

THE OUTBURST OF MODERN MARKET DEVELOPMENT (HYPERMART, MALL AND THE KINDS)

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Abstract

Urban areas in Indonesia have tended to grow with little control or order in recent years, and this problem includes the problem of modern markets. The emergence of modern market centers in Indonesia has given a new color to commerce activities. Opinions pro and contra have appeared about the emergence of these commercial centers. There are the various interests and needs of the actors such as investors, society, and government in the emergence of malls, plazas, hypermarts, and groceries. The interests focus on the need to improve tax revenue, regional compensation, inclusion of employees, improvement of trade, and the fulfillment of people living standards. Recently, the fast-growing modern markets have caused many controversies. However, government policies and decisions still support the emergence of such modern trade centers. These modern markets compete with traditional markets. Although the traditional markets have their own market segments, modern markets should not allowed to wipe out them out. Based on these reasons, therefore, the government should make strict, fair, and neutral regional policies (regional regulation) such as zoning rule and urban planning concepts for upcoming 50 years. Moreover, the government should improve the role of organizers and urban planners as the managers, and enrich the market with pluralistic and comprehensive concepts sustainable development and social participation, something which is often neglected in urban planning.

Key word : Modern market, urban area

Introduction

The city center is a place where the connection between activity and place function is well defined. Signs of a 'healthy' city center are shopping, the restaurants, people hanging out or lazing around, and people passing too and going and returning home (Shirvani, 1985). The development of cities which grow in as sprawl, whether horizontal and vertical causes the function of city centers to decline.

The widespread development of modern markets today has prompted urban observers to discuss it. These modern markets are the rivals of traditional markets. Although the traditional markets have their own market segments, people expect that modern markets should not eliminate traditional ones, which have existed for a long time. Many people from different backgrounds have observed these phenomena and have arrived at different opinions. However, will the presence of modern markets destroy traditional markets which existed long before the arrival of traditional markets? It is too early to draw say. Is it possible that modern markets stimulate traditional markets? Let us see if there is any evidence for this.

When the modern markets are visited by high-income customers who are eager to show their status and purchasing powers and also by common people who are just there for window-shopping, then traditional markets start to be forgotten.

Almost, in mass media there has been no serious no discussion about the budget for maintaining traditional markets so that common people don't even

think of talking about this issue. There are also no efforts to improve the image of traditional markets as places that are dirty, slum, hot, messy, insecure and uncomfortable.

On the other side, the local government also needs investors willing to put fund there to support economic development and employ many workers.



Modern Market Indomart



Pasar Bulu for the example of traditoanal market

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By seeing this as an issue of city development, we can better understand some of the deeper forces at work.

In historical perspective, we see this dynamics is affected by the development of the society and vice versa. Thus, the development of society is revealed in the development of the city. Every part of the city will have certain activities of its society. These activities affect each other and create the function of certain building or places in reciprocal way.

The development of a city center is influenced by political, social, economic, and cultural condition of that city in a certain range of time. The city is not a static place because it has a close relationship with its people and is performed in the fourth dimension, i.e. time. From the ancient time, cities could not exist apart from commercial activity centers. Although the residences were permanent structures: trade center, government center, and other centers, the social organizations still improve. The replacement of those centers except trade centers would not change the urban residents drastically. It is possible that a permanent trade activity is the main structure which can support the structure change and the size of the resident. Trade center which play important role in the building of urban/city resident structure is a place to serve foodstuff or daily equipments.

Recently, the urban development in Indonesia tends to grow in disorganized and uncontrollable way. Cities in Indonesia commonly develop in *laissez fair* way without integrate city planning base except in new cities which have been well-planned in the beginning like Tanjungpura and Tembagapura cities. Cities are not well prepared or planned to be able to accommodate the high population growth in relatively short time (Budihardjo, Eko, 1998)

Discussion and Conclusion

The difference between modern market and traditional market

Today, there are many controversies about the possible opposition between traditional markets and modern markets. These controversies started when many traditional market traders went off business because of widespread competition form modern markets. Many scholars have given their opinions about this. Government has issued a presidential ordinance regulating about modern markets. How are these phenomena to be seen from an architectural point of view?

