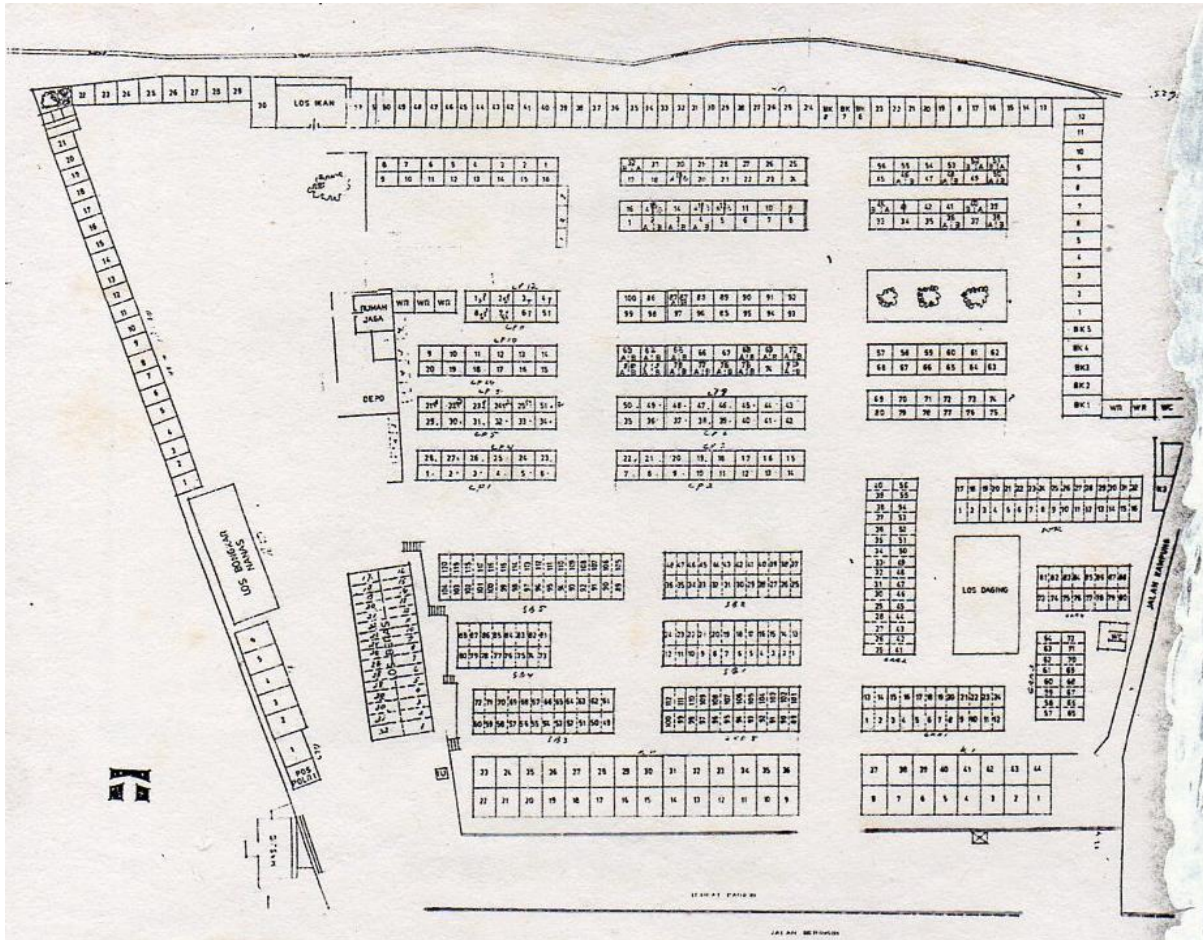


Figure 2. The Map of Gotong Royong Market, Magelang, Indonesia

Gotong-royong Market which became the object of this study, is located at Jalan Beringin IV Kota Magelang, Central Java, and stands on an area of 1.5 hectares. Market buildings in the form of landed buildings or non-storied buildings consisting of 42 small self-supporting kiosks (built by the community with market management permits), 52 small kiosk units at the rear, 44 large kiosk units at the front, 31 los buildings, 5 stalls, 2 bathrooms / wc, 1 musholla (prayer room), police station, restaurant, 1 guard house and parking lot. Meanwhile, the temporary office of market managers is at a large kiosk at the front of the market.

