

## The existence of Badung market as a public space in community order in the city of Denpasar

Dewa Gede Ari Putra, Widiastuti Widiastuti, Ni Ketut Agusintadewi

Program Perencanaan dan Manajemen Pembangunan Desa dan Kota (PMDK), Program Magister Arsitektur, Universitas Udayana Bali, INDONESIA

E-mail: [dewaariputra09@gmail.com](mailto:dewaariputra09@gmail.com), [widiastuti@unud.ac.id](mailto:widiastuti@unud.ac.id), [nkadewi@unud.ac.id](mailto:nkadewi@unud.ac.id)

Received July 21, 2022 | Accepted September 06, 2022 | Published January 04, 2023

### ABSTRACT

The existence of traditional markets and modern markets, especially in Denpasar City, has become an inseparable part of urban life. Some opinions reveal that with the development of modern markets, traditional markets have become increasingly marginalized. Badung Market is a traditional market located in the center of Denpasar City, Jalan Gajah Mada. The existence of Badung Market as a public space is also known as an icon or identity for the City of Denpasar. Maintaining the social life in Badung Market which is created by the existence of traditions in business life in the Badung Market environment which is the basis for traders to act in selling daily at Badung Market. The purpose of this study is to determine the existence of the Badung Market in Denpasar City. This study uses a mix method that combines quantitative methods with qualitative methods using qualitative methods which are more dominant than quantitative methods. Through qualitative data collection it is processed into quantitative, from quantitative analysis then the findings are explained or interpreted. The research approach used is a case study or case study, this case study approach is used to understand the conditions of the existence of the Badung Market in a social setting in Denpasar City. The efforts of traders to maintain social capital consisting of norms, trust, and bargaining can strengthen loyal networks of market visitors to keep shopping in traditional markets so as to maintain the existence of traders and the existence of traditional markets. From the many determinants of the existence of traditional markets, it can be concluded that the key indicator determining the existence of traditional markets lies in social capital because of its large role.

**Keywords:** the existence of traditional; modern markets; shoppings; indicator; capital.

### INTRODUCTION

Denpasar City as a big city in Bali Province which is the economic center in Bali has two types of public spaces including, public spaces contained in buildings such as Badung Market, Kumbasari Market, Kreneng Market, Plaza Renon, Level 21, etc. located outside buildings such as Lumintang City Park, Puputan Badung Field, Tukad Badung, etc. These public spaces have become part of the lives of the Denpasar people for many years until now, even the traditional public spaces have become the history of the Denpasar community. Badung Market and Puputan Badung Square, for example, have been part of the history of Denpasar City since the royal era.

The market as a public space is a place for traders and buyers to conduct social interaction in bargaining for goods. The social interaction of bargaining for goods has certainly become a hereditary tradition from previous ancestors which was passed on to the community among traders and buyers to buy goods. The more rapid the development of the population, the greater the demand for the market, both in terms of quantity and quality. The development of modern markets has resulted in traditional markets being increasingly marginalized. Referring to AC Nielsen's (2004) research conducted in big cities, it shows that the rapid growth rate of modern markets is inversely proportional to the growth rate of traditional markets. The growth of the modern market was 31.4%, while the growth of the traditional market shrank by -8.1% (Research AC Nielsen SWA, December 2004 Edition in the Indonesian Ministry of Trade, 2008). The research also refers to one of them being in Denpasar City because of the rapid growth of the Modern Market.

Badung Market is a traditional market located in the center of Denpasar City, on Jalan Gajah Mada. The existence of Badung Market as a public space is also known as the icon or identity of Denpasar City. Badung Market was built in 1977 which is the backbone of the economic pulse of the people

in Denpasar City. In 2016 there was a fire in Badung Market which destroyed all the contents of the building. The rebuilding of the Badung Market began on July 29, 2017 as phase I, then continued with phase II which completed its work on December 21, 2017. The Badung Market consists of 6 floors including 2 floors for basements and 4 floors for kiosks and stalls which are distinguished by type his merchandise. The existence of Badung Market as a public space is expected to represent the need for a place for traders and buyers to support all their activities.

