

Traditional Market Revitalization in the Perspective of Cultural Tourism Development in Denpasar City

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ABSTRACT

The tourism developed by Denpasar City is cultural tourism based on the Tri Hita Karana as a philosophical foundation for tourism development. Traditional markets are a supporting element of cultural tourism by the Vision of the City of Denpasar, "Creative Denpasar with Cultural Insights in Balance Towards Harmony." The Government of Denpasar City through Perwali Number 9 of 2009, as a legal basis for revitalizing traditional markets in Denpasar City. The existence of traditional markets is currently experiencing setbacks and lethargy. The factors that cause the need for the revitalization of traditional markets are that traders are still challenging to regulate and regulate themselves in the problem of structuring traders, the increasing number of traders, neglect of spatial planning, low awareness of traders and market visitors to discipline, cleanliness and order, irregular parking management. The impact of the revitalization of traditional markets in Denpasar City is that physically the revitalized traditional markets are getting cleaner and tidy. However, from a non-physical point of view, there is a shift in the image where initially all traders mingle into one with the buyer without any isolation, and bargaining occurs there, and information exchange is reduced. To avoid changing the image of the traditional market as a supporter of cultural tourism, the government of Denpasar City should still maintain the image of the traditional market as a "peken" or a gathering place that is different from the concept of modern markets.

Keywords: *Cultural tourism, Revitalization, Traditional Markets.*

1. INTRODUCTION

Traditional markets, which are hereditary inheritances from the predecessors of economic actors in Indonesia, are currently experiencing a decline and sluggishness. In addition, traders are still challenging to regulate and regulate themselves in terms of structuring traders, the increasing number of traders will narrow the space for visitors, this results in neglect of spatial planning, low awareness of both traders and market visitors towards discipline, cleanliness, and order, irregular parking management, and one of the most important is a common understanding of consumer behavior where demand conditions are changing. However, market traders cannot follow due to limited information and capabilities and a lack of preparation to face competition. If appropriately managed, the role of traditional markets will have the potential to promote and increase economic growth for the people because they become jobs for the weak and middle economic community, especially tens of millions of small traders and transporters. People consider the presence of modern markets very profitable at this time. This raises concerns

for traditional business actors who have many shortcomings both in terms of facilities and services. Specific and detailed implementation relating to traditional markets is regulated by Presidential Regulation Number 112 of 2007 concerning the Arrangement and Development of Traditional Markets, Shopping Centers, and Modern Stores, then followed up by Regulation of the Minister of Trade Number 70/MDAG/PER/12/2013 concerning Guidelines for Arrangement and Development of Traditional Markets and Modern Shopping Centers and Stores as well as Regulation of the Minister of Trade number 53/MDag/Per/12/2008 policies issued by the government that will protect the existence of traditional markets.

The tourism developed in Denpasar City is cultural tourism based on the values of Tri Hita Karana as a philosophical foundation for tourism development. With the concept of developing cultural tourism, tourism in Denpasar City is developed to provide optimal benefits for cultural preservation, sustainable environmental conservation, and improving community welfare. Its development is directed toward safe, comfortable, and

quality tourism destinations, a competitive tourism industry, and integrated tourism marketing and management. In addition, the concept of developing culture-based tourism is considered very important considering that Denpasar City has a cultural tourism attraction and other tourist attractions. Cultural tourism attractions such as temples, castles, markets. If only one of the pillars of Denpasar City tourism, namely the traditional market, would undoubtedly affect the face of cultural tourism promoted by the City of Denpasar.

Starting from the background mentioned above, several problems arise about the title of the proposed research. The problem can be formulated as follows:

1. What factors influence the implementation of the Traditional Market Revitalization in Denpasar City?
2. What is the impact of the revitalization of traditional markets on the development of Cultural Tourism in Denpasar City?

2. METHOD

By the problems posed, the type of research used in this paper is empirical juridical, sociological, legal research that can also be referred to as field research, namely examining applicable legal provisions and what is happening in society.

3. RESULT AND DISCUSSION

3.1 Factors Affecting the Implementation of Traditional Market Revitalization in Denpasar City

Traditional markets are a representation of the people's economy, the lower class economy, as a place to depend on small and medium scale traders. Traditional markets are the hope of farmers, breeders, craftsmen, or other producers as suppliers. Most of the Indonesian population, who are still classified as a lower middle class, still depend on traditional markets. As the economic center of the small people, traditional markets are pretty numerous and spread in various parts of the country. Some people identify today's traditional markets as slum, messy, muddy, stuffy, smelly, and stuffy places. In certain areas, traditional markets are often accused of being a source of congestion because traders often use road borders to hold their wares, resulting in disrupted vehicle speed. Not only that but traditional markets are also often associated with imaging issues. Some people, especially the upper-middle class and teenagers, have the impression of avoiding shopping at traditional markets.