The physical condition of the buildings in the form of kiosks, stalls and supporting buildings is still quite good, especially the buildings that the construction of stall is estimated to be quite durable. However, supporting infrastructure such as sewerage channels, clean water outlets, garbage depots and parking lots are inadequate for this wide market area, especially during peak hours (04.00-07.30 wib).

The physical condition of the circulation path in the market area that is not roofed is also very uncomfortable especially fun. If it rains, then the circulation path will be muddy due to puddles. Whereas the average monthly rainfall in Magelang is quite high. Merchants who sell in this section will be busy putting up plastic tents to protect themselves and their wares.

The uniqueness of the spatial layout in the Gotong-royong Market of Magelang is the absence of categorization of the placement of traded commodities. The traders spread and spread their wares across the market. There are those who live in one location (every day occupies the same location), but there are also mobile, even mobile (mobile) such as fried seller, mouse glue seller, napkins, pot patches, etc. So there are no parts, stalls or groupings of kiosks selling certain commodities so this will confuse potential buyers who are not familiar with this market and the location of the commodities they want.

As for commodities traded either by traders who inhabit the stalls, kiosks and informal traders in the empire and the circulation line of this market are:

- Staple food, flour and tubers
- Vegetables and fruits
- *Lauk-pauk* (meat, chicken) and kitchen spices
- Supporting food ingredients such as cooking oil, crackers
- Ripe foods such as porridge, pecel vegetables, meatballs, noodles and rice along with the side dishes.
- Food packaging such as instant noodles, milk, etc.
- Non-food materials such as sandals, new and used clothes, kitchen utensils, etc.
- Fresh crops and flowers such as night and chrysanthemum (especially before Lebaran)
- Unique commodities are scrap metal and spare parts, motorcycles and cars.

B. Market Trade Density and Activity

To date, the average number of market traders per day is 600 formal merchants who occupy stalls and kiosks as well as 600 informal merchants in outer rooms or kiosks. Merchants are scattered almost in all areas including circulation space, parking lots, entrances or exits, even on pedestrian lanes around the market. While the buyers are estimated to amount to the same from various social strata derived from the City of Magelang and surrounding areas. Consumers are divided into:

1. Small consumers: retail buyers with a relatively small purchase scale for daily needs. They usually do not come every day, but per 2-7 days.
2. Large consumers: wholesale buyers with medium to large scale purchases, such as retail shopkeepers, out-of-town market merchants, food stall owners, and even restaurant owners and catering entrepreneurs.

Because the market is so dense especially during rush hour, the parking lot in the market area is not able to accommodate the number of visitors so they prefer parking along the Beringin IV road. This is also not easy because the road traffic is also very crowded with the operation of various city and village transportation and loading and unloading of goods. Moreover, in the vicinity of the market there is also no shelter and the habits of angkot drivers who long wait for passengers in front of the market, so for a car that just pass will be difficult.

C. Community's Opinion on Reasons for Choosing Come to Gotong Royong Market Magelang

- Traders and average buyers have forgotten since when they started trading or buying in this market, some even claimed to have been in business since the old market place.
- Transfer of the market to this location is not only move the location, but also encourage the buyers because between traders and buyers as there is a separate attachment because usually they have subscribed with certain traders.
- The attachment factor between traders and buyers is also a strong factor triggering the arrival of people into this traditional market.
- A relatively short and in early morning operation hours of the market are very profitable for the merchant because once they are done trading here, they can still continue their activities elsewhere.
- From the buyer's point of view, the advantages of this Gotong-royong Market are its operating hours Morning, the price of goods is relatively cheaper than the other places and the location is easy dijang-you urban transportation and rural transportation.
- Ease of access from public transport in front of the market is a major attraction even though the market movement is quite far from the initial location.
- The crowds and the market density are not a problem for traders, they are happy because their products are fast-paced.
- The simplicity of the building and the market environment that is not too wide makes traders and buyers quickly adaptable.
- Sumpeg and muddy market environment when the rain does not get a negative response from the merchant because they think the buyer still want to come and the best-selling merchandise.
- Alternative choice of goods, the price is cheaper and still negotiable and the condition of the goods are still fresh is also the reason for the arrival of the community.
- Physical conditions and market environment according to some people who interview authors do need to be renovated so that activities in it more smoothly. Moreover, the extent of car parking is not adequate.

