

Impact of Spatial Planning at Alun-Alun Gianyar

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ABSTRACT

Alun-Alun Kota Gianyar is a public space located at the center of Gianyar City. It is frequently utilized by the local community for sports, relaxation, and recreation. In 2020, the Gianyar Regency Government decided to renovate and redesign the square. The development of Alun-Alun Kota Gianyar has led to emerging business opportunities, as evidenced by the increasing number of shops and commercial activities around the area. This study aims to illustrate the role of Alun-Alun Kota Gianyar as a public space in stimulating economic growth, particularly through the increase of community income, the creation of new job opportunities, and the emergence of local businesses. The research adopts a qualitative descriptive method, with data obtained through direct observation and interviews with visitors and business actors around Alun-Alun Kota Gianyar. The objective is to examine the economic impact of the square, particularly for local entrepreneurs. The findings indicate that Alun-Alun Kota Gianyar has positively influenced the economic growth of local business actors. The data reveals a shift in business functions around the square before and after the renovation, along with a 14.9% increase in profits for stall and shop owners, and an 18.1% increase for street vendors (PKL), driven by the higher number of visitors attracted to the area.

Keywords: public space, business actors, economic growth.

INTRODUCTION

Urban public parks are spaces intentionally designed to accommodate a number of people engaging in various public activities. Public spaces typically possess several characteristics, such as strategic locations that are easily accessible to the general public, good physical and visual access, integration with the street or circulation network, and the availability of seating areas such as steps or park benches [2].

Bali is one of the provinces in Indonesia known for its numerous city parks, one of which is located in Gianyar Regency. Gianyar Regency has several urban parks, including Alun-Alun Kota Gianyar, which is situated in the city center. This park was planned by the Gianyar Regency Government with a recreational concept, aiming to serve as a place where the public can engage in leisure and entertainment activities. It also supports various social interactions such as walking, relaxing, gathering during special occasions, holding official ceremonies, and even commercial activities such as street vending.

The public's interest in visiting open public spaces, especially urban parks, is further supported by the availability of adequate facilities and supporting elements that cater to public activities—particularly after the renovation of Alun-Alun Kota Gianyar in 2020. The square now features new supporting elements such as a jogging track, open field, basketball and volleyball courts, playground, sitting areas, roofed plazas, toilets, vegetation, trash bins, and lighting.

The development of Alun-Alun Kota Gianyar has led to new business opportunities for the community, as evidenced by the growing number of shops around the public space. Economic activities have also emerged, such as parking services and street vending, particularly during religious ceremonies or special events held in the area. The establishment of this urban park is perceived as a valuable opportunity for local residents to conduct business. This study aims to describe the role of Alun-Alun Kota Gianyar as a public space that contributes to economic growth, particularly through increased community income, the expansion of employment opportunities, and the emergence of new business ventures in the surrounding area.

Utilization of Public Space

The utilization of public space refers to its function as a place that serves physical and mental needs, provides knowledge to its visitors, and acts as a node and medium for social communication to foster interaction among community groups [2]. Public spaces are often used by the community for relaxing, playing, walking, or reading. According to Undang – Undang Nomor 26 Tahun 2007, spatial utilization is the effort to realize spatial structure and spatial patterns according to spatial plans through the preparation and implementation of programs along with their funding. Thus, spatial utilization can be understood as the process or method of using space to meet certain needs. [14].

Human behavior or activities within public spaces are driven by the psychological need for engagement in activities and social interaction. Activities such as exercising, strolling, sitting, or gathering with friends and family are commonly observed. Four main components—actor, type of activity, location, and time—are always involved in such activities [6].

The utilization of public space is emphasized from functional aspects such as purpose, use, and activity schedules, as well as from aesthetic aspects including design form, dimensions, material use, construction safety, pedestrian accessibility, vehicle access, parking areas, and kiosks [5].

Users of Public Space

The success of a public space is determined by the users. A space is considered successful when it is frequently visited and its facilities are actively utilized. In this context, the space is primarily used by the society, which plays a central role in its utilization. Different characteristics and visit patterns, including user needs and motivations, are exhibited by visitors to public or tourist spaces. Therefore, the identification of users' interests and needs is made possible by understanding their characteristics.

