



THE IMPACT OF GIANYAR TRADITIONAL MARKET REVITALIZATION ON THE INCOME OF VEGETABLE AND FRUIT TRADERS

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Abstract

The revitalization of traditional markets is a strategic effort by the government to enhance competitiveness, particularly in response to declining infrastructure quality and reduced consumer interest. This study is motivated by the condition of the Gianyar People's Market, which was considered inadequate, prompting a revitalization program aimed at improving traders' welfare. The study focuses on analyzing how the revitalization of markets affects the income of vegetables and fruits traders. The study was conducted at the Gianyar People's Market, Gianyar Regency. From primary and secondary sources, both qualitative and quantitative data were collected and combined using a mixed-method methodology. In gathering the data, techniques such as observation, interviews, as well as documentation were utilized. The process of analyzing the data involved income analysis, descriptive methods, and the McNemar test in order to assess changes in traders' income before and after revitalization. The results indicate that the implementation of the revitalization program led to a significant decrease in the income of vegetable and fruit traders. This decline was primarily attributed to a reduction in the number of visitors, suboptimal market management, and ineffective governance by the local authorities. The statistical findings provide additional confirmation that traders' income is significantly influenced by the implementation of market revitalization. In conclusion, the revitalization of the Gianyar People's Market has not yet achieved its intended objective of improving traders' income. Therefore, improvements in market management and governance are necessary to ensure the effectiveness of future revitalization programs.

Keywords: *market revitalization, traders' income, traditional market, market management*

Introduction

Markets refer to spaces where transactions between buyers and sellers take place in various forms, allowing the demands of the community to be fulfilled (Utari and Sudiana, 2017). Along with the advancement of time and increasingly sophisticated technology, markets no longer function solely as places for local community transactions; rather, they have evolved into key drivers of economic activity on a larger scale (Paramita and Ayuningsasi, 2013). Markets play a crucial role in the economy, serving three main functions: as a distribution channel, a price-setting mechanism, and a means of promotion. According to studies by Shiu and Dawson (2001) and Dewi et al. (2017), young people aged 15 to 30 tend to avoid traditional markets, while consumers in their thirties and forties generally prefer supermarkets. In an effort to position traditional markets as a driving force in the economic development of both urban and rural areas, it is necessary to ensure their effectiveness and optimal operation. Therefore, the government has implemented market revitalization programs to improve their efficiency and ability to meet community needs.

The revitalization of traditional markets aims to enhance their competitiveness in comparison to modern markets. Market development is expected not only to generate financial benefits but also to support the growth of small-scale traders and encourage creative management approaches (Paramita and Ayuningsasi, 2013). Following revitalization, the spatial arrangement and infrastructure of the Gianyar People's Market have become more organized. In addition to restoring the vital functions of the traditional market, this revitalization is expected to improve traders' welfare by increasing their income and stimulating consumer purchasing interest. Aims of the research are outlined as follows: (1) to analyze the impact of revitalization on the income of vegetable traders after the revitalization of the Gianyar People's Market, and (2) to analyze the impact of revitalization on the income of fruit traders after the revitalization.

Study Area and Period

This study was conducted at the Gianyar People's Market, located in Gianyar Village/Subdistrict, Gianyar District, Gianyar Regency. The study site was selected

purposely based on several considerations: the market has undergone a revitalization program, it is one of the largest traditional markets in Bali, and limited similar studies have been conducted in this context. Conducted from March to May 2023, the research covered a total duration of three months.

Types and Sources of Data

Research incorporated qualitative as well as quantitative data types. Qualitative data consist of descriptive aspects like respondent characteristics, traders' experiences, and a general depiction of the research site, whereas data in numerical and measurable form, including traders' income before and after revitalization, are considered quantitative. Both primary and secondary data serve as sources in the study. Direct collection of primary data was carried out through structured interviews with vegetable and fruit traders using questionnaires, while secondary data were sourced from market authorities, related literature, monographs, and additional supporting references.

Population and Sample

All traders of vegetables and fruits operating in Gianyar People's Market formed the population of the study, with a total of 171 individuals, including 100 vegetable traders and 71 fruit traders. As respondents in the research, every member of the population was included by applying a census sampling method. Therefore, the total sample size in this study was 171 respondents.

