



The Existence of Traditional Markets After Revitalization in Semarang Municipality

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Abstract

This study aims at identifying the existing condition of traditional markets after revitalization in Semarang Municipality, analyzing the government policies and analyzing social capital as an effort of maintaining the existence of traditional markets. This research was conducted in 2018, and the data were collected using the FGD and questionnaire. The data is analyzed using the mix method. The market existence indicators have 3 criteria, namely analysis of traditional market existence, analysis of government policies related to traditional markets, and analysis of social capital. The research results indicate that Sampangan, Rasamala and Peterongan Markets have stagnant existence direction. This means the existence of these markets is stable with neither acceleration nor declaration. Meanwhile, Bulu Market is inclined towards a declining trend. The market facility and infrastructure indicator shows that while the infrastructure is better and more modern, the number of buyers decreases and, hence, sellers income decreases. The human resources of the market administrator factor need to be improved by providing them training on healthy market management. Finally, social capital constitutes the key to the traditional market to survive in which such a matter is not found in the modern market.

Keywords: Existence, Traditional Market, Revitalization, Semarang Municipality

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi kondisi pasar tradisional pasca revitalisasi di Kota Semarang, menganalisis kebijakan pemerintah dan menganalisis modal sosial sebagai upaya mempertahankan eksistensi pasar tradisional. Penelitian ini dilaksanakan pada tahun 2018, dan pengumpulan data dilakukan dengan menggunakan FGD dan kuesioner. Data dianalisis menggunakan mix method. Indikator keberadaan pasar mempunyai 3 kriteria, yaitu analisis keberadaan pasar tradisional, analisis kebijakan pemerintah terkait pasar tradisional, dan analisis modal sosial. Hasil penelitian menunjukkan bahwa Pasar Sampangan, Rasamala dan Peterongan memiliki arah keberadaan yang stagnan. Artinya, keberadaan pasar-pasar ini stabil tanpa adanya percepatan maupun deklarasi. Sementara itu, Pasar Bulu cenderung mengalami tren penurunan. Indikator sarana dan prasarana pasar menunjukkan bahwa meskipun sarana prasarana lebih baik dan lebih modern, jumlah pembeli menurun sehingga pendapatan penjual menurun. Peningkatan SDM pengelola pasar perlu dilakukan dengan memberikan pelatihan tentang pengelolaan pasar yang sehat. Terakhir, modal sosial merupakan kunci bertahannya pasar tradisional yang tidak terdapat dalam pasar modern.

Kata Kunci: Eksistensi, pasar tradisional, revitalisasi, Kota Semarang

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INTRODUCTION

The market is a public facility needed by the people. Currently, two types of goods market have developed, traditional and modern markets. Each of these markets has its own strengths. Recently, the presence of big capitalists leads to an increase in the businesses in the field of market. This causes the appearance of modern markets such as supermarket and minimarket.

A large number of modern markets in close proximity with some traditional markets, while offering convenience and hygiene at the same time, has contributed to the decrease of traditional traders' turnover (Saddewisasi et al, 2011). The presence of modern shops and markets is not the only threats to traditional market existence. The market's poor facility and infrastructure, less well-ordered management, market members' behavior, as well as the change in customer's preference to shop for their basic needs of dried goods to modern markets have all contributed to the process of marginalizing traditional markets.

From these phenomena, it is important to revitalize traditional markets. The revitalization of traditional markets is one of the government's commitment. One of the local governments focusing their attention on revitalizing traditional markets is the government of Semarang Municipality. The major of Semarang Municipality even has a working program targeting at least 2 revitalized markets each year in Semarang Municipality. From 2010 to 2018, as a result of this market revitalization program, there have been 16 revitalized markets.

The perceptions expected from this traditional market revitalization are varied. For local government, they perform this

revitalization in order to accommodate both sellers and buyers' interests where their markets get better, more good-looking, and neater than the sales and purchase in these traditional markets can be effective and improve the region's wheel of the economy. Meanwhile, in terms of sellers' perception, this revitalization is expected to increase their income.