D. The Relationship of Physical Quality and the Market Environment with the Interest of Coming Cities

From the description of the physical condition, the surrounding environment, the activities and traditional market densities described above and interviews with some of the traders and buyers who came, the authors find the following findings:

1. Market Gotong-royong is a cultural asset that plays an important role in the socio-economic life of the people of Magelang and surrounding cities. This is based on the fact that many people depend on their families' economic activities from trading activities and are expected to impact the economy of the city and beyond.
2. The market location which is quite far from the city center and the residential center did not affect the interest of coming here, both from within the city and suburbs due to the good public transportation access. This is in contrast to David Dewar's and Watson, 1990, theory which says that location becomes a factor has an effect on the success of a market.
3. The physical condition of the space in the market by forging or categorization of commercially traded commodities is not directly connected with the interest of the people coming to certain locations in the market because they generally have a longstanding subscription so that they are familiar with the market situation and place to be visited. Though theoretically according to Dewar and Watson, 1990, the physical layout problem of the market space is the problem of spatial marginalization where movement or circulation will affect the frequent or rarity of a place / stall / kiosk visited or bypassed prospective buyers.
4. The environment learning and the perception of the environmental quality of the community in the market as suggested by Rapoport in the previous section is very subjective and dynamic. New visitors are likely to perceive poor physical quality and market environment. But for the old 'players', they are accustomed to density (crowding), crowding (crowding) and the quality of the traditional market environment is less comfortable. Even this density is expected by merchants who want their wares to be fast-paced. It is true that man, according to Roger Barker, 1968, will behave in accordance with his setting to conform or make alignment.
5. However in urban renewal effort, planners and managers need to pay attention to the basic elements of environmental quality that must be maintained, especially about sanitation, clean water infrastructure and garbage problem.
6. The emotional response of the community in this market Gotong-royong was very relaxed and relaxed and the relationship between traders and buyers and among traders themselves looks very familiar. The impression of competition among traders is almost invisible. This is because the distance between merchants is very close together, even coincide so many opportunities to tell each other between them. Even between traders and buyers are seen greeting and greeting each other. This will certainly strengthen the interest of people coming to this traditional market.
7. The pattern of urban life depicted in daily activities in Gotong-royong Market is not fully in accordance with urbanism theory from Louis Wirth, 1968, where it is said that the pattern of society The city includes individualism and anonymity. As criticism from Bruner, 1974, the attitude of mutual help, friendship, intimacy and warmth are still easily found in interpersonal relationships here.

V. CONCLUSION

Traditional markets have a certain uniqueness that is not owned by a modern supermarket that shaped supermarkets and the like. The uniqueness that turned out to greatly affect the interests of urban and surrounding communities. The conclusions obtained from this research are:

1. Condition of objective quality of physical and environment of Gotong-royong Market of Magelang City which become object of observation are as follows:
 - a. The physical condition of building construction of stalls and kiosks is still quite good, but the condition is not maintained and inadequate.
 - b. Supporting infrastructure such as sewerage channels, clean water outlets, garbage depots and toilets are inadequate.
 - c. Parking area is too narrow, not proportional to the size of the market area so it is not able to accommodate the customer's vehicle.
 - d. Circulation path in the market does not have a roof so uncomfortable because it is often muddy because there are puddles of water.
 - e. The absence of categorization of the placement of traded commodities and traders who do not settle, often confuses buyers.