For the people of Denpasar, Badung Market is not just a place for buying and selling, but more than that the market is related to the conception of life and socio-culture. In the past, almost all people in Denpasar City shopped at traditional markets, especially in Badung Market to meet their daily needs. At that time, almost all buying and selling activities were still carried out in traditional markets in Denpasar City. At that time the price of goods had not soared so that the turnover and income of traders were still quite sufficient to make the lives of market traders, especially in Badung Market prosperous.

Maintaining social life in Badung Market which is created by the existence of tradition in business life in the Badung Market environment which is the basis of reference for traders to act in daily selling at Badung Market. As a social being, a trader and/or a buyer as a human being is in need of other people, and for that there is a tendency to be able to cooperate and interact with each other, including in terms of transactions. The lifestyle in traditional markets, especially in Badung Market, is very thick, such as a simple lifestyle and likes to socialize with other people. The relationship between fellow traders in Badung Market prioritizes tolerance, please help, chat, chat to foster good relations between traders, but do not want to harm themselves. The noise due to the bargaining process seems to be the "spirit" of social dynamics and that is what happened at Badung Market.

This study aims to describe the existence of Badung Market as a traditional market in an effort to increase social capital in the Denpasar City community. Badung Market was chosen because Badung Market is a public space as an icon or identity of Denpasar City, where Badung Market has become a trend outside Bali and in Bali. In addition, Denpasar City has the distribution of modern markets that have the potential to push traditional markets such as minimarkets, supermarkets and hypermarkets, for example Indomaret, Alfamart, level 21, Tiara Dewata, Lotte Mart etc. Thus, the existence of traditional markets can maintain the socio-cultural traditions of the community in the midst of the widespread distribution of modern markets in Denpasar City. Badung Market as a public space represents the need for a place for traders and buyers to support all their activities.

Social life in the city will affect the condition of the surrounding environment. City people will be more concerned about the environment if their lives intersect with social problems (Darwin D et.al, 2021; Astoeti DR, Dwijendra NKS, 2021; Sinabariba D et.al, 2021). How ever the environment is very influential on the behavior of urban residents. City dwellers will be more affected if they provide solutions to each other. This input is invaluable to the townspeople (Kusuma IGW et.al, 2021; Mahendra IGI, Putra IDGAD, 2022; Putra GEK et.al, 2022Vianthi NPYL, Putra IDGAD, 2022).

## RESEARCH METHODS

This study uses a mix method which combines quantitative methods with qualitative methods using qualitative methods which are more dominant than quantitative methods. The research approach used is a case study, this case study approach is used to understand the condition of the existence of the Badung Market in the community structure in Denpasar City. Data collection techniques were carried out by primary surveys and secondary surveys. The primary survey was carried out by field observations at Badung Market, interviews with relevant agencies, and distributing questionnaires to traders and market visitors. Secondary data collection techniques obtained data related to traditional markets that have been processed by certain parties. Due to the limitations of the researcher, a sampling technique was used. The questionnaire to market traders used a simple random sampling technique.

$$n = N / (1 + Ne^2)$$

**Description**

- n : Sample Size
- N : Population Size
- e : Percentage of inaccuracy due to sampling error that can be tolerated.e.g.5%

Based on Slovin's calculation with an inaccuracy rate of 10%, the number of respondents in Badung was 95 respondents from a total population of 1740 people. As for the questionnaire to market visitors using accidental sampling.

**RESULTS AND DISCUSSION**

Badung Market Overview Badung market is a traditional market located in the center of Denpasar City, namely on Jalan Gajah Mada. Access to Badung Market is relatively easy, this is because it is only 13 km from Ngurah Rai Airport or it only takes 25 minutes by motorbike. Badung Market is located next to the Kumbasari Art Market, which is in the Gajah Mada area.



**Figure 1.** Location of Pasar Badung Sumber. Retrieved from Google Maps, November 3, 2020

Badung Market consists of 6 floors including 2 floors for the basement and 4 floors for kiosks and lios which are distinguished according to the type of merchandise. In general, the Denpasar City government's policy in the form of building traditional market infrastructure can be in the form of revitalizing traditional markets.