Perceptions of public space quality are influenced by user characteristics [15]. A high-quality public environment is reflected in a space that accommodates a diverse range of users—men, women, children, adolescents, and adults. Two main types of user characteristics are categorized Socio-economic characteristics, including: [12]

- a. Gender
- b. Age
- c. Area of origin
- d. Education level
- e. Employment status
- f. Marital status
- g. Monthly income

Visit pattern characteristics, including:

- a. Purpose of visit
- b. Visit frequency
- c. Companions during the visit
- d. Duration of the visit
- e. Time of visit
- f. Expenditure during the visit

The quality of public open spaces can also be assessed through gender-based user distribution. A significantly lower percentage of female users may indicate problems within the space. Conversely, a higher percentage of female users may suggest that the public space is well-designed and safe, as women tend to be more selective in choosing public spaces.

User Behavior and Activities in Public Spaces

Behavior is defined as human activity that requires a physical setting [6]. Human activities are considered to be interconnected within a system of behaviors. A strong correlation between physical environmental characteristics and human behavior is emphasized, showing that different

environmental contexts produce different behavioral patterns, and that behavior is dynamic and shaped by its surroundings [11].

Public space activities are generally known to follow certain patterns [15]. Based on their nature, these activities can be categorized into two types:

- a. Spontaneous (manifest) activities: These are defined as habitual activities such as exercising, walking, sitting, waiting, playing, and vending, and are usually supported by specific infrastructure.
- b. Organized (latent) activities: These are described as unplanned or infrequent activities that emerge around primary activities, often occurring during specific events such as concerts or exhibitions.

Additional classifications of public space activities are noted, including: [3]

- a. Daily activities (e.g., walking through public areas)
- b. Daily recreational activities (e.g., resting during work hours)
- c. Recreational activities not done daily (e.g., tourism or play)
- d. Planned events (e.g., music concerts, New Year celebrations, social/environmental events)

Behavioral mapping is also highlighted as a method to illustrate how individuals use and behave in a space [7]

Economic Growth

Economic growth is a process of increasing per capita output over the long term, reflecting the expansion of production capacity within a region, typically measured by Gross Domestic Product (GDP) or Gross Regional Domestic Product (GRDP) [10]. This growth is dynamic and emphasizes continuous structural changes within the economy.

In contrast, economic development encompasses a broader scope. It not only focuses on output growth but also involves structural improvements, institutional reforms, and enhancements in the quality of life. The development process includes efforts to increase real per capita income in a sustainable manner, along with institutional and regulatory reforms across various sectors, including economic, legal, social, and political domains.

According to growth theories, three main factors influence economic growth: capital accumulation, population growth, and technological advancement [13]. The importance of efficient resource allocation and macroeconomic stability has been emphasized [1], while high labor productivity—driven by physical capital, human capital, and technological progress—has been argued to be essential for sustainable growth [8]. Therefore, the achievement of inclusive and sustainable economic development is considered to require synergy among society, government, and the private sector.

Economic growth and development are interrelated processes. Growth emphasizes the increase in economic output, while development focuses on broader structural and institutional transformation. Both require active participation from all sectors of society and are supported by fundamental factors such as investment, technology, and human capital. Without collective efforts and appropriate policy frameworks, economic growth alone will not lead to equitable and sustainable development.

Informal Economic Sector

The informal sector refers to economic activities not regulated or licensed by formal authorities. These include a variety of occupations and businesses such as transportation services (e.g., motorcycle taxis), manual labor (e.g., construction workers), domestic work, and street vending. The emergence of the informal sector has been attributed to unfair market competition and capitalist systems [4]. Although the sector was initially viewed as illegal and unsafe, its significant contribution to urban economies was later acknowledged. Formal recognition of this sector was initiated by the International Labour Organization (ILO) in the 1970s, with its prohibition being likened to “killing the goose that lays the golden eggs.”

Street Vendors in Urban Parks

Street vendors were initially considered as disruptive elements to urban parks—being perceived as sources of dirtiness, illegality, and crime. However, a paradigm shift in the U.S. during the 1960s was observed, in which street vendors began to be seen as contributors to public space vibrancy, increased visitation, and enhanced safety [9].

Marcus also emphasized that successful integration of street vendors often involves regulation regarding their location, cart/tent design, product types, and permit fees. He suggests that vendor designs should:

- a. Add color and vitality to the park
- b. Provide shelter and shade
- c. Offer contrast to the surrounding spatial scale
- d. Enhance visibility at entrances
- e. Keep the area active during off-peak hours

RESEARCH METHODS

This study employs a descriptive-qualitative research method. The descriptive approach is used to present and explain the conditions of Lapangan Astina Gianyar, which has since been renamed Alun-Alun Kota Gianyar, both before and after the area underwent reorganization—in the years 2019 and 2024, respectively. The qualitative approach is employed to gather data related to the income of business actors operating in the area during the years 2019 and 2024, and to analyze the causes of any increases or decreases in income in relation to the public space reorganization. The collected data is then compared to identify the influence of the reorganization of Alun-Alun Kota Gianyar on local economic growth, particularly for business actors conducting trade in the surrounding area.