Finally, buyers expect that they can shop conveniently and safely there as what they experience while shopping in modern markets. However, in reality, this revitalization is not easy to implement. Several obstacles and problems occur in this revitalization process. They range from sellers' reluctance to relocate to temporary markets as their current markets are being built to sellers' anxiety that they will lose their customers to buyers' laziness to find the sellers they usually buy the goods from to buyers' necessity to adapt to the new market design to other problems.

This market revitalization program is a success when these traditional markets can survive and remain attractive to buyers, buyers prefer traditional markets over modern markets to shop, and sellers gain higher profits as compared to before revitalization. However, it seems the revitalization of several traditional markets in Semarang Municipality does not show these and the number of modern shops is even increasing in Semarang Municipality. Based on the explanation above, this research aims at analyzing the condition of existence of traditional markets in Semarang Municipality, analyzing government policies related to traditional markets, analyzing social capital as an attempt of sellers to maintain the existence of the traditional market.

RESEARCH METHODS

This research was conducted in 2018. The revitalized markets in Semarang Municipality which served as the research objects were Sampangan, Bulu, Peterongan and Rasamala markets. The data were analyzed using the mixed method. The data themselves consisted of primary and secondary data. The primary ones were obtained from the questionnaires which were distributed to 200 respondents (120 buyers, 80 sellers) and from Focus Group Discussion with key informant stakeholders, namely representatives of buyers, market seller association, market chief, Trade Office and Bappeda (Regional Development Planning Agency) of Semarang Municipality.

The secondary data came from Indonesia Statistics of Semarang Municipality, Trade Office of Semarang Municipality, and Bappeda of Semarang Municipality. The sample was taken using simple random sampling. The indicators of market existence used here accorded with the studies conducted by Adinugroho (2009) and Andriani (2013), namely analysis of traditional market existence, analysis of government policies related to traditional market, and analysis of social capital.

Variables used to measure the existence of traditional markets are infrastructure, characteristics of consumers (market segments), commodities and market activities. The variables of market infrastructure consist of the physical condition of the market and its completeness, the quality of market supporting infrastructure. Variables of consumer characteristics (market segments) consist of education level, income level, location of residence, type of goods needed, means of transportation, and frequency of activities.

Commodity variables and market activities consist of various goods, quality of goods, and market activity.

RESULTS AND DISCUSSION

One of the important roles played by traditional markets is their resilience in the face of the economic crisis affecting the country. This can be seen from the fact that during the crisis the traders in traditional markets could still provide excellent services, survive when formal and large-scale economic activities slumped. Additionally, traditional markets can accommodate many traders in a number great enough to reduce unemployment and, finally, the local government can benefit from the retribution it gathers from markets.

Market revitalization Bulu occurred in 2014, where this year the retribution income was relatively stable from 2013 even though there was a decrease of around Rp 3,327,699 from 2013. This was due to the fact that some sellers filled the area around the Bulu market and buyers could still reach the goods sold by the Bulu market sellers. In 2016, Bulu market retribution revenue decreased dramatically, namely Rp 207,104,831 from retribution income in 2014. One of the causes of retribution income decreased due to reduced interest in visitors to enter the market. Modern market design has an impact on the reduced interest of buyers in the Bulu market.

Some of the factors that cause it are the overpriced parking rates for vehicles, buyers have difficulty reaching the second and third floors of the market when the escalator is turned off, confusing market entry and exit, and the difficulty of buyers looking for the desired seller. It is indeed a challenge for buyers and sellers in

