

PAJAK SORE: RE-DESIGN OF PADANG BULAN TRADITIONAL MARKET WITH THE URBAN ACUPUNCTURE CONCEPT

Baga Rezky Albert Manik¹, Sri Gunana Sembiring²

¹Department of Architecture, Faculty of Engineering, Universitas Sumatera Utara, Medan, 20155, Indonesia

Email: bagamanik00@gmail.com

Abstract (English)

Traditional markets are an important part of urban life in Indonesia. Traditional markets are still often found in Indonesia, especially in residential areas. However, rapid urbanization and the development of modern markets have placed traditional markets under significant pressure. This research aims to explore how the concept of urban acupuncture can be applied as a revitalization step to strengthen the role of traditional markets in the balance of urban ecosystems. Padang Bulan Market, a traditional market in Padang Bulan Village, Medan, faces challenges in maintaining its relevance amidst the city's rapid development. The market faces various challenges, including aging infrastructure and a lack of visitor attractions. Based on existing findings, a redesign plan was developed, taking into account the principles of urban acupuncture. Urban acupuncture is an urban design approach that aims to heal urban disorders through intervention at specific disturbed points. These plans include infrastructure updates, facility improvements, and more functional space arrangements. In addition, the plan also proposes the integration of cultural and community elements that enrich the visitor experience. In facing the challenges of urbanization, this approach emphasizes the important role of traditional markets in promoting economic and social sustainability in a growing urban context.

Article History

Submitted: 16 November 2024

Accepted: 19 November 2024

Published: 26 November 2024

Key Words

Traditional Markets, Urbanization, Urban Acupuncture, Urban

1. Introduction

Traditional markets have become an inseparable part of urban life in Indonesia. Apart from being a place to fulfill daily needs, traditional markets are also vital centers of social and economic activities for local communities. Urbanization has had a significant impact on traditional markets in various cities. With rapidly developing modern urban centers, traditional markets often face challenges in maintaining their relevance. The increasingly high level of competition in big cities also affects the attractiveness of traditional markets and makes it difficult for traders to survive. Some traditional markets have even experienced changes in function or lost their identity due to changes in the dynamic urban environment.

In the midst of rapidly changing urban environments, it is important for traditional markets to remain relevant and competitive. Medan City has the largest number of markets in North Sumatra. There are 53 markets spread across all sub-districts in Medan City. Around 43% of existing markets have been operating for more than 30 years, and 88.35% are well managed. In Medan Baru sub-district, there are three markets, two of which are traditional markets. The three of them serve 41,149 people in the sub-district (Badan Pusat Statistik).

Medan's Padang Bulan Traditional Market is an example of a traditional market that faces similar challenges. This market has the potential to be an important economic and social asset for the city of Medan, but its condition is increasingly worrying. The Padang Bulan traditional market is experiencing a number of problems, such as a decrease in visits, inadequate infrastructure, and degradation. The market's strategic location is also not being utilized properly.



Figure 1. Condition of Padang Bulan Traditional Market

In this context, the concept of urban acupuncture emerges as an interesting approach to solving the problem of revitalizing traditional markets. Urban Acupuncture is a concept that emphasizes that improvements at certain points in the city by supporting the idea of public space intervention can have an overall positive impact on the city. To increase its efficiency and attractiveness, Padang Bulan Market requires physical renewal and restructuring. This involves updating physical infrastructure, improving supporting facilities, and developing the environment around the market. By integrating the market with the surrounding environment through the development of public space, it is hoped that the social benefits of the market can be expanded and public interest in the market can increase. In this renewal process, it is important to pay attention to market characteristics, maintain its identity, and meet the needs of traders and visitors.

2. Literature Review

2.1 Market Definition

A market is a place where goods or services are exchanged between sellers and buyers. Economically, a market is defined as a meeting arena between sellers who offer goods or services and buyers who want them at a certain price. Markets can vary in form, ranging from conventional physical markets to digital markets operating through e-commerce platforms. The market scale can also vary, from local to international markets, depending on the type of product or service offered.

