



The Cycle of Bazaar in Heritage Open Space: Aloon-aloon Johar Area, Semarang

R.Siti Rukayah, Bharoto, Abdul Malik

Master Progran In Architecture, Jl. Hayam Wuruk Semarang, Indonesia
Architecture Departement , Engineering Faculty, Diponegoro University, Jl . Prof,
Soedharto SH, Tembalang, Semarang, Indonesia

tututrsiti@yahoo.com

Abstract

Retail globalization resulting in the modern building gives the influence to modernize bazaar. Is it appropriate if the government uses the same method when the bazaar cycle consecutively happens in Johar in the 1930s and 1970s where modern retail buildings were ineffectively used? There is no theory that can explain this phenomenon. The modern retail building is like a leaky container. Initially, the concept of retail in the United Kingdom is like a bazaar. The bazaar in Semarang was a tourist destination in 1950 just like a bazaar in other countries now. A next collaboration research needs to conduct with the United Kingdom and other countries that make the bazaar as a tourist asset..

Keywords: research; bazaar; tradisional market; retail; practise.

*eISSN 2514-751X © 2018. The Authors. Published for AMER ABRA cE-Bs by e-International Publishing House, Ltd., UK. This is an open-access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>). Peer-review under responsibility of AMER (Association of Malaysian Environment-Behaviour Researchers), ABRA (Association of Behavioural Researchers on Asians) and cE-Bs (Centre for Environment-Behaviour Studies), Faculty of Architecture, Planning & Surveying, Universiti Teknologi MARA, Malaysia
DOI: <https://doi.org/10.21834/aje-bs.v3i10.323>*

1.0 Bazaar Become Modern Market is the Best Method?

Past research about bazaar in 2012 (a) and (b) has raised a question about methods to revitalize the bazaar into modern market. Is it appropriate if the government used the same method when symptoms of modernization Johar market in Semarang always forms a bazaar cycles like in 1930 and 1970? Bazaars as the informal sector characterize cities in third world countries. Until now, the study of the bazaar is an endless research field. The government has not given legal status to the existence of the bazaar in urban spaces. On the contrary, the existence of modern retail has been supported by the municipal government to occupy strategic locations in the city. Indeed, the government's economic policies in the past focused more on displaying a picture of a modern city. As the result, the government still considers the existence of the bazaar as the symbol of slums.

It is important for researchers to disseminate the results of this research relating to the government's plans to modernize several traditional markets in some cities, particularly in Semarang. The municipal government will develop the traditional market area in the old city of Semarang next to the Johar. In 2010's, the result of design competition held by the government about revitalization of Johar did not touch the root of the problem. It is suspected that the result of competition design was not through series of research about phenomena happened in Johar. So the competition produced modern market design (trade center) having many levels to accommodate informal traders. The positive point of view from the competition still results a recommendations for preserving the Johar old market building and restoring the traditional open spaces.

Initially appeared in the United Kingdom, retail as modern market was concept for selling (Royan, 2005). But now, the selling concept has evolved from traditional market in the open space to the modern retail. Retail globalization has spread to many countries. Similarly, it happened in Indonesia in 1970's. Since that era, the appearance urban landscapes in many cities have similarities in form with modern retail as landmark. Some of traditional markets in Indonesia and Southeast Asia have transformed into famous trade center, shopping center, and wholesale market. Ironically, the Semarang's municipal government did the same thing. They assumed the market area like the Pasar ¹Johar, Pasar Yaik ²and the Kanjengan shopping department as commodities. Therefore, the government planned to modernize images of them same with other cities.

2.0 Theory Cannot Explain Symptoms of Bazaar Cycle

Boeke's study in 1953 found two economic systems (traditional and capitalist) existed in rural Java before World War I and both of them could not be intermingled. In 1963, Geertz's said there was a relationship between bazaar sectors and firms. The International Labour Organization (1972) and Hart (1973) raised dualism theme in the sense of formal and informal sectors. Research on formal-informal sector is more widely studied by economists.