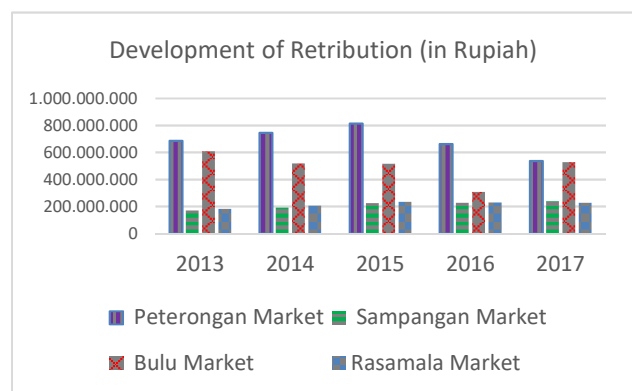
the Bulu market. Need adaptation to the physical shape of the new Bulu market building. The buyer tries to find the seller of the subscription, the merchant also does the same thing. In 2017, Bulu market revenue increased to Rp 527,230,135 or increased by 71% from retribution revenue in 2016. Buyers and traders have begun to adapt to the new physical building of the market, Semarang City Government is also increasing activities in the Bulu market by making markets culinary center.

The relocation of the Sampangan Market is an attempt to give the impression that even though it is traditional, it is designed as a semi-modern market, to keep it clean, neat, not a slum in orderly, comfortable and categorized according to the type of merchandise. The Sampangan market has now turned into a permanent building that is suitable to be occupied. In addition to experiencing an increase in comfort, cleanliness, and safety as well as a more regularly managed market situation, the number of buyers in the Sampangan market has increased. This is inseparable from the participation of the community and traders in the implementation of traditional market revitalization.

The social impact that sellers feel is a positive impact where sellers establish good relations with other sellers and the Sampangan Market organizer, there are no conflicts or disputes between them after revitalization. The economic impact felt by sellers is a decrease in income due to their trading location which is on the second floor, while similar items also exist on the first floor.

Based on Picture 1, income after the Sampangan market relocation in 2013 increased from Rp. 169,563,334 in 2013 to Rp. 189,420,015 in 2014. The increase was quite high considering

that 1 year after the relocation was carried out. One of the reasons for increasing Sampangan's market retribution income after relocation is the number of sellers that can be accommodated in the new market of 400 traders, from the beginning only 234 traders in the old market. Four years after the relocation of the Sampangan market in 2016, Sampangan market retribution revenue increased by 40% where the income became Rp 237,397,819.



Picture 1. Market Retribution Development in Semarang Municipality

Source: Trade of Semarang Municipality, 2018 (processed data)

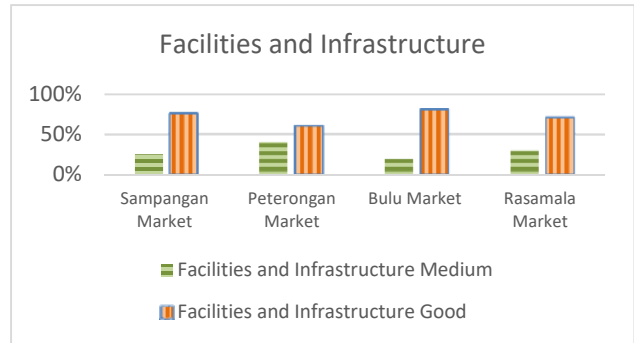
According to research, the revitalization of the Peterongan Market has not been implemented well. This is evidenced by the lack of community participation to take part in revitalizing the Peterongan Market and the lack of support from Market traders. In addition, the implementation of revitalization was hampered because it was awaiting approval from the Directorate General of Cultural Heritage Conservation and the Museum, Ministry of Education and Culture (Kemendikbud) to maintain the building form of the Peterongan Market. Which at the time of the implementation process had stopped because of the case.

Development in the Peterongan Market does not have a significant impact on retribution revenues. This can be seen in Picture 1, where from 2013 to 2015 retribution revenues continued to increase but continued to decline from 2016 to 2017. Before revitalization, Rasamala's market have some problems. There are narrow road access, a lot of physical conditions in the market which are rudimentary and limited material dropping allocations.

The time period of Rasamala's revitalization is on July 22 - December 18, 2013 (150 days). The impact of revitalization is positive impact on market retribution revenue. Increased retribution income occurs in the budget year of development and post-construction (Picture 1). In 2013 the Rasamala Market retribution was Rp 204,312,890, while post-construction retribution income increased by Rp 28,164,927.