The data sources used in this study consist of primary and secondary data, described as follows:

Primary Data

The primary data in this study includes:

- Data on activities and the use of Alun-Alun Kota Gianyar, obtained through interviews with visitors and direct field observations.
- Data on the development and utilization of the surrounding area, collected through direct observation.
- Data on the income of business actors operating around Alun-Alun Kota Gianyar, gathered through interviews.

Secondary Data

Secondary data is obtained from relevant sources such as journals, books, social media, and public opinion, all of which support the research. These secondary sources are filtered and selected to focus specifically on the case study related to community economic growth, especially among business actors operating in the Alun-Alun Kota Gianyar area.

RESULT AND DISCUSSION

Utilization Characteristics of Alun-Alun Kota Gianyar

General Overview of the Study Area

Alun-Alun Kota Gianyar, formerly known as Lapangan Astina Gianyar, is a prominent public square located in the heart of Gianyar Regency. Based on interviews with an official from the Department of Public Works and Spatial Planning (PUPR) of Gianyar, it was revealed that in 2020 the Gianyar Regency Government initiated a large-scale revitalization project of Lapangan Astina, including the pedestrian infrastructure within Gianyar City. The project was funded through the 2020 Regional Budget (APBD) of Gianyar, with an allocation exceeding IDR 22 billion. The construction was carried out by PT Tunas Jaya Sanur, with PT Dana Sularsa Cipta as the supervising consultant.

The renovation was deemed necessary as Lapangan Astina had become increasingly unfit and degraded, making it less conducive for public use, particularly for Gianyar residents. Previously, a limited-scale renovation had been undertaken on the western side of the field—specifically in front of Balai Budaya Gianyar—which included the addition of a small stage and replacement of road materials with paving blocks. However, this intervention was minor and localized in nature.

In contrast, the 2020 project involved a comprehensive, macro-scale redesign. Key upgrades included the installation of the Panca Pandawa statue on the northern side, the construction of a children's playground, basketball and volleyball courts, as well as additional facilities such as an outdoor gym, public restrooms, and a designated food court area. This reconfiguration was envisioned to establish a new public identity and “face” for Gianyar City. The revitalized area was officially renamed Alun-Alun Kota Gianyar and inaugurated by the Regent of Gianyar, Mr. Made Agus Mahayastra, on April 19, 2021.

Users of Alun-Alun Kota Gianyar

The primary users of *Alun-Alun Kota Gianyar* are residents of Gianyar Regency. Based on a sample of 50 respondents, 34 individuals (68%) were from Gianyar District, 14 individuals (28%) were from other districts within the regency, and 2 respondents (4%) were from outside the regency.

The majority of visitors engage in activities such as relaxing, socializing, strolling, exercising, and other recreational pursuits. The public space accommodates a wide range of age groups, from children to adults, indicating its inclusivity and multifunctional nature as a community gathering point.