¹ market

² Market near Johar built at open space

Soetomo (1988) examined formal and informal sector as a part of the spatial aspects of the city. He stated that they work as a system. Rukayah (2010) gave an important contribution in aspects of urban design. She suggested to plan a symbiosis both formal and informal sector in urban design. However, the phenomena of bazaar still happen and furthermore there is cycle of bazaar symptoms. In contrary, when the formal sector/modern retail was declined in economic crisis, the bazaar has more durable than retail. She agrees with economists, De Soto, 1991, who did research in Peru and found that the informal sector was able to rescue the economy of third world countries. This theory was applied in the city of Solo, Central Java by Sardjono (2002) giving a great attention to the existence of the informal sector in the city.

The theories above cannot explain the phenomenon of bazaar cycle. An effort to revitalize traditional markets into modern in many areas is merely the impact of the globalization of retailing. Retail globalization gets easy access to enter Indonesia due to the government's economic policies. An offer from the IMF (Indonesia Monetaring Funds) and the World Bank for Indonesia's economic stability gives requirement that Indonesia must give free access to foreign retailers; and modern retail continues to emerge.

In the economic crisis, some retails collapse and the informal sectors, in the contrary, continue to survive and claim the rest of the open spaces. Rukayah, 2010, stated that the claims of these spaces is an attempt to approach pragmatic consumers who want to shop easily by buying stuffs on the transportation path and an attempt to occupy the space by paying low rents.

1) Privilege for Retail

According Goronwy in Royan, 2005, Michael Mark was the originator of the idea to sell the goods, to display and allow the consumer to choose their own goods. Mark's idea is a great work for the next retail generation in the future. In present, Mark & Spencer's Supermarket is the largest supermarket in the UK that have been operating for 120 years, has as many as 240 more branches across the UK. Retail expands into several countries including Indonesia in the 1970s-1990s (Swastha, 2003). Cities in Indonesia almost uniformly display a modern impression by presenting retail as urban landmarks. According Piliang (2005) the government's policy on foreign loans and investment favors investments that support the luxury consumption. Since then the urban landscape in Indonesia showed uniformity that makes the face of modern retail as its landmark. Featherson ,2001 and Evers, 2002.

2) Policy for the informal sector.

De Soto, 1991, stated that the informal sector is a common feature of urban third world countries. In Peru, the existence of the informal sector becomes savior of the economic sectors. In the contrary, the policy in Indonesia has not fully accepted the presence of the informal sector. Some government's policies tend to segregate, to clean, and to limit the existence of the informal sector. Not all cities in Indonesia reject of the informal traders. In Solo, Central Java, Indonesia, retail growth is limited by Joko Widodo, the mayor (who is now Governor of DKI Jakarta). He began to reform the system design city where system on-off

road is used for presence culinary for shopping tour. Solo's finally is awarded The Best City Award in Conference Partnership for Democratic Local Governance in Southeast Asia (DELGOSEA). The government's policy in the city of Solo, furthermore, has inspired other countries such as Cambodia and Thailand. Harjoko at all, 2001 also sated that kakilima/informal sector is the real urban life in Indonesia. They contribute to the shape of the city. Planners and designers should understand about the facts.

3) Informal Sector As A Tourism Asset

Researchers visited to other countries such as Bangkok, Thailand in 2012. We found that the existence of traders are integrated in spatial city. When we visited to Singapore in 2007, researchers noticed that the existence of informal traders are displayed as tourism assets such as in China town, Bugis Junction and along Orchard Road. The researcher visited to Cairo in 2012 and found that Khalili Bazaar becomes a tourism asset that is maintained since the beginning of its existence in fourteenth century and grow into a shopping district for foreign tourists.

4) Revitalize bazaar in Traditional Open Space

There is no theory that could explain the problem. Revitalization of traditional markets into modern buildings still causes the phenomenon of the existence of the informal sector. As a result of this, the government is still doing market revitalization methods by doing modernization. Based on the practical symptoms of Johar trade area, is it appropriate if the government will use the same method in the future? The finding method to revitalize bazaar and traditional open space is very useful for the government to make the right policy for market activities and also open space as heritage space. According to Savarzadeh, 2012, Since the mid-1990s, the increased focus on the conservation of historic cities, using participatory planning has become a prominent topic in national and international meeting, conferences, and congresses throughout the world. They could improve practice of urban heritage conservation and support professionals and decision makers in addressing the points of weaknesses and strength and identifying opportunities and threats.