The increase in retribution income that occurred in the development year was caused even though the market was being built but retribution withdrawals were still being carried out. In 2015 and 2016, Rasamala's retribution market revenue showed a downward trend from Rp 232,477,817 in 2015 to Rp 228,813,537 in 2016 and continued to show a downward trend to Rp 225,357,073 in 2017. This needs to be studied further on why this can happen.

In relation to market retribution, the research results indicate that upon revitalization the market retribution has a declining trend. Peterongan Market, for example, has a significant decrease in terms of its retribution, followed by Bulu and Rasamala markets. Unlike these three markets, the retribution collected from Sampangan market is increasing despite its insignificance.



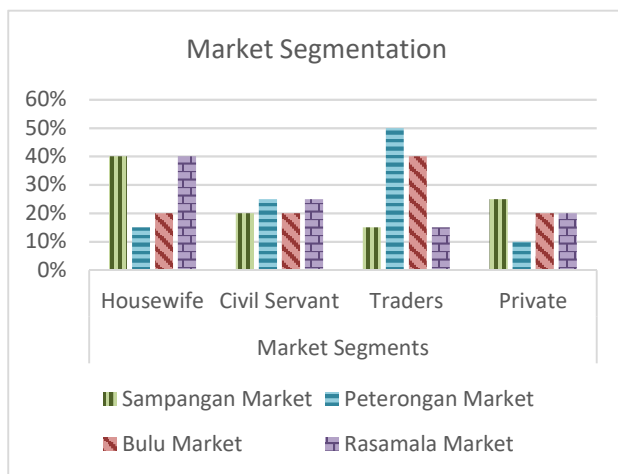
Picture 2. Market Existence as seen from their Facility and Infrastructure upon Revitalization
Source: Primary Data, 2018 (processed data)

The first indicator in measuring a market's existence is its facility and infrastructure upon revitalization. The revitalization in terms of facility and infrastructure performed begins with re-designing the market building, equipping it with and rehabbing its supporting facilities (parking lots, drainage, sanitation, loading and unloading spots, toilet facility). For Rasamala, Peterongan, and Bulu markets, Semarang Municipality government demolishes their old buildings and replace with new, more modern, and luxurious ones and increases the buildings' capacities to accommodate more sellers and buyers. Meanwhile, Sampangan market is relocated from initially at Menoreh Raya Street to Tugu Suharto area by Semarang Municipality government. This relocation of market Sampangan has something to do with the normalization program of Banjir Kanal Barat river.

The markets' facility and infrastructure play an equally important role since they make the markets more comfortable to shop in and buyers are expected to prefer traditional markets over supermarkets. In picture 2, it can be seen that the four markets mostly have good facilities and infrastructures. However, despite these

good facilities and infrastructures, they still lack a facility, in this case, an escalator considering the buildings upon revitalization have more than 2 floors due to the limited area available.

Based on picture 3, it can be seen that the market segmentation of each market is dominated by different customers by professions. For the housewife market segmentation, the highest percentage is found in Sampangan and Rasamala Markets. This is because the customers in Sampangan and Rasamala Markets are native inhabitants. For civil servants, the mean data percentage of all markets is almost identical. This is because on an average of 20% of customers of each market is civil servants. Meanwhile, Peterongan Market has the highest segmentation of traders. This is because most visitors of Peterongan Market come from out of town and they are mostly wholesalers.



Picture 3 Market Existence as seen from Market Segmentation upon Revitalization

Source: Primary data, 2018 (processed data)

The most important indicator of traditional market existence is the fact that the market still attracts buyers to shop there as indicated by the income the sellers can gain. The

higher the interest to shop in traditional markets, the higher the income the sellers will receive. The market revitalization will increase sellers' income (Paramita and Ayuningsasi, 2013).