Data Collection Techniques

Observation, involving direct field observation of traders' activities in the market.

Information related to differences in traders' income and market management, both before and after the revitalization program, was obtained through interviews. Documentation study, involving reviews and analysis of relevant documents obtained from respondents and related institutions.

Operational Variables

The variables examined in this study include the income of vegetable traders and fruit traders. Each variable was measured using two indicators: income before revitalization and income after revitalization. All variables were measured quantitatively in monetary units (Indonesian Rupiah).

Data Analysis Methods

For the purpose of analyzing data, the study made use of descriptive analysis, income analysis, along with inferential statistical analysis through the McNemar test. Descriptive analysis was used to describe respondent characteristics and to compare traders' income before

and after revitalization. Income analysis was conducted to measure changes in traders' earnings. Furthermore, the McNemar test, a non-parametric statistical test for paired (dependent) samples, was used to examine differences in income before and after the revitalization program. The analysis was performed using SPSS software. By comparing the probability value (p-value) to the significance level ($\alpha = 0.05$), or by contrasting the calculated Chi-square value with the critical Chi-square value, the decision criteria were established.

Listed below are the hypotheses tested in the study:

- H_0 (null hypothesis): The income of traders remains not significantly different between the periods before and after market revitalization.
- H_1 (alternative hypothesis): The income of traders differs significantly between the periods before and after market revitalization.

Results and Discussion

Results

Respondent Characteristics

The respondents in this study were vegetable and fruit traders at the Gianyar People's Market, Gianyar District, Gianyar Regency, with a total of 171 individuals. Gender, age, and level of education were used as the basis for analyzing respondent characteristics.

Gender

The results show that with 105 individuals (61.4%), female respondents dominated the sample, while 66 individuals (38.6%) were male. This indicates that vegetable and fruit trading activities at the Gianyar People's Market are predominantly carried out by women, who generally play an active role in traditional market activities.

Age of Respondents

In terms of age distribution, the largest group is 36–45 years old with 75 individuals (43.8%), meanwhile the 26–35 group accounts for 60 individuals (35.1%), lastly the 46–55 group consists of 36 individuals (21.1%). This suggests that most traders are within the productive age range, possessing adequate physical capacity and experience to manage their businesses.

Education Level

The education level of respondents is dominated by primary school graduates (elementary level), totaling 75 individuals (43.8%), followed by junior high school graduates with 60 individuals (35.1%), and senior high school graduates with 36 individuals (21.1%). This indicates that most traders have relatively low educational attainment, which may influence their



business management skills and decision-making abilities.

Impact of Revitalization on Vegetable Traders' Income
 The results show that prior to revitalization, the majority of vegetable traders were in the income category of IDR 8,000,000 per month, totaling 35 individuals (35%). However, after revitalization, there was a shift in income

distribution toward lower categories, with most traders earning IDR 1,500,000 per month, totaling 50 individuals (50%). This indicates that the market revitalization has not had a positive impact on increasing vegetable traders' income; instead, it has led to a decline in income levels.

Table 1. Respondents' Monthly Income Before the Revitalization of the Gianyar People's Market

No	Class Income	Before The Revitalization (people)	%	Type of Commodity
1.	1.500.000	10	10	Vegetable
2.	3.000.000	20	20	Vegetable
3.	5.500.000	25	25	Vegetable
4.	8.000.000	35	35	Vegetable
5.	10.000.000	10	10	Vegetable
Total		100	100	

Table 2. Respondents' Monthly Income After the Revitalization of the Gianyar People's Market

No	Class Income	After The Revitalization (people)	%	Type of Commodity
1.	1.500.000	50	50	Vegetable
2.	3.000.000	25	25	Vegetable
3.	5.500.000	15	15	Vegetable
4.	8.000.000	10	10	Vegetable
5.	10.000.000	0	0	Vegetable
Jumlah		100	100	

The statistical analysis using the McNemar test shows a Chi-square value of 8.491 with a p-value of 0.002 (< 0.05). The alternative hypothesis (H₁) is therefore accepted, showing that income differs significantly before and after the revitalization. In other words, market revitalization has a significant effect on vegetable traders' income.