2.2 Traditional Market

In Presidential Regulation of the Republic of Indonesia Number 112 of 2007, traditional markets are defined as markets that are established and run by various parties, including the government, regional government, private sector, BUMN, and BUMD, and can involve collaboration with other private parties. Traditional markets facilitate direct buying and selling transactions, often through a bargaining process. Traditional markets have distinctive characteristics, which include:

- a. Traditional markets are generally owned, built, or managed by local governments as part of local market infrastructure.
- b. The bargaining system is a strong culture in traditional markets, enabling the establishment of close social relationships between traders and buyers.
- c. Each trader offers different merchandise in the same location, grouped according to the type of merchandise, such as meat, fish, fruit, vegetables, and spices.
- d. The majority of commodities offered in traditional markets are local produce, showing

a preference for local products. However, some goods may originate from nearby areas without reaching significant import levels until they leave distant areas.

2.3 Urban Acupuncture

Urban acupuncture is a concept that aims to renew cities using relevant policies. This approach emphasizes that improvements at specific points within a city can have an overall positive impact on the city. This concept can play a role in restoring and revitalizing disturbed spots by revitalizing the area and its surroundings (Lerner, 2014). Marshall (mentioned by Palermo and Ponzini, 2014) describes urban acupuncture as a strategic intervention in urban development based on the design of public space. According to Cutieru (2020), Urban Acupuncture is a design tactic that promotes urban regeneration at the local level, by supporting the idea that public space interventions do not need to be large and expensive to have a transformative impact.

In the concept of “operations” on the city shell, designers must consider whether additions, deletions, or modifications are necessary, as well as how to restructure it more effectively. The projects carried out by Solà-Morales, mainly focus on points where energy in cities is minimal (Hoogduyn, 2014). Morales stated that selecting sensitive points is an initial method in urban maintenance strategies (De Sola Morales, 2008).

Casagrande described cities as complex “energy organisms,” where energy flows influence citizen behavior and city development. Casagrande created measures to control the energy flow points that affect the city, with the aim of achieving sustainable urban development. The concept introduced by Casagrande refers to the post-industrial city (Hoogduyn, 2014).

The principles of Urban Acupuncture include:

- a. Identification of Sensitive Points: The process begins by identifying sensitive points in the city to create public spaces that facilitate social activities and community interactions.
- b. Small-Scale Interventions: Urban Acupuncture emphasizes interventions carried out in designated locations.
- c. Quick Action: This approach takes into account all interrelated factors in the urban environment, taking into account social, economic, cultural, and environmental aspects.
- d. Scenario Development: Urban Acupuncture involves developing scenarios regarding solutions that can be implemented to improve urban conditions.
- e. Public Education: With better understanding, communities can be more involved in efforts to improve their environment.
- f. Citizen Participation: Urban Acupuncture encourages active citizen participation in decision-making processes related to urban development.

3. Method

This research applies qualitative analysis methods. This approach presents a comprehensive presentation of the design of a traditional market redesign project through the concept of urban acupuncture. The data used is derived from direct observations and subsequently analyzed based on interpretations and case studies that have previously existed in various locations.

4. Result and Discussion

4.1 Site Location

Padang Bulan Traditional Market is registered under the official name Pasar Padang Bulan (Direktori Pasar Indonesia, 2020). This market is located on Jl. Jamin Ginting, Padang Bulan Village, Medan Baru District, Medan City. Administratively, Padang Bulan Village borders several regions, namely: in the north, it borders Merdeka Village; in the south, it borders Medan Selayang District; in the east, it borders Medan Polonia District; and in the west, it borders Titi Rantai Village.