A market is commonly defined as a place where buyers and retailers carry out transactions (www.id.wikipedia.org). The division between traditional and modern markets appears when supermarkets, hypermarkets, etc grow rapidly. The definition of a traditional market is a place where buyer and seller meet and transact directly. The building of such a market usually consists of kiosks or small stands, or of open stands that are provided by retailers or market organizers. On the other hand, the definition of a modern market is a market where buyers don't directly transact with sellers but deal with them

indirectly, through fixed prices printed on barcode labels and through salespeople or self-service (www.id.wikipedia.org).

According to Sinaga (2006) modern market is the market managed by using modern management, commonly exist in urban areas, as goods and service provider with good quality and service to the costumers.

If we look at modern market and traditional market, we see that the goods (such as vegetables, rice, sugar and many kinds of foods) are same, but if we look at the packaging, price, freshness, or method of transaction, we see many differences. Therefore, we would expect that the two types (modern and traditional market) are not in competition with each other; in other word, their market segments are different. So why do people often dispute about it?

In addition to their air-conditioned, comfortable and clean locations, hypermarkets have a more complete selection of goods than do traditional market. If hypermarket like Carrefour provides 35 thousand items for each counter, it can be said that everything is sold except kerosene. Everything, ranging from snacks, clothes, toothpicks to electronics, is available there. Even for religious celebrations such as Idul Adha, Carrefour in Lebak Bulus sells live animals like goats and cows which can be used for religious sacrifices. In pricing, hypermarket gives lower price using cash or credit card.

The atmosphere of traditional markets is hot and crowded. During the wet season, the markets are damp and wet. Therefore, many consumers have moved to modern markets. Moreover, modern markets are spread across the city so that it's about the same distance going to a traditional market or a modern market.

From the organizational side, the difference between modern markets and traditional is from the institutions that manage them. Traditional markets are managed by Dinas Pasar (Market Service) which is part of bureaucratic system. While modern markets are usually managed by professionals using business approach.

Problems appear when modern markets gradually drive out the traditional markets out of business. Modern markets, which are cleaner, more comfortable, and very well stocked, draw people away from traditional markets. Moreover, the goods sold in modern and traditional markets are very much alike or even the same. The prices in modern markets tend to be competitive with the retailers in traditional markets and may even be far cheaper.

Recognizing these facts and desiring to preserve traditional markets, the government issued a presidential ordinance regulating modern markets. Most of the content is about zoning or the arrangement of

modern markets location vis a vis traditional markets. For example, according to Presidential Ordinance, hypermarket may be built only near arterial roads.

In fact, the effectiveness of the Presidential Ordinance/Peraturan Presiden is doubtful because it doesn't get at the root of the problem. The actual root of the problem is not about the zoning but the lack of government attention broader social issues. Government, being the servant of the people, should give work for the revitalization of traditional market since this would benefit the people.

In 2007 Indonesian government issued Presidential Ordinance/Peraturan Presiden which is expected to be law proposition as the affect of the widespread of modern markets in Indonesia. Peraturan Presiden number 112 year 2007 about arrangement and guidance of traditional markets, shopping centers and modern shop is issued after getting trough long debate and pressure.

Taking one look at the content of the Peraturan Presiden/President's Ordinance, it seems to respond to the growth of many forms of modern retailing like shopping centers, shops, modern shops, etc. These kinds of retail stores have grown after there were other forms of markets that were managed by local governments. The markets that are managed by local governments (in part or in whole) are called traditional markets. So, the Peraturan Presiden / Presidential Ordinance puts traditional markets and modern ones on opposing sides.

Basically, the regulation about market problem is related to law of commerce. Trade / commerce can be divided into 2 : domestic trade and foreign trade. Domestic trade is transaction between individuals on goods belong to them whether from their own production or others; agricultural or industrial products, but the transaction occurs in one country.

Therefore, actually there is no prohibition for the seller to build supermarket, hypermarket or such kinds. As long as they follow trade principles in Islamic law, they can do their business.