3.0 Methodology

There is no theory that can explain/ answer questions about the research methods for the revitalization of traditional markets. Retail modernization leads the government to give privileges for its presence in the urban space. The government, in contrary, limits the existence of the informal sector whereas empirical symptoms in other countries showed the effort to lift the image of the informal sector into a tourist attraction.

Researchers used Johar trade area as a laboratory research. Researchers will uncover the phenomenon of market activity in the past from the local daily news sources (Suara Merdeka) and the history books of Semarang.

In order to answer the research question whether traders in the open space should be accommodated in the building, the researcher, then, will uncover and describe the stages of

the cycle phenomena bazaar in the revitalization effort. Researcher tries to capture the phenomenon in the current situation. Researchers will conduct data collection techniques through observation, in-depth interviews and secondary data from relevant department (grounded theory).

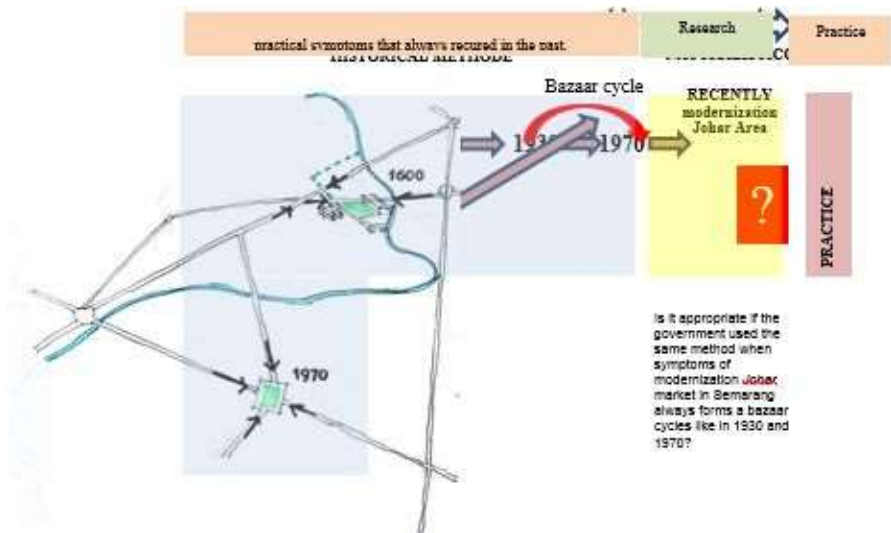


Figure 1, the practical symptoms of a recurring cycle bazaars in different years require mixed research method between historical and naturalistic method.

(Source: researchers analysis , 2013)

4.0 Semarang as a Research Study.

The shifting government assets in the 1970's in around the traditional open space (Kanjengan Shopping, Shopping Center Johar, Metro department stores, parking area) into commercial building did not collapse the informal sector activities. In the contrary, this symptom collapse some retails; Some informal sectors, then, rented retail spaces that have been vacant, Rukayah, 2010. Both formal and informal sector, proceeds in the same city spatial aspect. Further research of Rukayah, 2012 (a) found that the bazaar activity was the root of tradition market conducted by local community in an open space. Thus the activities of the bazaar and open space are like contents and container. Both of them are unity and always sustain from time to time.

Cycle Bazaar phenomenon in the market area Johar Semarang.

Semarang in the early growth was on the edge of the river. The river that we call kali Semarang was still function as water transportation. The site supports a traditional town centre so that it grows into a strategic location. Some traditional markets grow along the river

in this area. Liem, 1933, the location of the market was initially in Pedamaran ³(on the western side of the river bank). Therefore, Pedamaran market was too narrow, so Dutch colonial government built Johar market in 1865; researchers gained this overview of the condition of Johar market from old photograph and at that time the market activity was at stalls. In 1898 the government expanded the market by cutting down trees around Johar at the west side of aloon-aloon. With this effort, the market Pedamaran and Johar markets were converged. The old sketch map of Semarang, study historical review of the development of the structure of Ancient Semarang (1999), illustrates the location of the market Pedamaran is along the western side of the river.