Table 2. Results of the McNemar Test for the Vegetable Traders Variable

Test Statistics ^a	Before Revitalization & After Revitalization
N	100
Chi-Square ^b	8.491
Asymp. Sig.	.002
a. McNemar Test	
b. Continuity Corrected	



Impact of Revitalization on Fruit Traders' Income
 Before revitalization, the majority of fruit traders earned approximately IDR 5,500,000 per month, totaling 30 individuals (42.3%). However, after revitalization, most traders experienced a decline in income, with the

majority earning IDR 2,500,000 per month, totaling 30 individuals (42.2%). These findings indicate a decrease in fruit traders' income following the implementation of the market revitalization program.

Table 3. Respondents' Monthly Income Before the Revitalization of the Gianyar People's Market

No	Class Income	Before The Revitalization (people)	%	Type of Commodity
1.	2.500.000	6	8,5	Fruit
2.	3.000.000	15	21,1	Fruit
3.	5.500.000	30	42,3	Fruit
4.	10.000.000	15	21,1	Fruit
5.	12.000.000	5	7,0	Fruit
Jumlah		71	100	

Table 4. Respondents' Monthly Income After the Revitalization of the Gianyar People's Market

No	Class Income	After The Revitalization (people)	%	Type of Commodity
1.	2.500.000	30	42,2	Fruit
2.	3.000.000	20	28,2	Fruit
3.	5.500.000	15	21,1	Fruit
4.	10.000.000	6	8,5	Fruit
5.	12.000.000	0	0	Fruit
Jumlah		71	100	

The McNemar test results reveal that the Chi-square value is 10.811 with a p-value of 0.001, indicating a value lower than 0.05. Consequently, the results support the alternative hypothesis (H_1), indicating that a

substantial variation exists in income before and after revitalization. It is confirmed that the revitalization of the market brings a notable effect on the income earned by fruit traders.

Tabel 5 Results of the McNemar Test for the Fruit Traders Variable

Test Statistics ^a	Before Revitalization & After Revitalization
N	71
Chi-Square ^b	10.811
Asymp. Sig.	.001
a. McNemar Test	
b. Continuity Corrected	

Discussion

Based on the findings, efforts to revitalize Gianyar People's Market have not resulted in an improvement in traders' income, for both vegetable and fruit traders. Instead, a decline in income was observed after the revitalization program. This decline can be attributed to several factors, including a decrease in the number of visitors, suboptimal market management, and low compliance of traders with existing regulations. These findings suggest that physical infrastructure improvements, along with market management practices and trader behavior, play a role in the achievement of market revitalization. Therefore, improvements in market management, enhanced promotional strategies, and more effective regulatory systems are necessary to ensure that the objectives of market revitalization—namely improving traders' welfare and increasing market attractiveness—can be achieved optimally.

Conclusion and Recommendation

The impact of market revitalization on vegetable traders at the Gianyar People's Market shows a decline in traders' income. The results derived from SPSS analysis show that the p-value equals 0.002 and the Chi-square value equals 8.491. As the calculated Chi-square value ($\chi^2_{\text{calculated}}$) surpasses the critical value (χ^2_{table}), or as the p-value falls below the significance level ($\alpha = 0.05$), the alternative hypothesis (H_1) is accepted. Therefore, a meaningful influence on vegetable traders' income is generated by the revitalization of Gianyar People's Market.

Similarly, revitalization on fruit traders impacts at the Gianyar People's Market also indicates a decline in income. From the SPSS output, a p-value of 0.001 and a Chi-square value of 8.491 are observed. Acceptance of the alternative hypothesis (H_1) occurs when $\chi^2_{\text{calculated}}$ is higher than χ^2_{table} or when the p-value falls below $\alpha = 0.05$. Thus, the income of fruit traders is substantially influenced by the revitalization of Gianyar People's Market.

For both the government and traders, several recommendations can be put forward based on the results and discussion presented in the previous section. The local government is expected to improve the market management system to ensure fairness for traders and to strengthen its role, particularly in market management and in addressing issues related to market operations. As the authority responsible for regional development, the government should also pay closer attention to

stakeholders' interests and optimize the implementation of market revitalization programs to enhance traders' economic conditions. Furthermore, traders are encouraged to comply with established regulations in order to create a more organized and conducive market environment for all market participants.

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