Now condition is caused by lack of government attention to the facilities like traditional market today. Traditional market is identical with slum, stink, dirt, etc. Traditional markets' planning and maintenance should be done with or without the existence of modern markets that are cleaner and neater. Today's condition, which is setting out revitalization, shows the government's negligence.

It is not a problem when the retailers stop selling. The main problem is after they stop selling, they will be jobless. This problem is also related to the government failure in open new job opportunity for people. Going bankrupt because of losing in competition with other competitors is normal. However, difficulties in

finding new jobs after going bankrupt are not normal. So, the main problem here is the lack of new job opportunities.

While about the failure of product's competition, for example vegetable products, which lost in competition with Thailand products, the problem is not in the trade policy but agricultural policy. Because it is obvious, that agriculture technology is poor. Therefore, the problem that has to be evaluated here is about agriculture.

Thus, the problem between traditional and modern markets is on the government whose economic orientation does not match Islamic law and does not take people sides. So, to solve this problem is not by issuing Peraturan Presiden / President Ordinance which only regulates zoning but there should be a comprehensive treatment in all lines started from agriculture, foreign trade, until the creation of new job opportunity. Eventually, as long as this country still applies capitalism based economy, the condition of this country will be the same as now.

Since the first emergence in Indonesia in 1998, hypermarkets seem to be uncontrollable. Carrefour is one of the examples. Only in four years, this second world largest retailer in the world was able to open 15 counters spread in Medan, Palembang, Bandung, Surabaya, and most in Jakarta. This recent year, Carrefour purchases the most part of PT Alfa Retailindo, Ltd share stock so that there is nothing can control it in gaining control of Indonesian market. Carrefour will be the first giant company that enters kampongs through its Alfamart counters in Indonesia (Mathari, 2008). Until the share stock purchasing by Carrefour, Alfa has at least 2000 counters in Java, Madura and Lampung. Look at those phenomena that have happened.

Based on survey in 2004, growth rate of hypermart like Carrefour and Giants in Indonesia reaches 25 percent per year (AC Nielsen, 2004). Just compare with the growth rate of traditional market that only reaches 5 percent per year. The sharp growth of modern market here is not without reasons; one of the reasons is the large quantity of visitors. Just imagine, for example, the amount of visitors in each counter approximately reach 2000-2500 people per day.

Some research results show that the presence of modern markets have threaten the existence of traditional markets. This fact is revealed in a research held by AC Nielson which shows that modern markets have grown about 31,4%. At the same time, traditional markets have grown negatively about 8 %. Based on this fact, traditional market will disappear in about next 12 years. Therefore, there should be preventive ways to keep traditional markets including the retailers managed by koperasi (cooperation) and UKM (small scale industry)



Modern market Carrefour to begin to enter and decorated our city.

In Jakarta, some members of Legislative Councils force local government of DKI Jakarta not to issue the license for building new modern markets organized by private sector especially modern markets near the traditional one. It is better for DKI local government to manage the traditional markets that have been abandoned. Based on PD Pasar Jaya, there are 151 traditional markets which operate in Jakarta region but they are not managed well, especially the markets which are located near modern markets or shopping centers managed by private sector (Dionisius, 2008). Not more than 55 traditional markets managed by PD Pasar Jaya have been revitalized and renovated to improve competitiveness, security and comfort. In year 2007-2008, PD Pasar Jaya has a planning program of traditional markets' renovation with hangar form concept, which is cheaper, easy maintenance, good air circulation, and better lighting because the distance between plafond/ceiling and floor is 5-6 meter. Moreover, there are 8 more traditional markets which have been revitalized; they are Pasar Tomang Barat, Kebayoran lama, Pasar Jatinegara, Pasar Tanah Abang Blok F, Pasar Asem Reges, Pasar Cempaka Putih, Pasar Anyar Bahari, Pasar Sunan Giri.

In many cases show that hypermarket have eradicated many traditional markets. Every year, 8 traditional markets and 400 small stands force to close their business because they lose in competing with hypermarkets and other modern markets in form of mini markets. In Parung, Bogor and Jembatan Besi Jakarta, most of traditional market have turn into warehouses and storehouses. If there are survived traditional markets, the dwelling level is not more than 50 percents.