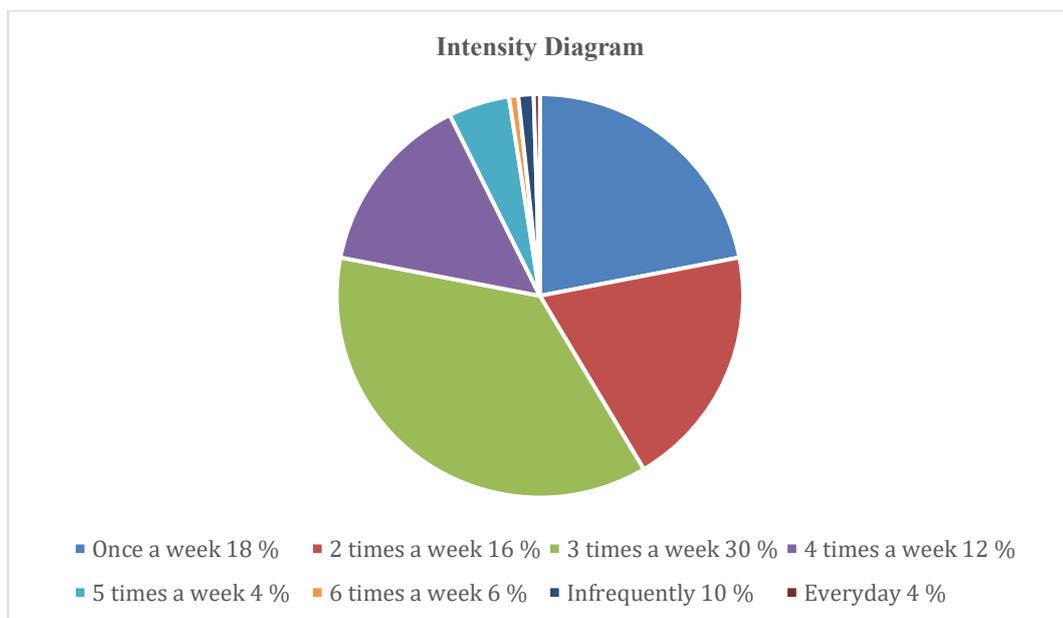


Figure 1. Frequency of public visits to Alun-Alun Kota Gianyar

Based on Figure 1 above, the frequency of community visits to Alun-Alun Gianyar varies significantly and is closely related to the individual activities and available time of each visitor. The highest visitation frequency is 1–3 times per week, typically occurring during the afternoon and on holidays. This pattern aligns with the intended purpose of revitalizing Alun-Alun Gianyar, which is to accommodate the daily and recreational activities of the public, particularly the residents of Gianyar Regency.

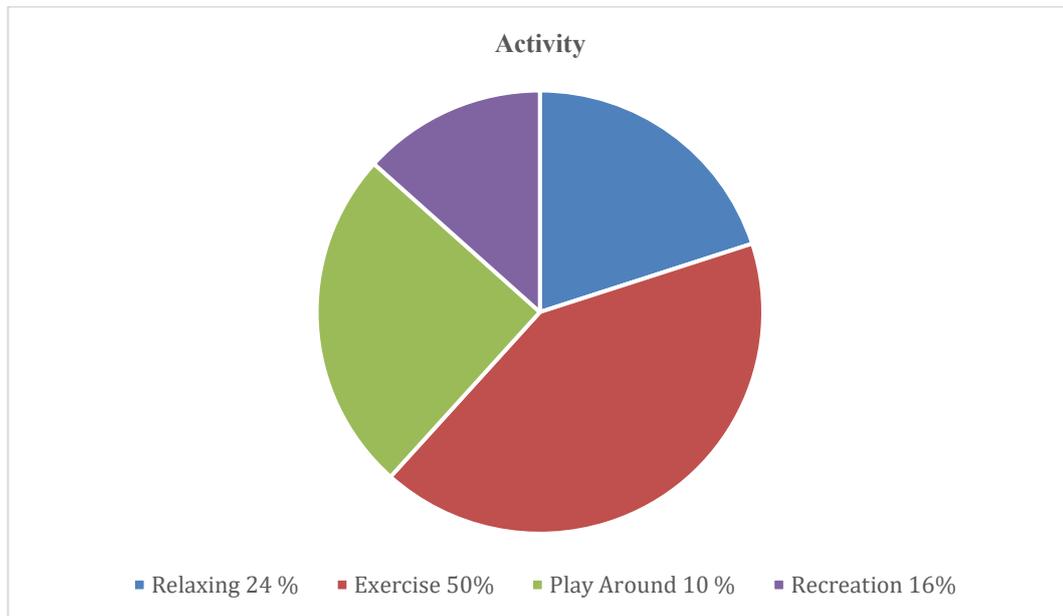


Figure 2. Public activity at Alun-Alun Kota Gianyar

Based on **Figure 2** above, the types of activities carried out by visitors to Alun-Alun Kota Gianyar are quite diverse. Among the respondents interviewed, 24% reported engaging in leisure activities, 10% in playing, and 16% in recreation. The most common activity, however, is sports or physical exercise, accounting for 50% of responses.

According to interviews with several respondents—including visitors and one site manager—there has been a significant increase in the number of visitors to Alun-Alun Kota Gianyar following the area’s reorganization in 2020. This increase is attributed to the renovation and addition of high-quality facilities that now enhance the overall user experience. This trend is further supported by a noticeable rise in parking fee revenues, which is expected to continue increasing, especially as the square becomes a venue for various future events.