Figure 2. Site Analysis of Padang Bulan Market
(Source: Author, 2023)

Padang Bulan Traditional market's strategic position means it can be easily accessed by people from all over the city of Medan. The existence of markets in the middle of settlements also strengthens the vitality of markets to meet community needs. The boundaries around the locations at the Pasar Sore Padang Bulan are:

- North: YBBI's orphanage
- East: Babura River
- South: Po. BTN Station
- West: Jamin Ginting Road

4.2 Site Analysis

4.2.1 Sun Analysis

Padang Bulan Medan Market Land is on the right side of Jl. Jamin Ginting, so that the land faces west. Buildings on the west side cannot block sunlight. However, natural light easily enters the site. So, openings on the north and south sides can be optimized. Then, lots of vegetation needs to be placed on the east side.

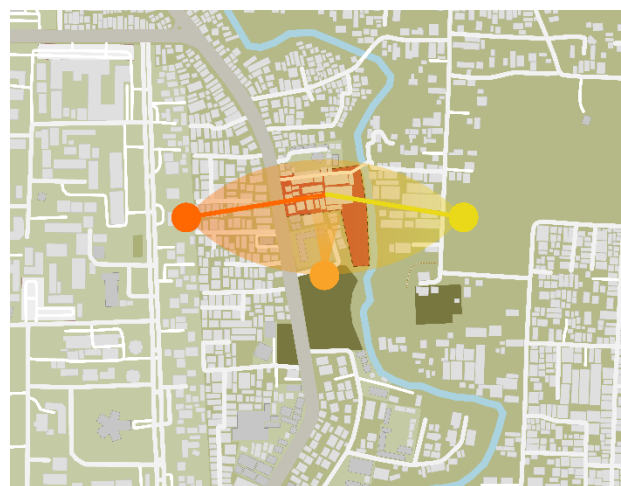


Figure 3. Sun Analysis of Padang Bulan Market
(Source: Author, 2023)

4.2.2 Crowd Noise Analysis

Padang Bulan Market is the center of activity for the surrounding community. Around the site, the average noise level is high because there is a lot of activity from residents and vehicles on the road. Something that needs to be considered is paying attention to the distance between the building boundary and the surrounding area. Apart from that, place the mass of the building on the side of the land where there is minimal activity.

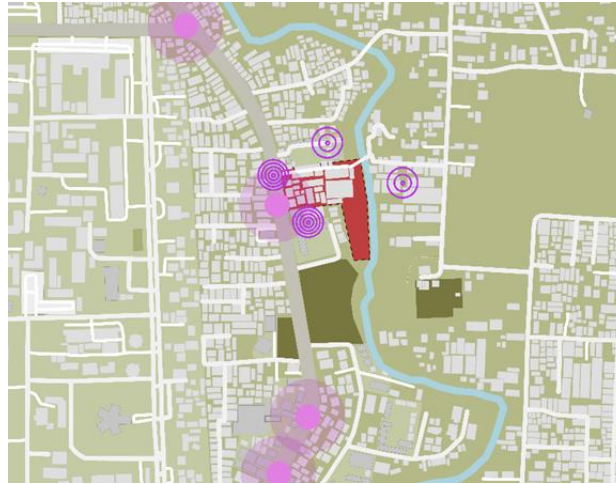


Figure 4. Crowd & Noise Analysis of Padang Bulan Market
(Source: Author, 2023)

4.2.3 Circulation Analysis

Jl. Jamin Ginting is the main circulation route at the Padang Bulan Market in Medan. Jalan Jamin Ginting is 2-way with 3 vehicle lanes each. Then, there is a pedestrian bridge inside the market that connects to the residential area across the Babura River. The pedestrian bridge can be optimized as a link between the two areas.



Figure 5. Analysis of Padang Bulan Market's Circulation
(Source: Author, 2023)

4.2.4 View Analysis

The position of Padang Bulan market is in the middle of a residential area. So, the land cannot be seen clearly because it is surrounded by residential buildings. To handle this, the view can be optimized towards the east side as the main viewing point of the building. Apart from that, the entrance can be arranged so that the view towards the location is neater.