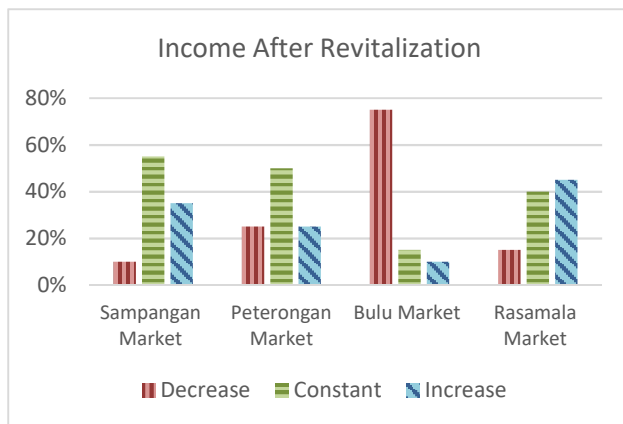
Unlike the finding in Paramita (2013), this research finds that market revitalization causes sellers' income to be stagnant/unchanged and some even have their income decreased instead. This confirms the results of studies conducted by Ratnasari (2015) and Aprilia, R (2018) in which market revitalization decreases sellers' income. In picture 4, it can be seen that in Sampangan and Peterongan markets the sellers' income does not change. Meanwhile, the income of sellers in Rasamala Market increases, even if it is insignificant.

Most sellers (75%) in the Bulu Market answer that their income decreases. This decrease is because people are less interested to get into the market due to the expensive parking rate, buyers' difficulty to access the second and third floors of the market when the escalator is turned off, confusing access to get in to and out of the market, and buyers' difficulty in finding the sellers they are looking for. As a result, buyers then shop in vegetable mobile vendors or convenience stores around the places they live in.

The revenue of sellers in the Sampangan market has decreased after revitalization. There were 10% of sellers whose income declined, 55% of sellers whose income was constant and 35% of sellers whose income declined. Increased income is caused by sellers doing good selling strategies for buyers and the majority seller is on the first floor, where the first floor can be said to be strategic because it can be easily reached by buyers.

Based on Picture 4, it can be seen that there are 25% of traders in the Peterongan

market who experience an increase in income, 25% of traders who experience a decline in income and 50% of traders experience constant income after revitalization. Traders who experience a decline in income due to the location of their kiosks that are less strategic so that they cannot reach many consumers, traders who experience increased income are traders who are on the first floor, because the first floor is a strategic location and can be easily reached by consumers, while half of the merchants are fixed income, because the existence of revitalization does not change the number of requests from consumers to the products they offer.



Picture 4. Existence Market as seen from Traders' Income upon Revitalization
 Source: Primary data, 2018 (processed data)

The income situation of sellers in the Bulu Market, most of them experienced a decline, namely 75%. The decrease in merchant income is caused by the reduced interest of visitors to enter the market. The reduced number of visitors is caused by several factors including the cost of parking vehicles that are too expensive, buyers have difficulty reaching the second and third floors of the market when the escalator is

turned off, confusing market entry, and the difficulty of buyers looking for the desired seller.

While the seller's income situation in Pasar Rasamala is dominant in the fixed and increasing category, only 15% of traders experience a decline in post-revitalization income, this is due to the strategic location of Rasamala Market which is located about 40 meters from the main road (Jalan Jati Raya). Pasar Rasamala also provides easy access to markets which can be seen from the number and width of the entrance that is quite good.

A great number of government policies to maintain the existence of traditional markets have been issued. These include Presidential Regulation (Perpres) number 112 Year 2007 on arrangement and development of traditional markets, shopping centers, and modern stores. In article 4 (a and b) of Perpres No.112, it is stated that the establishment of shopping centers and modern stores must consider the people's socio-economic condition, the distance between hypermarket and existing traditional markets and they can only be located at an arterial road network system or primary or secondary collectors.

While it is clearly stated in the said Perpres, its implementation in Semarang Municipality, as a matter of fact, does not comply with the said Perpres. As a result, traditional markets in Semarang Municipality get increasingly surrounded by modern stores. Therefore, strict law enforcement is needed if traditional markets are expected to survive. The zoning of shopping centers and traditional markets based on Semarang Municipality's development needs to be rearranged.