There are some protests against this condition. Four years ago, Asosiasi Pedagang Seluruh Indonesia (Indonesian Trade Association) has ever protested by collecting signatures of all the retailers in all over java as a way of rejecting hypermarket existence. Followed by 200 traditional market retailers from Jakarta, the protesters went around Java by motor-cycles in a week. That demonstration was continued

by going across Sumatra Island from Lampung until Aceh Darussalam. The purpose of collecting 1 million signatures is as a proof to urge the government for stopping the emergence of new hypermarket. If the government did not give the response, according to the association, in the following eight years there will be 12, 6 million traditional market sellers losing their jobs. If the number of the unemployment is added with their workers, children and families, there will be millions of people living in poor condition.

Before the association demonstration, the traditional market retailers in Jakarta had ever protested to reject big capital owners who opened many franchised-mini markets in traditional kampongs in Jakarta. Thousand of small shops owners in that time, had protested Komisi Pengawas Persaingan Usaha (Commision of Business Competition Controller) and asked the commission to close mini markets that enter their business area. However, protests remained protests. Six year later, not only mini markets but also hypermarkets kept emerging.

The government should not be desperate to keep improving traditional market condition through education effort to make the retailers and buyers aware of the meaning of cleanliness, comfot and neatness and security. They also should do maintenance or physical renovation and arrangement of the markets and the surrounding.

Soon after, government could implement the concepts of traditional market planning which have clear and strong concept and characteristics so that people will not leave it, for example, Pasar Senen located in Central Jakarta and was officially opened in 1973 by governor of DKI Jakarta, Ali Sadikin. The presence of modern markets surrounding traditional markets in Jakarta can not wipe out the existence of Pasar Senen. One of the characteristics of this market is possessing its own trademark. Moreover, this market is semi complete, secure and comfortable and is one of the shopping centers which supplying all needs,

Modern Market Phenomena in Semarang

In fact, city is the accumulation of policymaking products by many interest groups in certain time span. City is the reflection of social, economic, politics and culture activities. The dynamic of the city is caused by the development of social, economic, politics and culture activities.

According to Danisworo (2006), seeing city is like seeing cube. Cube has six sides, but only three sides are visible while the remaining are invisible. If cube was a city, many forces coming from three elements formed it: developers, professionals and government. In his opinion, the first and biggest contributing element is developers who take decision to build house, hotel, office, etc. The developers can be private agencies, homeless drifters, vendors, etc. while

the role of professionals like architects and planners is as the experts who help the developers. Government role is to make the regulation. If those elements can join and obey the regulation, the city will be well arranged and neat.

Budihardjo's opinion that the main problem faced by cities in developing countries like Indonesia is not about planning crisis but planned crisis might be reasonable. The cause of the crisis of urban development planning is obviously caused by lacking of professionals in urban development planning so that the products resulted in average or below standard. Government's role in straightening the infraction of urban discipline has to be improved especially in connecting the gap between the enthusiasm of development from the capital owners and the common people's interests.

In the relation with modern market development, we need to be critical because the development can eradicate the existence of traditional market. The replacement of zones for modern markets has to be taken into consideration and restricted. Because the modern markets are also served as the magnet in certain cities or regions, the local government can regulate their development so that there will be no traffic density or jam in certain region. The local government should decide which areas or regions that are prospective and can be profitable for both sides (government vs investors). For the investors who will invest their capitals in a certain region should notice the Rencana Detail Tata Ruang Kota (RDTRK)/Detail Plan of Urban Development Layout that has been planned by each city. The existence of hypermarket pushes the traditional market existence. The customers are kept dictated by the price determined by the owners of hypermarkets because there are no bargaining processes like those in traditional markets. According to Monopoly Watch, the developments of hypermarkets in Indonesia are too much because they are in city centers and near traditional markets. In developed countries, hypermarkets are only allowed to operate outside the town (uptown) and regulated in a strict zoning or restriction. Thailand has done it since 2002. In that country, hypermarket operation admission is given by zoning system following the impact of hypermarkets that destroy the small retailers. Before that time, in Bangkok there were hundreds hypermarkets with 45 thousands workers. Because of that invasion, one by one, local retailers started to collapse and mass dismissal happened to their 350 employees. Learning from that case, Thailand applied zoning regulation. Indonesia has to follow that Thailand policy.