Figure 6. Analysis of Padang Bulan Market’s Outlook
(Source: Author, 2023)

4.3 Area Program Analysis

From the space program, spaces are described based on the user and the nature of the space. The following are the rooms in the market building.

Table 1 Table of Users and Space Properties.

Space Zoning	Spatial	Users	Characteristic
Dry Market Zone	Kiosk	Trader, Buyer	Public
Wet Market Zone	Los	Trader, Buyer	Public
Culinary Zone	Foodcourt	Trader, Buyer	Public
	Kitchen	Trader	Semi Public
Administrative Zone	Work Room	Staff	Private
	Meeting Room	Staff	Private
Public Facilities Zone	Service Room	Staff, Buyer, Trader	Semi Public
	Workshop Room	Staff, Trader	Semi Public
Public Facilities Zone	ATM Center	Buyer, Trader, Staff	Public
	Men’s & Woman’s Toilet	Buyer, Trader, Staff	Service
	Lactation Room	Buyer, Trader, Staff	Service
	IPAL Room	Staff	Service
	Guardhouse	Staff	Private
	Storage	Staff, Trader	Service
	Generator Room	Staff	Service
	Main Panel Room	Staff	Service
	Water Tank Room	Staff	Service
	Parking Zone	Parking Area	Buyer, Trader, Staff
Loading Dock		Trader, Staff	Service

(Source: Author, 2023)

Zoning can be grouped into:

- A public zone, a zone that can be accessed directly by users, managers, and services.
- Semi-public zone, a zone that can be accessed by outdoor space, but still has restrictions on visitors.
- Private zone, a special zone that can be used by staff
- Service zone, a zone that is usually used for service activities.

Relationships between market spaces are divided into spaces that have free relationships, adjacent relationships, and very close relationships. A free relationship means that space can be connected to other spaces. The relationship between adjacent spaces shows the closeness of space within the market. Meanwhile, the relationship between rooms that are very close together shows that both rooms are needed to carry out their function. The relationship between spaces in the Padang Bulan Market is shown in the following diagram.

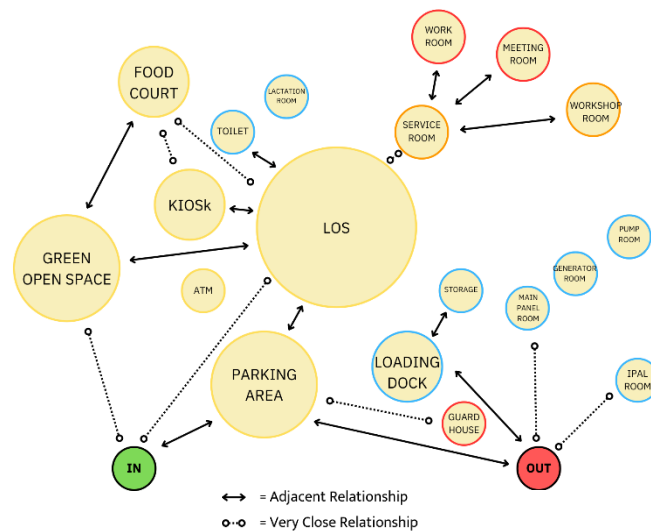


Figure 7. Space Bubble Diagram
(Source: Author, 2023)

4.4 Site Plan

Integration with the surrounding environment creates opportunities to develop broader social infrastructure. The development of new functions in the area around the market can become a new attraction for the community. By adding public facilities and functions, land becomes a more holistic activity center, fulfills the need for green open space, and improves the quality of life of the community.

The site design uses the following concept:

- Community Activity Space. The market's location in a commercial and residential area allows community activities to occur around the location.
- Connecting two areas. The site is located between two community settlements, namely Kel. Padang Bulan and kel. Polonia, which means people often use the market to get to the opposite area.
- River Bank Optimization. Its location on the river bank adds to its development potential. River bank areas can be used to add positive value to the area.