Such traditional market conditions make some people shop at modern markets, such as malls, supermarkets, minimarkets, hypermarkets, and the like. It is hard to deny these days that people with modern lifestyles prefer to shop in markets with a management system that is more organized, clean, comfortable, and strategic.

Shopping in modern markets is considered much more prestigious for particular societies and teenagers than shopping in traditional markets. As a result, shopping at traditional markets becomes a second choice or can be entirely abandoned by customers. So that this does not happen, it is very urgent to make various efforts, especially for traders, to improve the quality of service (HR). Meanwhile, the government's involvement in the development and management system is essential so that traditional markets' bad/negative image can be suppressed or wholly eliminated.

There are several reasons why people, especially teenagers, prefer to shop at modern markets. 1) a sense of pride or prestige to friends; 2) wants in one place to be able to choose the goods to be purchased; 3) want a sense of comfort and fun (safe and excellent); 4) the desire for a fixed price for each type of goods sold because there is no desire to negotiate with consumers as in traditional markets and facilitate the allocation of funds for shopping; and 5) reasonable price level, not too flashy. (Herman Malano; 2011,85).

3.2 The Impact of the Revitalization of Traditional Markets on the development of Cultural Tourism in Denpasar City

Revitalization is intended to revive the development and development of the role and function of traditional markets so that they can be competitive with modern markets to support the community's convenience of shopping activities, which aims to create a conducive traditional market. In addition, the revitalization of traditional markets can also improve the welfare of traders who sell in turnover income.

The concept of market revitalization carried out by the central government is adjusted to environmental harmony that maintains local wisdom values that adhere to a people's economy. In addition, this year's policy, the Ministry of Trade, revitalized as many as 1037 People's Markets in Indonesia because of the market revitalization in the previous year. Turnover increased by 20% after the revitalization of the traditional market.

Improving the traditional market to become a shopping place that is comfortable, safe, attractive, and has a positive image is the desire of the people, especially people who love traditional markets. Changing this bad image is a challenge for traders and must pursue a sense of responsibility to the community. The growth and development of the modern market cannot be inhibited, let alone frozen. One of the efforts that must be made so that traditional markets do not die is to establish a synergistic partnership with modern markets not to kill each other. The basis for establishing partnerships has been regulated in Presidential Regulation No. 112 of 2007 and Minister of Home Affairs Regulation No. 53 of 2008 regarding the arrangement and development of traditional markets, shopping centers, and modern shops, which lead to permits issued by local government officials.

As the capital city of Bali Province and as the center of activity and influence of globalization, Denpasar City will cause a shift in people's interest to visit traditional markets and switch to modern markets. Traditional markets should get the government's attention; apart from being a public facility that supports the community's economic activities, it also maintains local culture. The existence of traditional markets must be maintained and preserved because there are values not found in modern shopping centers. This statement prompted the Denpasar City government to revitalize traditional markets, which manifests the government's commitment to the people's economy. In Denpasar City, there are 51 traditional markets, and there are 10,187 traders. Data shows that PD Pasar Kota Denpasar has 17 traditional markets and 7,519 traditional market traders.

Market revitalization is carried out to regulate and organize traditional markets for the better, but what needs to be considered is that the "spirit" of traditional markets must not be lost. What changes are only the appearance? Suppose the revitalization of traditional markets carried out by the Denpasar city government changes the "spirit" of traditional markets. In that case, the existence of traditional markets as a supporter of tourism may be eroded. So tourists who come to Denpasar City who want to witness the culture supported by the existence of temples, castles, and markets will be reduced.

One of the "spirits" that must be maintained in traditional markets is that communication as in traditional markets will not be found in modern shopping centers. Traditional markets have advantages that modern shopping centers do not have, namely a bargaining system that shows the intimacy between the seller and the buyer. (Oka; 2015,64)

The bargaining system in buying and selling transactions in traditional markets creates a separate relationship between sellers and buyers. In contrast to modern shopping centers, where the price of goods is fixed, and there is no communication between the seller and the buyer. (Rukini;2015,137) Traditional markets in Bali have a uniqueness not owned by modern shopping centers or other traditional markets in other areas.

In addition to marketing daily necessities like in other markets, traditional markets in Bali also market various materials needed for community ceremonies from the lower to the upper levels, which will buy ceremonial needs products in traditional markets. Different market with the modern shopping mall.

4. CONCLUSION

Traditional markets are identified by some people as a slum, messy, muddy, stuffy, smelly, and stuffy places. Due to the bad image of traditional markets, the image of traditional markets is increasingly being abandoned and must get serious handling from the government.

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