

**REVITALIZATION OF JONGKE MARKET IN SURAKARTA: JURIDICAL
ANALYSIS AND ITS IMPACT ON SOCIAL, ECONOMIC, ENVIRONMENTAL
AND CULTURAL ASPECTS****Tiffany Zur'ah Wibawati**

Department of Legal Studies, Faculty of Law, Universitas Muhammadiyah Surakarta

tifanyzurah@gmail.com**Nuria Siswi Enggarani**

Department of Legal Studies, Faculty of Law, Universitas Muhammadiyah Surakarta

nse178@ums.ac.id**ABSTRACT**

Jongke Market in Surakarta, which has been operating since 1922, underwent revitalization in 2023 to overcome various problems, such as damaged physical conditions, slums, and frequent flooding. This study aims to analyze the juridical aspects of revitalization based on Law No. 26 of 2007, Minister of Trade Regulation No. 21 of 2021, and Surakarta Regional Regulation No. 1 of 2010, and evaluate its impact on social, economic, environmental, and cultural aspects. The method used is empirical juridical with primary data from interviews and observations, and secondary data from literature studies. The results show that the revitalization policy has fulfilled the existing legal provisions, especially in the aspects of spatial planning, management of trade facilities, and protection of traditional markets. From the social aspect, revitalization improves comfort, but changes the interaction patterns of traders and buyers. From an economic aspect, the competitiveness of the market increased, but the distribution of benefits is still uneven, especially for traders on the upper floors experiencing a decline due to accessibility. From the environmental aspect, revitalization contributed to improved hygiene and better waste management. From the cultural aspect, revitalization maintains the identity of traditional markets through the promotion of local products and cultural events. Therefore, further policies are needed that ensure market revitalization not only provides physical benefits, but also strengthens the welfare of traders as well as maintaining existing social, economic, environmental, and cultural values.

Keywords: Market Revitalization; Juridical Aspects; Impacts

INTRODUCTION

Traditional markets are areas where buyers and traders meet and are characterized by direct commercial negotiations and bargaining methods.(1) Traditional markets play a crucial role as locations for social and economic interaction, offering goods at affordable prices and allowing direct exchange to fulfill basic needs. However, the presence of traditional markets is under serious threat due to competition from better-organized and more convenient supermarkets. The solution that is often applied is revitalization. Market revitalization is a process of improvement and renewal carried out to restore the function, attractiveness and efficiency of traditional and modern markets. The purpose of revitalization is to improve the quality of services, improve infrastructure and attract more tourists and entrepreneurs.

Jongke Market is a traditional market that is one of the revitalization targets of the 17 priority programs of the Mayor of Solo, Gibran Rakabuming Raka located at JL. Dr. Radjiman, Pajang, Laweyan, Surakarta City, Central Java. Jongke Market has a long history, having operated since 1992 without ever undergoing renovations to its construction and structure. Initially, the market building was a simple structure with only one floor. However, in 2023, Jongke Market underwent a comprehensive revitalization, so that it now appears with a new face that is more magnificent and modern.(2)

Based on the Letter of the Mayor of Surakarta No. 644/843 dated March 23, 2021 regarding the Request for Financing for Jongke Market Revitalization, the Implementation of Regional Autonomy requires the City Government to increase its ability to mobilize resources and optimally utilize the potential of regional assets in order to improve the welfare of the community. Jongke market revitalization was carried out by the Mayor of Solo to improve the management of Jongke market which has been bad, unorganized and rundown. In addition, during heavy rains and strong winds, Jongke Market often floods due to rainwater entering the market and the lack of use of dirty water disposal, therefore, after the redevelopment is complete, Jongke Market will be neat, tidy, and comfortable for visitors and traders.

The process of revitalizing an area includes renewal of the physical, economic and social dimensions. Revitalization strategies should identify and harness the potential of the environment

in an effort to revive areas facing decline. Revitalization in 2023 will include the development and reconstruction of infrastructure to improve convenience and competitiveness, as well as the introduction of environmentally friendly and disability-friendly concepts.

The purpose of this revitalization is also to support the achievement of sustainable development goals, especially in the local economy. This revitalization is expected to bring improvements in various aspects, such as increased market comfort, increased profits for traders, and increased social interaction. Aiming to ensure the sustainability of the public market. However, this revitalization raises questions about the extent to which this process is in accordance with laws and regulations, and the revitalization of traditional markets has significant impacts that cover four main dimensions, namely social, economic, environmental and cultural. Therefore, this research aims to examine the legal aspects of the revitalization of Jongke market and see what the impacts are.

Theoretically, the benefits of this study are expected to provide a broader insight into the legal perspective related to the revitalization of traditional markets. This research is also expected to be able to provide a practical function in understanding the impact of Jongke Market revitalization in order to create an inclusive, competitive, environmentally friendly and culturally oriented market. That the increasing situation and the progress of trading business activities in Surakarta so that there needs to be a policy regarding the management and protection of traditional markets.(3) Regulations such as Law No. 26 of 2007 and Minister of Trade Regulation No. 21 of 2021 emphasize the importance of traditional market management oriented towards sustainable development. In addition, Local Regulation No. 1/2010 provides technical guidance in implementing the protection and management of traditional markets so that they remain relevant in the midst of competition with supermarkets.