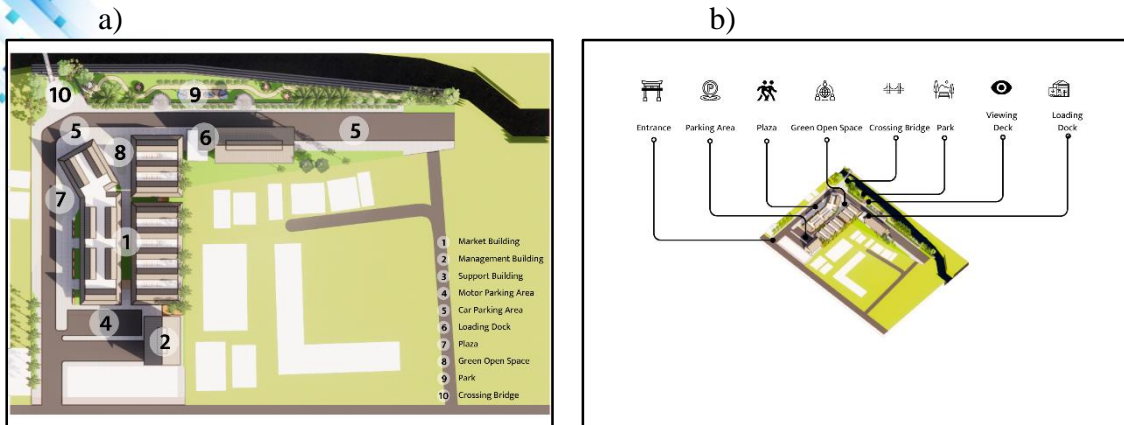


Figure 8. (a) Site Plan Design; (b) Site Plan Feature
(Source: Author, 2023)

4.5 Buildings

Various facilities have been added to the area to increase the attractiveness of Padang Bulan Market so that people's interest in shopping at traditional markets returns. These facilities provide comfort and a new atmosphere for the Pajak Sore, which was previously rundown and not well utilized considering the potential it has.

The market building is divided into three zones, namely as dry market zone, semi market zone, and wet market zone. Dry areas are used for household needs, clothing, services, etc. Then, semi areas are used for fruits, vegetables and spices. Meanwhile, wet areas are used for meat, fish and other sea products. The stall building form is used in dry markets, while the open stall building form is used in dry areas and wet areas.

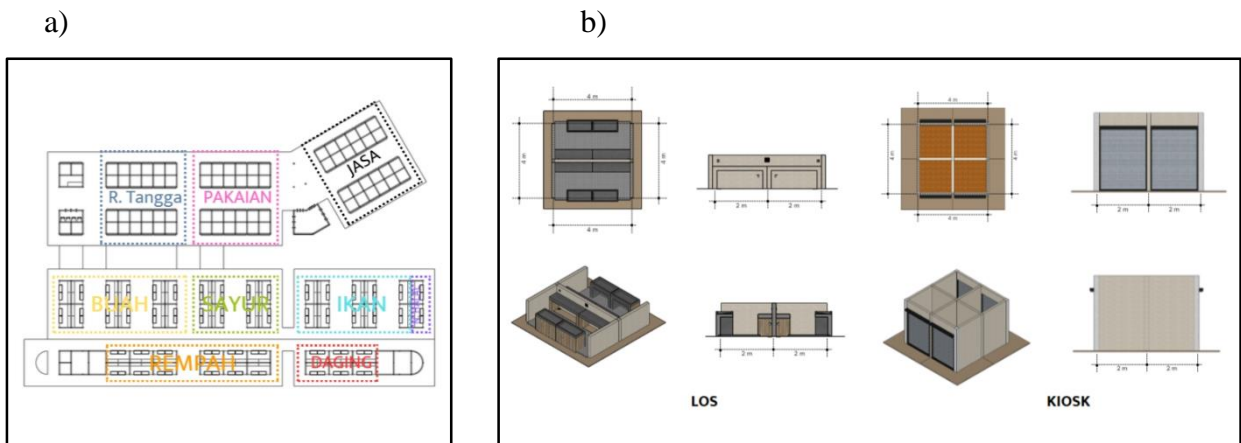


Figure 9. (a) Market Floor Plan; (b) Market Feature
(Source: Author, 2023)