Badung market has complete facilities and infrastructure, almost the same as modern markets. As with the use of electronic parking machines that are used to overcome the density of visitors at Badung Market. This can speed up parking payments and reduce the accumulation of vehicles in the entrance area. In the Badung Market parking area there are public toilets, so that visitors to Badung Market can easily access the toilets without having to enter the market building.



**Figure 2.** Electronic Parking and Source Toilet. Field Survey, October 3, 2020

Parking at Badung Market is divided into several parking locations, namely, parking around the Badung Market area and basement parking. Parking at Badung Market has been separated between car parking and motorcycle parking. So that visitors will find it easy to get parking when visiting Badung Market.



**Figure 3.** Source Parking Area. Field Survey, October 3, 2020

The stalls at Badung Market are grouped according to the merchandise they sell. The size of the kios in Badung Market is 2 x 3 m and the booth size is 1.5 x 2 m. based on data by the head of Badung Market, the total number of stalls and stalls is 1740. The following are the stalls on each floor:



**Figure 4.** Kios Floor 1 Source. Field Survey, October 3, 2020

On the 1st floor area, there are 276 general stalls and 183 meat stalls. mostly as a place to sell fish, meat, spices, rice. On the 2nd floor area there are 483 public stalls mostly selling vegetables, fruit, canang, eggs, and coconut leaves. On the 3rd floor area there are 254 public booths and 145 kiosks. most of them sell such as cakes, ceremonial tools, plastic bags, and household items. On the 3rd floor there is also a market office. On the 4th floor there are 254 public booths and 145 kiosks. mostly selling clothing, ceremonial equipment.

Meanwhile, for the supporting components of Badung Market facilities and infrastructure, which consist of telecommunication networks, advertising space, warehouses, service posts for recalibration of Scales and Equipment (UTTP), roads and/or emergency doors, vertical transportation equipment (stairs, escalators, elevators). Loading dock, is also available. For several other supporting components, such as integrated service posts, service posts, their functions and roles are integrated with market security and security facilities, namely the security post at Badung Market. Other supporting components such as green open spaces in the market area, rest areas and children's play areas are also available at Badung Market.



**Figure 5.** Vertical Transport of Sources. Field Survey, 3 October 2020

### Badung market existence analysis

In this analysis, output will be obtained about the condition of the existence of the Badung Market, whether it is in a state of stagnation, experiencing a decline, or increasing. According to Adinugroho in (Adriani and Ali, 2013) the indicator of the continuity of the existence of traditional markets is indicated by the interests or preferences of consumers in shopping. Consumer preferences are influenced by a person's perception of a thing. In addition, factors such as situations, needs, desires, and also a person's willingness to preferences are caused by the background and goals of a person in doing or deciding something.

The analysis of the existence of Badung Market is viewed from three indicators, namely: the characteristics of traditional markets, traders' perceptions, and visitors' perceptions of the existence of traditional markets. The indicators of each of these components include: (a) Characteristics of traditional markets where the characteristics of traditional markets are reviewed from several studies, namely market infrastructure and characteristics of consumers and traders (market segment). The market infrastructure consists of the physical condition of the market and the completeness and quality of market supporting infrastructure. From the characteristics of consumers (market segment) consisting of places to sell, types of goods sold, means of transportation, and the frequency of activities of traders and buyers. (b) The preferences of consumers and traders towards the existence of traditional markets with suggestions and inputs from consumers and traders to maintain the existence of traditional markets. From the indicators that have been determined above, the study findings are as follows: (a) The characteristics of the Badung Market in terms of infrastructure indicate that the majority of visitors are 80% or 76 of the 95 total respondents assess the infrastructure is in good condition. Meanwhile, the characteristics of Badung Market in terms of the location where visitors live, show that some of the visitors, namely 58% or 55 respondents, come from Denpasar City. Based on the questionnaire data for the Badung Market segment in terms of the types of goods sold, it shows that the system for the types of goods sold is distinguished by floor level, making it easier for visitors to find the type of goods to be searched. When viewed from the livelihoods of visitors, most of whom are private traders with a percentage of 76% or 72 respondents, followed by a livelihood as housewives of 14% or 23 respondents (b) Meanwhile, most of the visitors to Pasar Badung have a frequency of visiting every year. day and use a private vehicle to reach it. The characteristics of the market are seen from the commodity goods and their activities, most visitors think that the variety of goods in the market is more complete than the modern market and the quality of the goods is as good as the quality of goods in the modern market.