When the Dutch colonial built Johar Market into a modern market in its time (1930s), they still gave some space to the existence of the informal sector. These informal sector traders were on the eastern side and extended to cover the land in the western side of the aloon-aloon. In the 1950's, the location of the open market at the west side of the aloon-aloon⁴ became a public market for tourist destination for the people of Semarang and the transiting tourists in Semarang. Trade and Tourist Books (1956) described :

..... Kalau pada waktu siang pasar Djohar merupakan pusat berdetiknya nadi perekonomian Semarang, maka sedjak matahari menjembunjikan diri di ufuk Barat,mulailah lampu-lampu petromax gemerlapan di aloon-aloon Semarang. Tanah lapang itu tertjipta menjadi pasar. Orang menamakan pasar Ja'ik..... Pusatnja keramaian, pasar jang terbuka. Biasanya berlangsung sampai djam 12 malam, terkecuali kalau turun hudjan.....(Indonesian old spelling)

(Johar market during that day was an economic centre in Semarang, from the dawn on the west, kerosene lamps started to glitter at aloon-aloon Semarang. The open space was turned into a market. We called it Ja'ik (Yaik) market..... The central market located in an open space that it was usually open until midnight except when it rains.

Unfortunately the market activities which were once a tourist destination for people of Semarang has lost now. Government in the 1970's built a permanent market on it (Market Yaik). As a result of this, the development of this market expands the square and eliminates the cultural value of market trading activity as local identity in an open space. Trade and Tourist Books (1956), has predicted that in the future the open space will be lost.

.....Pasar Johar sangat dibanggakan karena bentuk pasarnya yang bagus. Bertingkat dua dan karena makin padatnya penduduk kota maka sudah sangat terasa sempitnya pasar yang sesungguhnya luas itu. Djustru dengan itu mulai tahun 1955 perluasan pasar Djohar dimulai, mungkin sekali pada kemudian hari aloon² Semarang akan seluruhnya tertelan untuk pasar.....(Indonesian old spelling)

³ The first market in Semarang located at the edge of Semarang river

⁴ The Javanese traditional open space

(The very proud of the Johar market. It was a good market. Because of the dense population of the city, the huge market actually feels cramped. Therefore in 1955s the government started to expand Johar market, and finally in the future they will entirely cover aloon-aloon)