The policies in the effort of maintaining the existence of traditional markets are also

elaborated during the Plenary and Workshop on Live Bird Market/Traditional Market in Indonesia organized by the Trade Department of the Republic of Indonesia on July 3, 2007 [8]. Three policies and programs to develop traditional markets in Indonesia include traditional market empowerment program, traditional market revitalization, and policies on modern market rearrangement.

Another regulation is Law Number 7 Year 2014 concerning Trade, article 13 paragraphs (1), (2) and (3). This Law mandates that the Government in collaboration with Local Governments shall revitalize people's markets, manage them professionally, facilitate the access to procure quality goods at competitive prices, and facilitate the access to financing for traders in people's markets.

These regulations serve as the basis for the 2016-2021 regional development vision of Semarang Municipality, i.e. Semarang as a Great Trade and Services City towards Increasingly Prosperous Society (or Semarang Kota Perdagangan dan Jasa yang Hebat Menuju Masyarakat Semakin Sejahtera). Its real effort is the issuance of Regional Regulation (Perda) of Semarang Municipality Number 9 Year 2013 on Traditional Market Arrangement and in article 32 paragraphs (1) and (2) on Maintenance of Market Building and Other Market Facilities. In reference to this Perda, the revitalization of traditional markets is one of the activities performed by the government in their efforts in improving and enhancing the market facility building functions.

Reflecting on the experience of Sampangan, Bulu, Peterongan and Rasamala Markets which have been revitalized, some inputs can be given for consideration. First, prior to performing the market revitalization, it will

be better if the plan is communicated to both traders and buyers far before the execution. It is also recommended to involve both the traders and buyers in designing the market so that the market design can accommodate their needs. Since multi-story market buildings discourage potential buyers to shop in traditional markets and such discouraged potential buyers can eventually inflict losses to traders, it would be best to make the market a one-story building.

Second, the government needs to make a budget for market building maintenance costs. Generally, once the market building is constructed, it is not necessarily followed by the provision of a sufficient sum of a fund to maintain the market physical facilities. They also need to actively play their role in inviting both traders and buyers to participate in maintaining the market physical facilities. There should be an attempt of making them think that the market as the core of the wheel of the economy is theirs and thus they need to maintain it as well. This is to minimize any damage inflicted by both traders and buyers.

Third, the government ought to improve the quality of both market administrators and traders. The government shall provide a counseling forum on healthy and safe market management to the market administrators, implement SOP (Standard Operating Procedure) and MSS (Minimum Service Standard) as a tool to measure the market performance, organize trainings needed by traders to take their trading business forward, and empowering the function of market association.

Fourth, the government also needs to organize a promotional event for traditional markets. The organization of this promotional event should be done periodically. Another effort the government can make is to develop a

themed market based on the potentials owned by the areas where the traditional markets are located. Assigning a theme for a certain traditional market, such Randusari market as the flower market, Bulu market as the culinary market, in which these themes serve as the unique characteristics of the traditional markets, might attract customers to visit them.

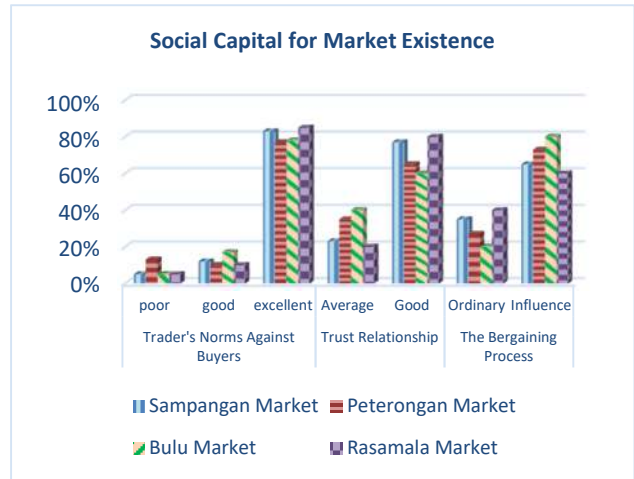
One of the strengths that traditional markets have that modern markets (supermarkets) do not is social capital. This social capital plays a significant role in maintaining the existence of traditional markets. It can even be said that social capital is a key variable in traditional market existence which is superior to other variables.