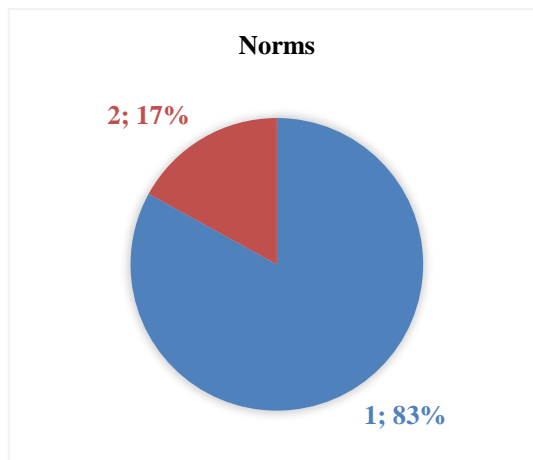
From the overall description of the indicators determining the existence of the Badung Market which has been explained in this analysis, it is concluded that the Badung Market still exists, this is because the Badung Market has undergone repairs after the fire and is supported by the same facilities and infrastructure as in the modern market, then supported by components Supporters such as the existence of Tukad Badung which is an attraction for visitors and until now still physically survive and have sustainable activities as a place for buying and selling transactions and meeting of traders

and sellers. Badung Market has an increasing direction of existence from the previous condition, this is because Badung Market has undergone repairs and is supported by modern facilities and infrastructure and supporting components.

**Social Capital Analysis as a Trader's Effort to Maintain Badung Market Extension**

It must be admitted that some people who become buyers in traditional markets have a very strong emotional relationship with traditional market traders. Social capital is one of the efforts made by market traders to maintain their existence. The lifestyle in traditional markets is very thick like a simple lifestyle and likes to socialize with other people. The relationship between fellow traditional market traders prioritizes a sense of tolerance, helping, conversing, chatting to foster good relations between traders, but do not want to harm themselves (Djau, 2009). The relationship between sellers and buyers in modern shopping centers is not impersonal, namely social interactions as if ignored here. Visitors tend to want to get goods and then leave (Lilananda, in Yuniman & Wahjudy, 2006). Social capital in traditional markets is created by the existence of tradition in business life in a traditional market environment which is the basis for acting as a reference for traders in selling daily in traditional markets.

Based on the analysis of social capital, it is known that traders and visitors at Badung Market have good social capital. It is shown from the questionnaire results of traders and visitors in the two traditional markets which stated that almost all of them still maintain social capital which consists of norms, trust, and bargaining. For more details, it can be seen in the following description: (a) The results of the traders' questionnaire at Badung Market indicate that market traders have a good normative relationship with their customers, namely 79 respondents or 83% of the total 95 respondents, while the remaining 16 respondents or 17% choose to have a fairly good norm relationship. To be clear about the norms of traders towards buyers at Badung Market.



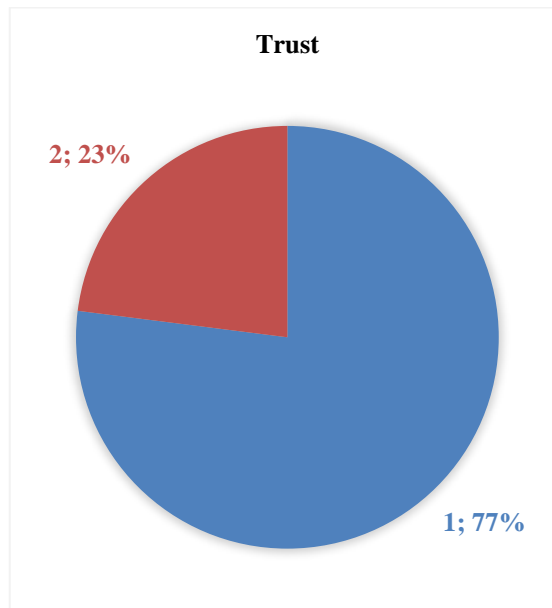
Description	
	Have Good Norms
	Having Good Enough Norms