Development of Land Use Around the Alun-Alun Gianyar Area

Based on the Spatial Plan (RTRW) of Gianyar District, the corridor surrounding Alun-Alun Kota Gianyar is designated as a Commercial and Service Zone. Between 2019 and 2024, there have been no major new developments along the western, eastern, or southern corridors of the area. However, several changes in land use functions and renovations have been observed, aimed at adapting the area to better align with its intended commercial and service-oriented functions.

Table 1. Changes in types of businesses around the alun-alun gianyar area

No	Bussinese Type	Quantity	
		2019	2024
1	Staple Foods and Culinary	8	12
2	Sports equipment	3	3
3	Clothes	3	2
4	Service	4	3
5	Others	7	4

Based on Table 1, there have been several changes in the types of businesses operating around *Alun-Alun Kota Gianyar*. The culinary and staple goods sectors experienced the most significant growth during the observed period, increasing from 8 kiosks to 12 kiosks. Businesses in the sports equipment sector remained constant at 3 kiosks. Conversely, clothing stores declined to 2 kiosks,

and service-based businesses such as workshops and notary offices decreased from 4 to 3 establishments. Other miscellaneous retail stores—including helmet shops, plastic goods, and automotive accessories—also declined to a total of 4 kiosks.

According to interviews with several local business owners, the decline in business numbers was primarily due to reduced consumer demand during the COVID-19 pandemic. Some business owners were forced to shut down or shift to different types of businesses. The increase in culinary and staple goods businesses is attributed to the revitalization of *Alun-Alun Kota Gianyar*. As visitor numbers grew following the renovation, entrepreneurs perceived food and grocery-related businesses as more profitable and appropriate for the area.

In addition to formal kiosks and shops around *Alun-Alun Kota Gianyar*, street vendors also operate and are regularly present in the area. Based on an interview with one respondent, Ms. Kadek, who is a street vendor, there were only 4 vendors before the renovation. However, following the surge in visitors due to the revitalization, the number of street vendors increased to 10, offering a variety of products such as food, beverages, and children's toys, as illustrated in Figure 3.



Figure 3. Road Corridor Condition in 2019 (left), and the Presence of Permanent Street Vendors in 2024 (right)

THE IMPACT OF ALUN-ALUN KOTA GIANYAR ON COMMUNITY ECONOMIC GROWTH

Community economic growth particularly among local business actors—is closely linked to their income levels. In this study, income data is categorized into two groups: licensed business operators (formal sector) and street vendors (informal sector) who are regularly active in the vicinity of *Alun-Alun Kota Gianyar*.

Income Analysis of Licensed Business Operators

This section analyzes the monthly income of five respondents who operate licensed businesses around the area, comparing income levels from the years 2019 and 2024 to assess the changes following the revitalization of *Alun-Alun Kota Gianyar*.

Table 2. Analysis of Business Operators' Income Around the Alun-Alun Kota Gianyar Area

Business Name	Business Type	Average Monthly Net Income (2019) (A)	Average Monthly Net Income (2024) (B)	Net Difference (2024) (B - A)	Profit Percentage ((B-A)/B × 100%)
Bharata Sport	Sports Equipment	IDR 4,500,000	IDR 5,600,000	IDR 1,100,000	19.6%
Warung Pitik Bali	Culinary	IDR 5,000,000	IDR 5,800,000	IDR 800,000	13.8%

Business Name	Business Type	Average Monthly Net Income (2019) (A)	Average Monthly Net Income (B)	Net Difference (2024) (B - A)	Profit Percentage ((B-A)/B × 100%)
Warung Desak	Culinary	IDR 3,000,000	IDR 3,500,000	IDR 500,000	14.2%
Warung Sarin Paon	Culinary	IDR 2,600,000	IDR 3,000,000	IDR 400,000	13.3%
Toko Sari Agung	Sari Groceries (Sembako)	IDR 4,500,000	IDR 5,200,000	IDR 700,000	13.4%
Average	—	—	—	—	14.9%

Based on Table 2, nearly all business operators experienced an increase in sales profit. Bharata Sport, which initially earned IDR 4,500,000 per month, saw a 19.6% increase in income, reaching IDR 5,600,000. According to an interview with one of the staff members, this profit growth is attributed to the increasing number of people engaging in sports activities at Alun-Alun Gianyar, which has boosted demand for sports equipment.