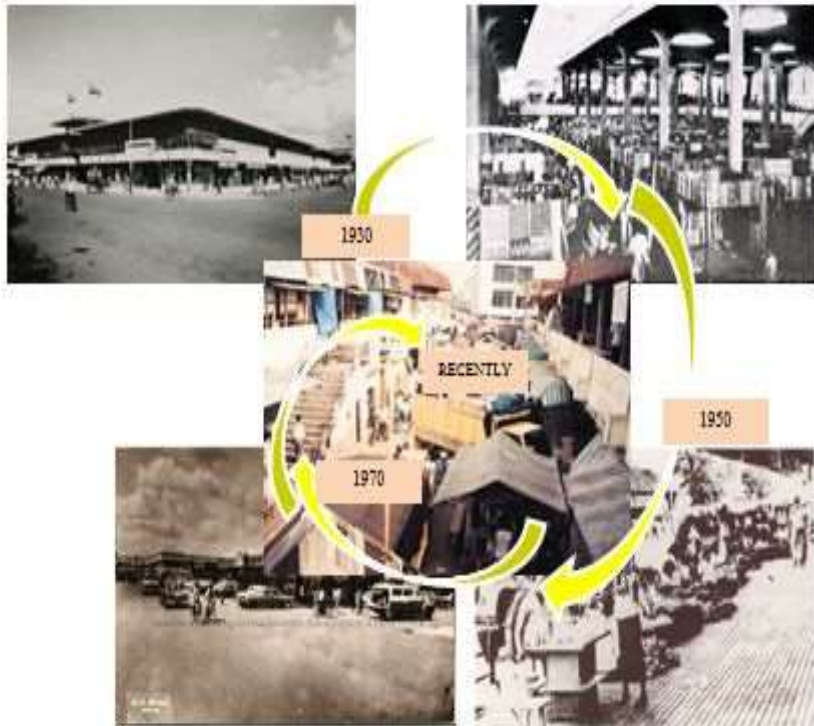


Figure 2: (Left) Dutch Colonial building *Johar* market to accommodate traders selling in the shade of *Johar*. Market traders meet. [www. Scyscrapercity.com](http://www.Scyscrapercity.com) (right). Expansion of traders on the west side of traditional open space. In 1970 the government built *Yaik* market to accommodate traders at the west side of the *Alon-Alon*.

(Sources: from various sources and Tio personal collection)

In the 1970's the tourist area was lost. The government built a modern market (*Yaik* market) covered the land of the *aloon-aloon* on the western side. Pungkasari, 2007, revealed that currently the *Johar* market has appeal as a shopping attraction. Products such as convection, production consumption, typical food of Semarang, souvenirs, books, antiques and fruits was a commodity expenditure of interest to visitors.

Below are some photos as an explanation for the development of the market area *Johar* Semarang.

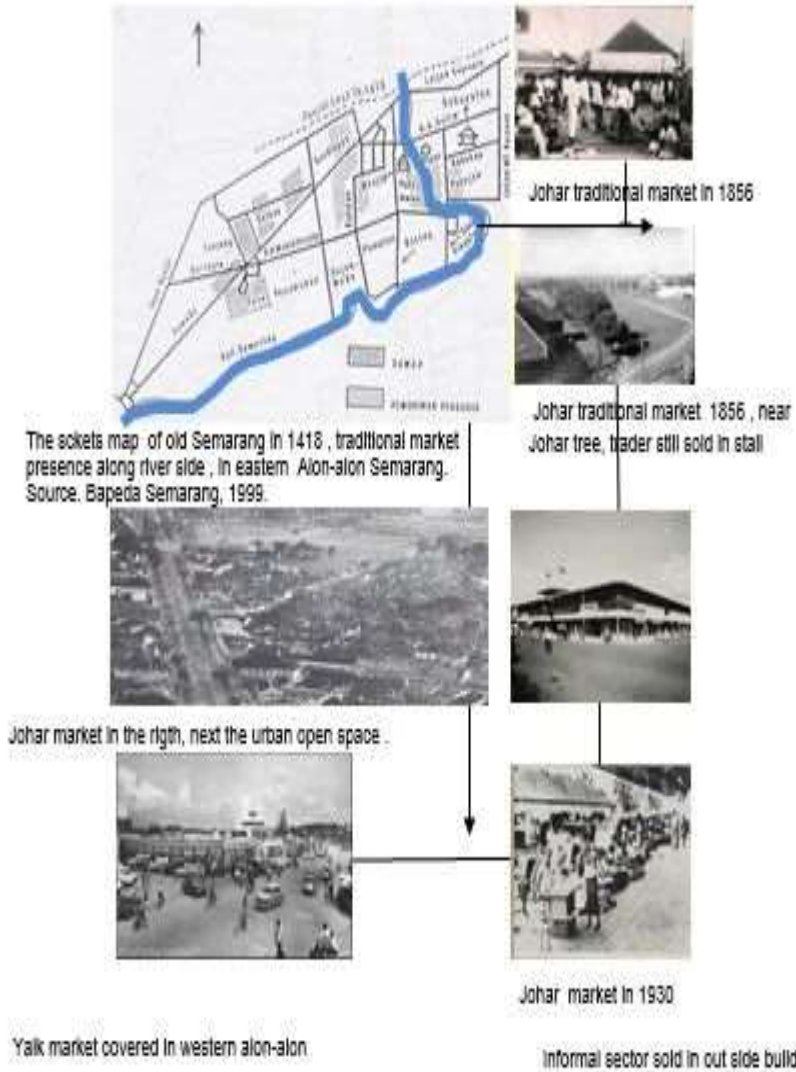


Fig 3. The growth of traditional market in Johar area, along riverside, joint together in Johar area until fully covered the alon-alon. (Sources: from various sources)

Based on information from old maps, old books and old photographs above, the sketch below clarify details of cycle symptoms .