**Figure 6.** Graph of Merchant Norms Against Buyers of Badung Market Source. Personal Analysis, 2020

Figure 6 above shows that most Badung Market traders have good norms towards their buyers. Traders are required to have good norms to regulate the behavior of traders in buying and selling transactions. (b) Social capital in traditional markets is created by the existence of tradition in business life in the traditional market environment which is the basis for acting by traders in selling daily in traditional markets. With that, the empowerment of the role of social capital in the traditional

market environment is also carried out by developing businesses that maintain the values and norms of honesty, mutual trust, cooperation between traders and consumers in traditional markets so that superior economic performance will be built in the traditional market environment. As important as trust is, Glasser et. al (in Laksono S 2009:121) states that trust is the basic capital and can strengthen the cohesion of social capital. Trust also includes the social capital of traders as an effort to maintain and improve their existence.

The results of the traders' questionnaire at Badung Market indicate that market traders have good trust with their customers, as many as 72 respondents or 77% of the total 95 respondents, while the remaining 23 respondents or 23% choose to have fairly good or ordinary trust.



Description	
	Have Good Trust
	Have Good Enough Trust

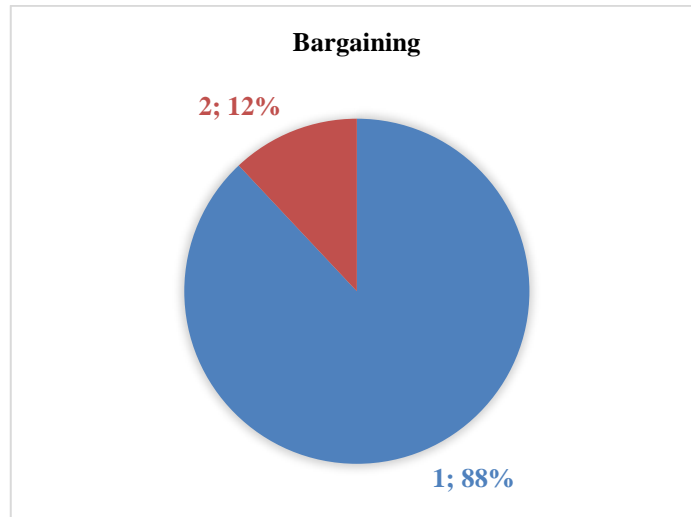
**Figure 7.** Graph of the Relationship of Trader's Trust to Buyers of Badung Market Source. Personal Analysis, 2020

Badung Market traders based on the questionnaire, it was found that almost all of them have a good trust relationship. Of course, it is not only traders who are required to have a sense of trust in their buyers, but to be able to bring benefits from both parties, buyers are also required to have trust with traders. This will create a sense of mutual trust between the two parties. It is hoped that the social capital of trust can bring benefits to both parties and it is hoped that these buyers can continue to choose where to shop at traditional markets to maintain and maintain the existence of Badung Market.



Starting from a good norm from merchants to buyers, from a good norm it will bring trust between two parties, if that trust can be mutually maintained it will bring a network. Networks that occur in traditional market transactions cannot be separated from bargaining between traders and buyers. From the bargaining process, it will open more intense communication between the two parties to

start buying and selling transactions. One of the advantages of traditional markets is the lack of price certainty.

The price of the goods is obtained by mutual agreement after going through the bargaining process. Based on the questionnaire data in the Badung Market, 84 respondents or 88% of the total 95 stated that the bargaining process affects buying and selling transactions, while the results of the questionnaire show that the bargaining process has an ordinary influence on buying and selling transactions between traders and buyers, namely as many as 11 respondents from a total of 95 respondents or 12%.