The problem is the existence of clear regulation about location layout of hypermarket, supermarket and traditional market. Beside local regulation like Perda Pemda DKI Jakarta No. 2 year 2002, actually there are no other regulations that regulate the existence of hypermarket, supermarket, traditional market and

their locations. In fact, local regulation the building of hypermarket should minimally be 2,5 kilometers away apart from traditional market location. In reality, hypermarkets stand opposite the traditional markets. For example, ITC Cempaka Putih Jakarta is only 500 meters from Sumurbatu, Pedongkelan and Cempaka Putih traditional markets. That violation excludes the violation of supplying 20 percent areas provided by hypermarket for accommodating neglected vendors. It means that the regulation and planning are available but the implementation sometimes is defeated by the capital power. City layout then becomes money layout.

Besides asking government to stop giving admission for opening new hypermarkets, Indonesian Market Retailers Association also, force Legislative Councils (Dewan Perwakilan Rakyat) to make constitution which giving protection to traditional market retailers. That is the normal request because as one of country economic backbone, small retailers deserve protection. However, the problem is not so simple. For example, in Carrefour, thousands of micro businesspersons become the suppliers for it. We can imagine what will happen to them if the existence of hypermarkets is eradicated. It is not included the problem of employments that can be absorbed by hypermarkets. Every hypermarket counter can hire about 450 employees.

In Semarang, the capital of Central Java, where the investors used to disregard to invest their capital, nowadays many domestic and foreign investors invest their investments in this city. This proves that Semarang cannot be underestimated. As one of the contributors in our country's economy that have a strategic location and is one of the links between West Java and East Java, Semarang needs to be brought into play. Therefore, in my opinion Semarang's local government have to make strict regulation that will not burden investors but also not trouble government and the surrounding area. Recently, in Semarang, modern markets grow rapidly such as Hypermarket, Indomart, Alfamart, Carrefour, which, in my opinion, have not had the restrictions in certain region. The building of modern markets has to be regulated and restricted likewise the building of cellular towers in Semarang. Take a look at one of settlement areas in Tanah Mas and its surrounding, there are lots of modern markets such as Indomart and Alfamart even there are two modern markets in one neighboring corridors like in Hasanudin street corridor, Abdurrahman Saleh street corridor and many more. Even the mini markets are located near traditional markets. We do not forbid other to run business because they have their rights to, but at least local government can regulate the location of modern markets in order not to be near. Because one modern market can cover some family needs in one certain resident area, there should be the calculation formula and experts about it. The park arrangement in modern markets such as Indomart and Alfamart in Semarang

is quite good because the owners need and have to provide parking lot for their business activities, so that it does not disturb public road. It can be a good example for other cities related to parking arrangement because in Salatiga I cannot find well-arranged parking there.

We have just discussed about modern markets in small scale, now we will observe modern markets in larger scale such as Carrefour and Hypermart in Semarang. The corridor in Pemuda Street for example, there are 2 modern markets in big scale, the first is Carrefour located in Duta Pertiwi Mall (DP Mall) Semarang and the second is under construction near PT Pertamina. In the Rencana Detail Tata Ruang Kota Semarang (Detailed Plan of City Layout of Semarang), Pemuda street area used to be office area but today it turns into trade and service area. The purpose of this change is to avoid the centralization and accumulation of activities in Simpang Lima, so that the activities can broaden.

Let us see eastern part of of Semarang, there area Makro and Ada Swalayan, in southern part of Semarang there are Ada Swalayan, Giant and Gelael, in middle part of Semarang we can find Jave Mall-Hypermart, Citraland, Sri Ratu, Ada Swalayan and Carrefour. However, in western part of Semarang, there are no modern markets in larger scales, maybe because the location is for industrial area. In this area, there should be one modern market in big scale, so that the spreading can be evenly and can fulfill the peoples need in that area. People don't have to go far to city centers or other area to fulfill their needs.