Traditional market along riverside , in eastern alon-alon (according to the sceth map 1480)



Dutch colonial government made some traditional markets and occupaid alon- alon and the traders sold their stuffs in shading Johar trees. (1880)

THE CYCLE BAZAAR PHASE 1, 1930s



Dutch colonial government built modern Johar traditional market in 1930



The growing of informal sector in western modern Johar market and occupaid alon-alon (1950). According to the old book , Bakoenoen 1956



Government built Yaik market in west of alon-alon Semarang (1970). Finally all traditioanal market fully covered all site of alon-alon Semarang .

THE CYCLE BAZAAR PHASE 2 ,1970s



The trader were not interested to do their activity in upper building. They prefer selling in yard and claim the rest of site as place for sell.

Figure 4: The cycle of modernization and the cyle of bazaar in Johar area.
(Source : reseachers analysis, 2013)

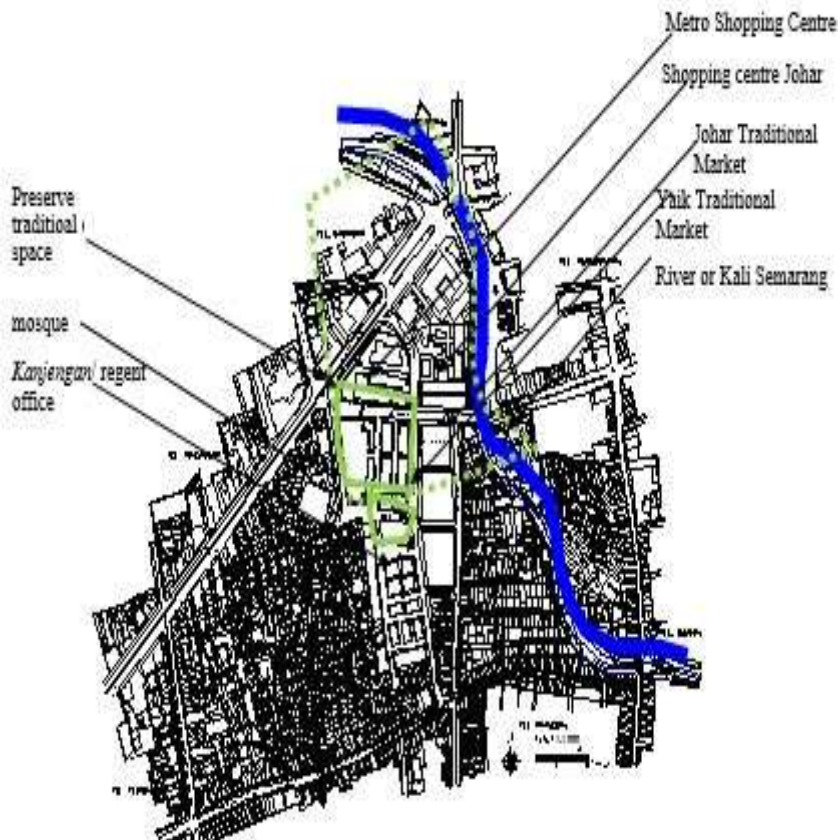


Figure 5: Some retails surround the traditional open space.
(Source : reseachers analysis, 2013)

5.0 Results and Discussions

5.1 The Universal Activity.

Actually there is no different concept about the bazaar concept from UK and local concept. Michael Mark idea for bazaar concepts was to sell the goods, to display and to allow the consumer to choose the product. This concept is like traditional traders in open area, no need of building, using a basket for products, display where people can see, touch and choose products easily.