On the other hand, supporting buildings are also designed to support market facilities. Management buildings function as working areas for staff. In this Building, Staff manage the market in the work area and carry out service activities in the service area. Supporting buildings function as supporting market facilities. The building is divided into two areas such as support area & café. The division of space zoning is carried out vertically so as to provide boundaries between the zones.

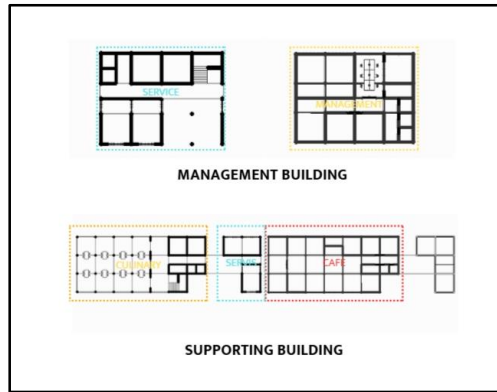


Figure 10. Support Buildings Floor Plan
(Source: Author, 2023)

4.6 Structure

Because it is located on the riverside, the market location requires a soil retaining structure. Placing a retaining wall on the river side will increase safety and efficient use of the site. According to PUPR Ministerial Regulation No. 28 of 2015, retaining walls also help reduce the width of the river border so that the land can be utilized optimally.

The market building and supporting buildings use reinforced concrete structures with footplate foundations. The roof uses a pyramid-shaped wooden roof frame combined with concrete roofing. The building uses a simple material structure to maintain a natural and traditional impression. The building uses a concrete structure in combination with the roof. The combination of concrete tiles and wooden roof frames provides a traditional visual, but still follows urban developments.

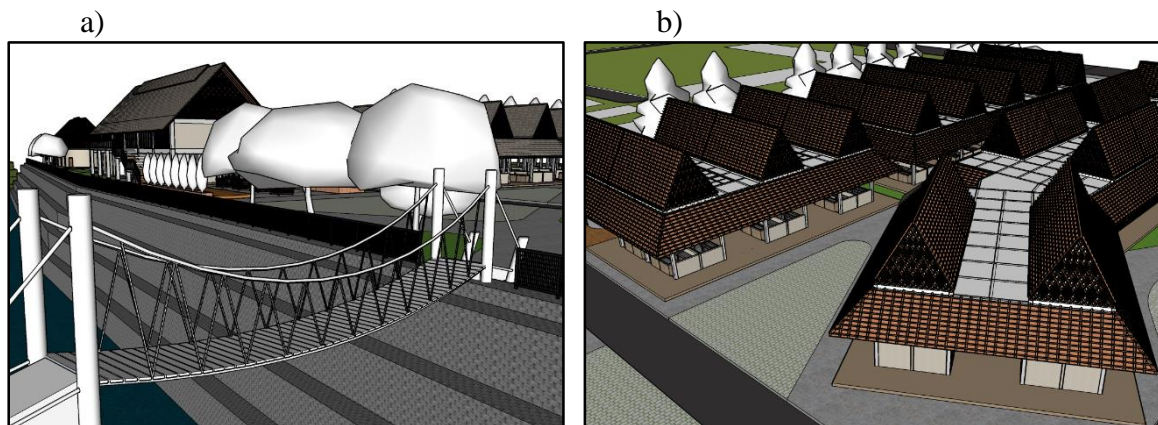


Figure 11. (a) Retaining Wall; (b) Wooden Roof Plan with Concrete Roofing
(Source: Author, 2023)