We need to realize that traditional markets have several positive functions for improving local economy: first, market as the center of developing peoples' economy; second, market as the source of local retribution; third, market as the place for goods exchange; fourth, market as the center of local money circulation; fifth, market as the job demand / opportunity.

Considering the importance of the role of traditional markets as the motor of local economy so, local government should be in favor of maintaining traditional markets. Thus, the function of government as motivator, administrator and stabilizer can run well. People need to feel the increase value and market function so that their daily lives will be better and helped in their consumption.

Traditional markets, beside, generally have weakness in slum condition, damp, untidy, hot, uncomfortable, and insecure, they have several good things compared with modern markets. They are (1) strategic location, because traditional markets are located near the settlements, (b) opening the bargaining process which psychologically give positive effect to the process of buyers and sellers interaction and (c) selling daily needs with cheaper price, because of

short distribution line, no tax or other collections. Most of traditional markets emerge from people needs who require place for selling produced goods and customers who need certain goods for their daily needs. Therefore, traditional market location can be easily found at the edge of village roads (in the progress become main road), which make sellers and buyers easily reach it. The traditional markets, which keep growing because of people needs, become disorganized and abandoned because they grow themselves along with the trade activities of surrounding people. The effect, the impression of slum condition, damp, untidy, hot, uncomfortable, and unsecured cannot be avoided and it become the trademark of traditional markets.

Shopping in the Hypermarket is then considered higher in prestige than shopping in traditional market. Therefore, it is not surprising that for fulfilling the daily, weekly and monthly needs people choose hypermarket. In other words, people shopping habit can also make the problem worse. The shopping habits in developed countries are different. When they want to fulfill daily needs, they go to the mini market. For weekly needs, they go to supermarket and monthly needs to Hypermarket.

In other word, the problems are complicated enough. However, it does not mean that there are no chances for traditional market development. In the mean time, maybe there is a change in people shopping habits. Nevertheless, in certain time span, customers will possibly go back to traditional markets. The problem is only one: hypermarket trade system enable cartel price. Believe it or not, customers will gradually be dictated by the price determined by the owner of hypermarket because the bargaining process doesn't exist like in traditional market.

Governments still pays attention on the traditional market condition. They tried to improve the market condition, supporting facilities such as toilet, garbage can, rain duct or market environment (parking lot, access way to outside of markets). Even sometimes, they change the traditional markets that used to be dirty and hot become clean, luxurious and comfortable for the customers. However, they might fail in changing other traditional markets. We can see the markets are still dirty although the buildings have more than one floor. The positions taken by retailers are not well ordered because the retailers prefer opening their stand on the road surrounding the markets to second floor because they said that the rent cost are too expensive or the costumers are reluctant to go up. It also insecure because the corridors are too narrow for buyers and the sellers of wet goods (meats, fish, chicken) are in the same location with the sellers of dry goods (noodles, spices, rice, sugar, etc).

Regulation and constitution are not enough in solving market problems. Because in talking about

market although there are strict regulations, the final decision makers are costumers. If costumers feel more comfortable and profitable to shop in hypermarket than in traditional market, they will still go shopping to hypermarket although the hypermarket distance is far from their home. Moreover, the Indonesian shopping habits/ culture that are determined by prestige will also make the problems more complicated.

According to Budihardjo, the tendency of urban planning in Indonesia is repressive or we can say 'negative planning'. In this kind of planning, there are more prohibitions, big and strict regulation than flexible development and guidance.

Our big expectation for Major of the city who is friendly to people, is that s/he can manage to create a city which is also friendly to people. Legislative members and mass media also play very important role in socialize people aspirations. As Shakespeare have expressed in his wise words: "what a city but the citizen"

In fact, city is formed by hardwires such as: buildings, road, and many other infrastructure. However, people with all of their behaviors are the actors who can bring the city to life. There is close relationship between city and citizen and this relationship is sometime neglected.