5.2 Informal sectors like water

Modernization in the area of Johar market still produces informal traders. These symptoms occur repeatedly in different years. It can be concluded that the government's effort to accommodate the informal sector into the building does not work optimally. This effort can be illustrated like pouring water on a leaking container. Informal traders would go back to a lower location. Practically every place in this region transformed back into a traditional market.



Figure 6 : Like pouring water on a leaking container. Traders who are on the upper floors of the buildings always go down in an open space.

(Source: researchers analysis ,2013)

5.3 Open spaces such as the lake, where the water flow toward it.

Open space that has strategic value will become booster for the growth of the formal and informal sectors. Those traders only follow instinctively in determining the most strategic location to sell. City open space located at the intersection of a busy street, along the river which at that time the river was major transportation lines, becomes a place for formal and informal sectors .This open space have a function as gathering place, like a lake where all of the rivers go toward it.



Figure 7: open space as a gathering place, like a lake , a gatehring place for water to flow into it.

(Source: researchers analysis, 2013)

5.4 Practical Design in the Future: to restore open space as a public asset.

Revitalization of markets that are in the open space should not build a multi-storeys building that serves as a trade centre. Government provides the facility to develop bazaar in the open space as a shopping destination as local characters like in other countries.

It is very important for the government to restore the Javanese open space as a multipurpose space. The mosque will function initially as a landmark of the Javanese courtyard. Elevating open space will slightly covered market activity across the mosque where informal traders occupying the open space on the bottom floor.



Figure 9: Yaik market finally covered the rest of alon-alon (1970).
(Source : researchers' analysis, 2013)



Figure 10: conserve the building of Johar Market (built in 1930), re open the alon-alon Semarang, and should place the market under the open spaces (semi basement).
(Source : researchers' analysis, 2013)

The government needs to reconstruct Kanjengan shopping center as a replica of a regent building, so the image as a Javanese courtyard will reappear. Providing space for bazaar

tradition in the open space will be the destination point of shopping again. The findings of this study reinforce our previous studies in 2012s stating that Bazaar is a historical roots that usually be in the open space. Bazaar and open space as a content and a container.

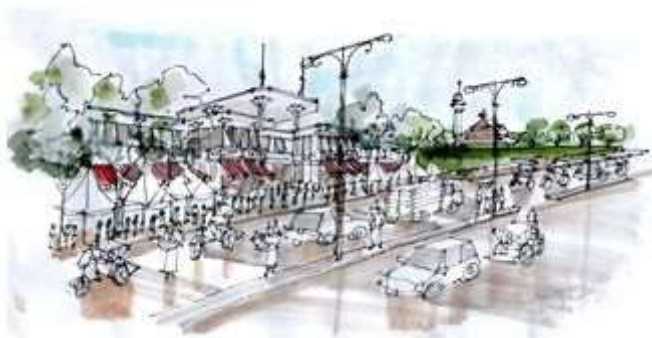


Figure 11: Re open the alon-alon from market buiding and as the result the mosque will visible as the remains one of the landmarks of the traditional open space/ alon-alon.

(Source: researchers analysis, 2013)

6.0 Conclusions and Recommendations

6.1 Conclusions.

Based on the theory of the informal sector which has characteristic like water, then the most appropriate method to revitalize traditional market is placing it naturally. Based on the historical root of its activities, the market is always in the open field. They could not be located in the building.

Based on the findings of practical design, market events in the history of urban development in Indonesia were temporal activities lasting up to ten o'clock in the morning and became a tourist area for the local community especially in traditional open space as heritage area/ aloon-aloon.

6.2 Recommendations.

Some of the symptoms in the past that always reappear / cycle can be used as practical recommendations in the future. As a result, government should restore the west side of aloon-aloon Semarang as an open space and a place for the activities of the bazaar. The concept of open space as a shopping area will revive market activities in the 1950s.

Making research based on failed practical symptoms occurred in the past that results a better guidance design. The government can use this study as method for revitalizing market space in various regions. . The case of Semarang city, indeed, is a unique case because it is the only traditional open space that is now covered by the buildings market. Symptoms in various city squares in Indonesia, moreover, show a tradition of market activity as an

entertainment event for the people. These tradition, until now is always marginalized by the government attempting to show the image of a modern city.