---

Description	
	Affect Transactions
	Does Not Affect Transactions

---

**Figure 8.** Graph of the Bargaining Process in the Sale and Purchase Transaction of Source. Personal Analysis, 2020

Figure 8 shows that the Badung Market traders consider that the bargaining process is very important for them. Apart from the fact that the goods are complete and supported by a bargaining process, the prices of goods in Badung Market are getting cheaper than other markets. This is one of the attractions of Badung Market so that visitors continue to shop at the market and are reluctant to switch to modern markets so that they can encourage the existence of Badung Market.

### CONCLUSION

Based on the results of the discussion above, it can be concluded that the Badung Market still exists, but there are differences in the direction of the existence of the traditional market. Efforts on the part of traders to maintain social capital consisting of norms, beliefs, and bargaining that can strengthen a loyal network of market visitors to continue shopping at traditional markets so as to maintain the existence of traders and the existence of traditional markets. From the many indicators that determine the existence of traditional markets, it can be concluded that the key indicator as a determinant of the existence of traditional markets lies in social capital because of its large role.

### REFERENCES

Adriani dan Ali. 2013. *Kajian Eksistensi Pasar Tradisional Kota Surakarta. Jurnal Teknik PWK* Volume 2 Nomor 2 2013. Undip.



Bambang Djau, ST, 2009. *Seminar Nasional Menuju Penataan Ruang Perkotaan Yang Berkelanjutan, Berdayasaing, dan Berotonomi. Seminar Nasional Perencanaan Wilayah dan Kota ITS*, ISBN No. 978-979-98808-26.

D Darwin, G Prajati, Y Adicita, IWK Suryawan, A Sarwono. 2021. EVALUATION OF WASTEWATER TREATMENT IN NUSA DUA TOURISM AREA AND THEIR CHALLENGES TO ALGAE BLOOM. ASTONJADRO 10 (2), 346-351.

DR Astoeti, NKA Dwijendra, 2021. GREEN SUPPLY CHAIN PERFORMANCE BASED ON GREEN BUILDING ASSESSMENT (Case Study of Sukawati Art Market Construction Stage, Gianyar Regency). ASTONJADRO 11 (1), 94-107.

D Sinabariba, S Lubis, G Giatwin, 2021. SPORTS ARENA AND ENTERTAINMENT DESIGN. ASTONJADRO 10 (2), 352-372.

Fukuyama, Francis. 1996. *Trust: The Sosial Virtues and the Creation of Prosperity*. London. Penguin Books.

IGW Kusuma, NKA Dwijendra, NM Yudiantini. 2021. DEVELOPMENT STRATEGY PORT OF BIAS MUNJUL IN TOURISM RECOVERY AT THE POST COVID-19. ASTONJADRO 11 (1), 108-117.

IGI Mahendra, IDGAD Putra, 2022. TOURISM-BASED URBAN AGRICULTURAL INTEGRATED FOOD MARKET (CASE STUDY: SINDU MARKET, SANUR, BALI). ASTONJADRO 11 (1), 219-232.

GEK Putra, W Widiastuti, NK Agusintadewi, 2022. Quality of Public Space Safety at Kumbasari Tukad Badung Park, Denpasar. ASTONJADRO 11 (3), 692-697.

Laksono S, 2009. *Runtuhnya Modal Sosial, Pasar Tradisional*. Penerbit Citra Malang.

Lawang, Robert, 2005. *Kapital Sosial dalam Perspektif Sosiologik*. FISIP UI Press. Universitas Indonesia.

Mulyandari, Hestin. 2011. *Pengantar Arsitektur Kota*. Yogyakarta: Andi.

NPYL Vianthi, IDGAD Putra. 2022. EVALUATION OF ARCHITECTURAL COMPONENTS IN BAYUNG GEDE VILLAGE SETTLEMENT, BALI AS A TOURISM OF SPECIAL INTEREST. ASTONJADRO 11 (1), 174-197.

Stephen Carr, et all. 1992. *Public Space*. Cambridge : Cambridge University Press.

Yuniman dan Wahyudi. 2006. *Analisa Perkembangan Pasar Tradisional (Studi Komparatif Terhadap Penggunaan Ruang Komersial di Pasar Atum, Pasar Turi dan Pasar wonokromo)*. Skripsi Jurusan Manajemen Universitas Kristen Petra Surabaya.