2. Impairment of physical quality and market environment which, according to objective perceptions, is not good, especially on elements related to sanitation, solid waste, water supply and toilet, and the density of the circular flow is not significant related to the urban community's interest to traditional market , As evidenced by the high interest of the people who choose to move here. In observation, this is responded differently by the community, which can be seen in:
 - a. Activity actors are accustomed and adapt to the existing conditions. This fact reinforces the concept of the behavioral architecture of Rapoport that confirms that the perception of one's environment is very subjective and dynamic.
 - b. The discomfort in the inner space of the market due to distress and apparent density is precisely expected by the merchants who want to Wares can be fast selling. Roger Barker, 1968, says that human beings will behave according to their settings and adjust themselves or make alignment.
3. Some of the uniqueness that relates to the community's emotional response that can be observed in this Gotong-royong Market and related to the reasons for the high interest to come to traditional markets are:
 - a. Although the market seems overcrowded, sellers and buyers are overloaded, inadequate support facilities, the emerging and observed emotional response to actors in the Gotong-royong Market is relaxation or relaxation and giety or carefree. No visible tension and even fright (fear) even though their space is very limited.
 - b. The establishment of good relations or close relationships between traders and buyers generate responses in the form of desire of the people of Magelang and surrounding cities do not dampen their desire to keep coming to traditional markets. This is different from the opinion of Louis Wirth who states that the style of urban society is transiensi and anonymity so that among the members of the community does not occur the relationship and attachment and kinship with each other. Bruner's criticism that the life of the urban masses of Indonesia is not entirely compatible with the theory of urbanism would be more appropriate.
 - c. The process of bargaining between buyer and seller raises its own satisfaction (a feeling of winning a battle) from the buyer's side. This is certainly not to be found in modern markets because buyers and sellers are not face-to-face.
4. Other uniqueness related to the urban people's interest to the traditional market:
 - a. Accessibility Support. Gotong-royong Market location barrier is less strategic, it turns out that if accessibility widely opened for urban and rural transport, public interest to come to traditional markets remain high. Though the location factor is the important factor of the success of a market by Dewar and Watson.
 - b. No bureaucratic or licensed. The requirement to become a market trader and the small amount of initial capital needed, aroused the interest of the people to come and rely their economy from the informal sector in the traditional markets so that the number of merchants increasingly increased. This reinforces Greetz's study of traditional markets with bazaars Type economy is a small-scale economy that provides a vast opportunity for people to be involved.
 - c. Market operational time
 - d. The quantity, variety / alternatives and conditions of choice of commodity merchandise.
 - e. Selling price of traded commodities.

VI. SUGGESTIONS

In this study, there is no significant relationship that the deterioration of physical and market quality of the traditional market will decrease the urban community's interest to indulge in it. But the city government needs to make priority programs to do Urban renewal, rehabilitate physical and maintenance in order to provide the best service for the community.

Reference

1. Amos Rapoport, 1982, *The Meaning of Built Environment, a non Verbal Communication Approach*, London, Sage Publication Sethuraman, SV.
2. Amos Rapoport, 1976, *The Mutual Interaction of People and Their Built Environment*, Netherland, Muton Publisher.
3. Amos Rapoport, 1976, *The Urban Informal Sector : Concept, Measurement and Police*, International Labour Organization (ILO).
4. Clifford Geerts, 1963, *Peddlers and Princes*, Chicago, The University of Chicago Press.
5. David Dewar, Vanessa Watson, 1990, *Urban Market Developing Informal Retailing*, London, Rontledge.
6. Dinas Pengelolaan Pasar Pemerintah Kota Magelang, 2001, *Denah Pasar Gotong-royong, Magelang*.
7. Haryadi dan B. Setiawan, 1995, *Arsitektur Lingkungan dan Perilaku*, Dirjen Dikti, Departemen Pendidikan dan Kebudayaan RI.

8. Parsudi Suparlan, 1996, Diklat Antropologi Perkotaan, Jurusan Antropologi FISIP Universitas Indonesia, Jakarta.
9. Robert M. Beckley dalam Anthony J. Catanese and James C. Snyder, Pengantar Perancangan Kota.
10. Roger Barker, 1968, *The Ecological Psychology*, Standford, Standford University Press.
11. Sarlito S. Wirawan, 1992, *Psikologi Lingkungan*, Jakarta, PT. Gramedia.