Acknowledgement

There is no financial assistance provided by the government for the researchers to conduct this research. However, the researchers want to express their gratitude to Engineering Faculty of Universitas Diponegoro for the financial assistance. The researchers are also very grateful for getting cooperation projects to work on market departement of Semarang (although in a smaller scale). The cooperation helped researchers to collect data at the activities of the market in Semarang without having to spend money. Researchers expect that this research can be input to the Ministry of Commerce and relevant departments in implementing their policies in the future.

References

- Boeke, JH, dan Burger DH. (197. EkonomiDualistis, Dialog antaraBoekedan Burger. Jakarta: Bharata.
- De Soto, Hernando. (1991).Masih Ada Jalan Lain, RevolusiTersembunyi di Negara DuniakeTiga. Jakarta.YayasanObor Indonesia.
- Evers, Hans Dieter & RudigerKorff. (2002). Urbanisme di Asia Tenggara, MaknadanKekuasandalamRuang-ruangSosial, Jakarta, YayasanObor Indonesia.
- Featherstone, Mike. (2001). PostmodernismeBudayaKonsumen. Yogyakarta:PustakaPelajar.
- Geertz, Clifford. (1977).Penjajadan Raja, PerubahanSosialdanModernisasiEkonomi di Dua Kota Indonesia. PT Gramedia.
- Harjoko, Triatno Yudo and Joko Adianto, (2011), Space Topology: Case Study of Kakilima in the Market of Kebayoran Lama, Jakarta. Procedia - Social and Behavioral Sciences 36 (2012) 545 – 5561877-0428 © 2012 Published by Elsevier B.V
- Joe, Liem Thian (1933), Semarang (dari Jamannya Sam Po sampe Terhapusnya kongkoan), Tjitakan pertama, Semarang; TP.

Rukayah, Bharoto, (2012a), Bazaar in Urban Open Space as Contain and Container Case study: Alun-alun Lama and Simpang Lima Semarang, Central Java, Indonesia. *Procedia Social and Behavioral Sciences*. www. Sciencedirect.com

Rukayah, Bharoto, Abdul Malik (2012b). Between Colonial, Moslem, and Post-Independence Era, Which Layer of Urban Patterns Should Be Conserved?. *Procedia Social and Behavioral Sciences*. www. Sciencedirect.com

Royan, Frans M. (2005). Kiat Sukses Mengelola Supermarket, Toko Tradisional, Minimarket. Semarang. Effhar dan Dahara Pfize.

Sarjono, Yetty. (2005). Pergulatan Pedagang Kaki Lima di Perkotaan. Muhamaddiyah University Press

Sarvarzadeh, Seyed Koorosh and Abidin, Syed Zainol, (2012). Problematic Issues of Citizens' Participation on Urban Heritage Conservation in the Historic Cities of Iran. *Procedia - Social and Behavioral Sciences* 50 (2012) 214 – 225 1877-0428 © 2012 Published by Elsevier Ltd

Soetomo, Sugiono. (1988). Le Secteur Informel dans La Structure Spatiale de la Ville de Semarang-Indonesia. (translation) Institut Francais D'Urbanisme Universite de Paris VIII.

Swastha, Basu dan Irawan. (1997). Manajemen Pemasaran Modern. Yogyakarta: Liberty.

Tio, Jongkie. (2004). Kota Semarang dalam Kenangan. Semarang.

Pungkasari, Martina, (2007), Kecenderungan Pasar Johar Sebagai Obyek Wisata Belanja Di Kota Semarang, Tugas Akhir. Jurusan Perencanaan Wilayah Dan Kota Fakultas.Teknik Universitas Diponegoro Semarang.

-----1999, tinjauan historis perkembangan struktur Semarang Kuno, Kerjasama Bappeda Kota Semarang dengan Pusat Pengkajian Penelitian dan Pengembangan masyarakat. .