Social capital is one of the attempts made by traders in the traditional market to maintain its existence. The social capital which consists of norms, trusts, and bargaining existing in traditional markets is created by the tradition in how business is run within the traditional market which serves as the reference to acting for traders to sell their goods in the traditional market (Andriani, 2013; Febrianty, 2013; Maziyah, 2014).

Picture 5 indicates that nearly all markets are dominated by the good norms provided by sellers to buyers. This is because the sellers in these markets give good services to their buyers. They do not discriminate new customers from old ones. All buyers are treated equally to prevent any jealousy from occurring.

In terms of seller-buyer relationship, on average the four markets have a good one. What shows the familiarity and trust between sellers and buyers is the fact that sellers give some parcels when the religious holidays draw close. The *lebaran* parcel serves as an embodiment of

closeness between the sellers and buyers. Another reason for giving this parcel is to make the buyers loyal to sellers, drawing their relationship even closer and minimizing the chance for the customers to leave sellers.



Picture 5. Market Existence as seen from Social Capital

Source: Primary data, 2018 (processed data)

Still, in picture 5, it is shown that traders in Sampangan, Peterongan, Bulu and Rasamala Markets rate bargaining highly in a transaction process. This is indicated by a percentage greater than 50% of the informants think that bargaining influences the transaction process. This bargaining process can lower the prices of goods in the four markets than in other markets. This becomes one of the attractivenesses of traditional markets to keep the visitors loyal and remain shopping in traditional markets and preventing them from moving to modern markets (supermarkets) and eventually increases the traditional market survival rate. The bargaining process can influence the sales and purchase transaction since it is an initial way of opening communication and assessing potential buyers (Andriani, 2013).

However, it is important to note that the price bargained should be logical. It cannot be too high nor beyond the market price in general. If the price is set too high, while the ability of potential buyers to bargain the price is varied, it might discourage them from shopping in traditional markets. Thus, it is recommended to make this bargaining process as a means to open up a relationship, to build trust and to obtain price certainty.

Based on this reason, it is now clear that social capital is of importance to be a key factor in measuring the existence of traditional markets. Good norms performed by sellers is intended to manage the behavior in making sales and purchase transaction. From this, the trust between sellers and buyers will be naturally formed.

Trust is placed as an “asset,” preventing sellers from being an opportunist. A network is formed in traditional markets through a bargaining process between sellers and buyers. It is from this process that potential buyers obtain the price they desire based on an agreement between sellers and buyers. As satisfaction occurs for being able to acquire the goods at the desired price, the buyers will be loyal and keep on shopping in traditional markets.

CONCLUDING COMMENTS

The directions of existence between Peterongan, Bulu, Sampangan dan Rasamala Markets are different. Sampangan, Rasamala and Bulu Markets have a stagnant direction of existence. This means the existence of these markets is stable, with neither acceleration nor deceleration. Meanwhile, Bulu Market is inclined towards declining existence as can be seen from the decreasing amounts of retribution and traders' income upon revitalization.

The policies related to traditional market regulations have been in place, yet these regulations need to be actually implemented in the field as well. Dissemination on these policies and synergy between relevant parties are needed to allow the enforcement of these regulations as mandated by the established laws. In addition, human resources are also in need of improvement and this can be done by organizing pieces of training on healthy and safe market management.

From the many determinant variables of traditional market existence, the key variable to significantly determine the traditional market existence lies with social capital for the extremely important role it plays, overshadowing other variables in determining the traditional market existence and serving as the strength that modern markets lack.

This study only measures the perceptions of sellers and customers. Variables used to measure the existence of traditional markets are infrastructure, characteristics of consumers (market segments), commodities and market activities. Further research should include Government perceptions. It is necessary to add variables to the Government's efforts to accommodate the interests of sellers and consumers.

CONCLUSION

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