Considering that city is owned by the citizen, we require managerial skills to explore and use financial and energy resources for city development. Rencana Detail Tata Ruang Kota (RDTRK), which is well planned, is useless without the ability to use financial resources and energy resources (people and nature) to implement it.

The private sectors, which have almost been seen in stereotypical way, have to be invited to get involved in developing the city.

The concentration on economical profits and sophisticated technology that disregard social benefits or welfare especially in development of commercial facilities by private sectors is one of the major causes of our disordered city and urban layout

In Indonesia, the development of new city should begin with deeper analysis including the impact for the future (by the scholars or scientists), fair execution (by private sectors) and strict control (by the government) for all people's welfare.

The development should consider the motto of "sustainable development" which has often been neglected. The popular definition of 'sustainable development' is ".....assure that the development we are carrying out now should fulfill today's generation needs without reducing the ability of the next generation to fulfill their needs" (Brundtland,

1987 on Budihardjo, 1999). This definition means that the development can run smoothly without exceeding the environment support limit for today's and next generation welfare to develop and fulfill their needs.

Bruce (1991) on Budihardjo (1998) said that up till now, we still use our half scissors to solve our environment problem, i.e. regulation. Some businessmen obey all that regulations but some don't. Therefore, we need to use another half scissors to socialize the eco-friendly business development to businessmen in order to make them fully realize and understand that: *if you want to stay in business you have to make products that are gentle to the environment.*

In developing modern and traditional markets, environment issues should also be considered such as waste disposal, garbage, etc. in market design, easy access for handicapped should be provided in order to give them opportunities in running business and having transaction in the markets. Therefore building design should be holistic.

The people involvement in planning the city is still abandoned whereas their role is important in growing their self-esteem, confidence and identity. If urban people are not involved in their city planning and do not have opportunity to do actively in giving their own or group identity/ label to their environments, to help, add, perfect their environments, they will be apathetic, indifferent, and might be aggressive. Therefore, the role of urban people in city planning is very important and need to be paid attention.

Summary and Suggestion

First suggestion, government still can develop traditional market by optimizing traditional market's functions, strengths, and minimizing the weakness through local policy (Local Regulation) which will make traditional market keep exist and improving. The physical renovation and arrangement of the market and it surrounding will make the transaction goes smoothly and comfortably without leaving the role of the sellers themselves.

The government should not surrender in improving traditional markets condition through educational efforts to the sellers and buyers to make them realize the importance of cleanliness, comfort, security and well ordered. There should be neutral, just and comprehensive regulations in all sectors started from agriculture, foreign trade until the making of job opportunities. Next time, government could implement the concept of traditional market planning which has clear and strong concept and characteristics.

There should be neutral, just and comprehensive regulation from every sector started from agriculture, foreign trade until the creation of new job opportunity.

Second suggestion, government should think ideas/concepts for urban future planning, next fifty years urban planning which many people doubt. The new concept about competition life here is the concept of mutual symbiosis between modern markets that are founded over traditional market.

Third suggestion, people involvement are needed in planning cities in Indonesia because their role are sometimes abandoned whereas it is very important to grow their self-esteem, confidence and identity.

Fourth suggestion, actually the effectiveness of Peraturan Presiden/President Ordinance is doubted because it does not solve the roof of the problems. As the servant of people's affairs, government should give orders and guidance to the citizen about traditional market revitalizing. People-based development should be emphasized here instead of big industrialist welfare. It does not mean just for lower society but at least the two interests are balanced.

Fifth suggestion there should be zoning system like in Thailand. Therefore, zoning regulation should be made.

Sixth suggestion, the role of urban planners and organizers as the managers need to be enriched with pluralistic concepts in order to make them neutral and just in doing their functions, free from the influences and certain group interests. For example about urban beauty, people's perceptions can be contradictory. Even some people said that disorder is one of beautiful forms.

Positive planning model should be promoted by accommodating all activities of urban people whether formal or informal, modern or traditional, permanent or temporary because the uniqueness of Indonesian cities is laid on those two complementary poles. Both must be hold together to be synthesized not to be opposed or chosen just one.

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