5. Conclusion

In the context of Urban Acupuncture, Padang Bulan Market in Medan has the potential to serve as a strategic intervention point to stimulate positive development in the urban environment. This concept emphasizes the importance of integrating the market with the surrounding environment, turning it into a strong social center. The development of open spaces, such as neighborhood parks, can strengthen relationships between residents and create positive focal points. Analysis of needs and space organization reveals the complexity of dynamic market requirements according to user activities. Urban Acupuncture highlights the importance of zoning space to adapt to changes in community activities, ensuring the market maintains its desired function.

Implementing this concept at Padang Bulan Market involves more than just re-planning the physical market; it aims to create a broader positive impact on the economic, social, and environmental balance in Medan. The redesign plan includes infrastructure updates, facility improvements, and more functional space arrangements. Additionally, the plan proposes integrating cultural and community elements to enrich the visitor experience.

References

- [1] Republik Indonesia. Peraturan Presiden Republik Indonesia Nomor 112 Tahun 2007 Tentang Pedoman Penataan Dan Pembinaan Pasar Tradisional, Pusat Perbelanjaan Dan Toko Modern. 2007.
- [2] Badan Pusat Statistik. Kota Medan dalam Angka, Medan: Badan Pusat Statistik. 2020
- [3] Databoks, "Penurunan jumlah pasar tradisional di Indonesia". 2009.
- [4.] KBBI (Kamus Besar Bahasa Indonesia). Kamus versi online/daring (Dalam Jaringan). 2023.
- [5] Feriyanto, N. Menyoroti Pasar Tradisional. Serulink.com. Staf Pengajar di Program MM UII Yogyakarta. 2006.
- [6] Lilananda, R. P. Transformasi pasar tradisional diperkotaan di Surabaya. Surabaya: Petra Christian University. 1997.
- [7] Oktavia. Galuh, Redesain Pasar Jongke Surakarta. Yogyakarta: Universitas Atma Jaya Yogyakarta. 2007.
- [8] Pramono, Ananta Heri, dkk. Menahan Serbuan Pasar Modern. Yogyakarta. 2011.
- [9] Irawan, Swasta B. Manajemen Pemasaran Modern, Liberty. Yogyakarta. 2004.
- [10] Lerner, J. Urban Acupuncture. Washington, DC: Island Press/Center for Resource Economics. 2014.
- [11] Hoogduyn, R. Urban Acupuncture: Revitalizing urban areas by small scale interventions. 2014.
- [12] Morales, D. S. A Matter of Things. Rotterdam, NAI Publishers. 2008.
- [13] Houghton, K., Foth, M., & Miller, E. Urban Acupuncture: Hybrid Social and Technological Practices for Hyperlocal Placemaking. *Journal of Urban Technology*, 22(3), 3-19. 2015.
- [14] Palermo, P. C., & Ponzini, D. Place-making and Urban Development: New challenges for contemporary planning and design (1st ed.). London: Routledge. 2014.
- [15] Cutieru, A. Urban Acupuncture: Regenerating Public Space Through Hyper-Local Interventions. 2020.
- [16] Nassar, U. A. E. Urban Acupuncture in Large Cities: Filtering Framework to Select Sensitive Urban Spots in Riyadh for Effective Urban Renewal. *Journal of Contemporary Urban Affairs*, 5(1), 1–18. 2021.
- [17] Casagrande, M. From Urban Acupuncture to the Third Generation City. In: Roggema R. (eds) *Nature Driven Urbanism. Contemporary Urban Design Thinking*. Springer, Cham. 2020.
- [18] Republik I. Peraturan Menteri PUPR No. 28 Tahun 2015 tentang Penetapan Garis Sempadan Sungai dan Garis Sempadan Danau. 2015.