Similarly, businesses in the culinary sector—Warung Pitik Bali, Warung Desak, and Warung Sarin Paon—also benefited from the growing number of visitors to Alun-Alun Kota Gianyar. Warung Pitik Bali, which previously had an average monthly income of IDR 5,000,000, experienced a 13.8% increase, reaching IDR 5,800,000. Warung Desak’s monthly earnings rose from IDR 3,000,000 to IDR 3,500,000, an increase of 14.2%. Warung Sarin Paon, which formerly earned around IDR 2,600,000 per month, reported a 13.3% increase, reaching IDR 3,000,000. Additionally, Toko Sari Agung, which sells groceries, saw an increase from IDR 4,500,000 to IDR 5,200,000 per month, marking a 13.4% rise, largely due to the higher demand for snacks and cold beverages. The average increase in profit across these businesses was 14.9%, indicating a significant positive economic impact following the revitalization of Alun-Alun Kota Gianyar.

Income Analysis of Street Vendors

This section presents an analysis of the monthly income of five street vendor respondents who have been operating in the area for a minimum of three years. The objective is to compare the income levels in 2019 and 2024, in order to understand the economic impact of the revitalization of Alun-Alun Kota Gianyar on informal business operators.

Table 3. Analysis of Street Vendors Income Around the Alun-Alun Kota Gianyar Area

Vendor Name	Business Type	Average Monthly Net Income (A)	Average Monthly Net Income (B)	Net Difference (2024) (B - A)	Profit Percentage ((B-A)/B × 100%)
Bu Kadek Sutantri	Food and Beverages	IDR 2,000,000	IDR 2,400,000	IDR 400,000	16.6%
Bu Nyoman Sutarni	Food and Beverages	IDR 2,100,000	IDR 2,500,000	IDR 400,000	16.0%
Pak Safari	Food and Beverages	IDR 1,700,000	IDR 2,200,000	IDR 500,000	20.7%
Pak Yusuf	Toys	IDR 1,000,000	IDR 1,300,000	IDR 300,000	23.0%

Vendor Name	Business Type	Average Monthly Income (A)	Average Net Monthly Income (2019) (B)	Net Difference (2024) (B - A)	Profit Percentage ((B-A)/B × 100%)
Bu Ketut Sudarmini	Toys	IDR 1,200,000	IDR 1,400,000	IDR 200,000	14.2%
Average	—	—	—	—	18.1%

Based on Table 3, all street vendors (PKL) recorded a positive increase in income. Ms. Kadek Sulastri, who operates her food and beverage stall from morning to evening, experienced a 16.6% profit increase, with an average monthly income of IDR 2,400,000. Ms. Nyoman Sutarni, working during the same hours, gained a 16% increase, reaching an average monthly income of IDR 2,500,000. Mr. Safari, who sells only from morning until noon, saw a 20.7% increase, earning approximately IDR 2,200,000 monthly. Mr. Yusuf, a toy vendor operating from the afternoon until evening, reported the highest gain at 23%, with an average monthly income of IDR 1,300,000. Ms. Ketut Sudarmini, also a toy vendor working from afternoon to evening, experienced a 14.2% increase, averaging IDR 1,400,000 per month. According to interviews with all street vendor respondents, the revitalization of Alun-Alun Kota Gianyar significantly influenced their earnings due to a noticeable increase in visitors compared to the pre-renovation period. The peak visitor days are Friday, Saturday, and Sunday, coinciding with weekends. The average profit increase among street vendors was 18.1%.

From the data presented in Tables 2 and 3, it can be concluded that the revitalization of Alun-Alun Kota Gianyar has positively impacted the economic growth of the surrounding community, particularly among local business operators. The surge in visitor numbers following the redevelopment contributed to higher product sales and increased business profitability.

CONCLUSION

Based on the data and discussion presented, several significant changes occurred at Alun-Alun Gianyar following its renovation and reorganization. Officially inaugurated on April 19, 2021, by the Regent of Gianyar, the revitalized public square was envisioned as a new symbol of Gianyar City. The renovation introduced various new facilities, including the installation of the Panca Pandawa statue in the northern section, the development of a children's playground, basketball and volleyball courts, as well as the addition of an outdoor gym area, public toilets, and a food court. The spatial reorganization of Alun-Alun Gianyar has also impacted the surrounding environment. A shift in the types of businesses operating around the square was observed, as traders adapted to new market demands and pursued higher profit margins. Food and beverage vendors, as well as staple goods businesses, now dominate the commercial landscape near the public square. The increasing number of visitors has significantly influenced the income of both licensed business owners and informal street vendors. According to respondents surveyed, shop and kiosk owners experienced an average profit increase of 14.9%, while street vendors reported an average profit increase of 18.1%.

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