Traditional market revitalization is a renewal process that includes physical improvement, strengthening economic competitiveness, and social management to restore the main function of the market as a center of local economic activity. The revitalization of Jongke market uses the theme of a traditional market but is packaged like a modern market in physical terms so that it is not inferior to modern markets in terms of facilities, arrangement and cleanliness. But currently Jongke market has experienced an increase in facilities, such as prayer

rooms, CCTV, hydrants, sprinklers and also electronic fire alarms in case of fire. In the context of Jongke Market, revitalization is expected to not only improve physical aspects but also support local economic development, strengthen social interaction, and preserve the cultural identity of the surrounding community. With an integrated approach, market revitalization can be a successful model for traditional market management in Indonesia.

Based on Rescoe Pound's theory of "Law as a Tool of Social Engineering" argues that law functions as a tool to engineer or regulate society in order to achieve a better social order. In the context of the revitalization of Jongke market, this theory can be used as a framework to understand how laws and policies are used to positively direct social, economic, environmental and cultural change.

RESEARCH METHOD

This research applies the empirical juridical method, which combines legal analysis based on legislation relevant to market revitalization and empirical studies through direct analysis of the social, economic, environmental, and cultural impacts of Jongke Market revitalization, which aims to understand policy implementation in practice. The targets of this research include the Surakarta Trade Office as the manager of the revitalization policy as well as Jongke Market Managers and Traders to explore the experience and impact of revitalization on their economic activities. The primary data collection methods employed included interviews and field observations, while the secondary data collection techniques involved literature studies and document analysis related to the research problem. The research methodology employed in this study involves a qualitative analysis approach, encompassing the interpretation of data derived from interviews and observational studies. This methodological framework aims to furnish a comprehensive representation of the policy's effectiveness.

RESULT AND DISCUSSION

Traditional markets are locations where buyers and traders meet directly and usually involve a negotiation process, and traditional markets only have simple construction, such as

stalls or outlets opened by traders or market administrators. Traditional markets are a type of market that has naturally competitive qualities, strategic location, spacious sales zones, complete variety of ingredients, affordable prices, and negotiation methods that reflect the closeness between traders and consumers.(4)

One of the most visible signs of commercial activity in an area is the presence of traditional markets. Economic activity in the market in question can directly indicate the level of economic life of the community and the development of a region. Traditional markets are proven to function as engines of economic progress in the region because they gather economic activities and economic resources of the community. Unfortunately, despite its important role and contribution, the state of the market economy is still very poor.(5)

However, the current state of traditional markets suffers from a variety of internal problems that hamper the ability of the week itself. These include infrastructural problems such as two-storey buildings that are not popular with consumers, poor garbage disposal and hygiene, lack of parking lots, and poor air circulation, as well as the rise of street vendors, to the detriment of local merchants.(6) Prior to the revitalization, Jongke market showed unhealthy conditions because it looked dirty, smelly, and the facilities were not suitable for use. This traditional market also looks dirty and not neatly organized, and when it rains and the wind comes in, the roof made of zinc flies and the market becomes muddy. In addition, this market is not neat in terms of the layout of goods.(7) Surakarta is one of the regions committed to protecting its markets. Market revitalization is an attempt by the Surakarta government to protect traditional markets. It is a way to rejuvenate traditional markets that have been degenerating.

A. Juridical Aspects of Jongke Market Revitalization in Surakarta Based on Laws and Regulations.

1. Law No. 26 Year 2007

In article 16, Law No. 6 of 2023 Concerning the Stipulation of Government Regulation in Lieu of Law No. 2 of 2022 Concerning Job Creation into Law, in the context of simplifying the basic requirements for Business Licensing and to provide certainty and convenience for Business Actors in obtaining conformity for space utilization activities, this Government Regulation in Lieu of Law amends, deletes, and/or establishes new arrangements for several provisions

stipulated in Law No. 26 of 2007.(8)

In article 17 of Law No. 6 of 2023 several provisions in Law No. 26 of 2007 concerning Spatial Planning are amended as follows, the provisions of Article 1 are amended to read as follows Spatial planning is a system of spatial planning, space utilization and control of space utilization. The implementation of spatial planning is an effort to achieve spatial planning objectives through the implementation of spatial planning, space utilization, and control of space utilization.(8) To advance the situation in the future, preparations are made by taking into account previous and current trends and dynamics of change, Planning implies elements such as desires and ideals; goals and motivations; resources (natural, human, capital, and information); and efforts for results and usability.(9) So that it is expected to be able to manifest the use of space that achieves benefits and empowerment and seeks to support sustainable environmental management such as revitalizing traditional markets must be in accordance with the spatial program of the development area and consider integration with the wider urban system, including accessibility, transportation, and other functions in the city.

Later, the concept of the market building will refer to the construction of green buildings. The building will be designed so that it is not exposed to the overflow of Jenes River during the rainy season, and will have many canopies so that traders' stalls are not exposed to rainwater. In addition, the green building idea will increase air circulation and lighting, so that traders can reduce electrical energy. The renovation of the market with the green building concept uses a budget from the Ministry of Public Works and Spatial Planning as mandated by Presidential Regulation No 43/2019 on the Construction, Rehabilitation, or Renovation of Public Markets, Higher Education Infrastructure, Islamic Religious Universities, and Elementary and Secondary Education Units.(10)

2. Minister of Trade Regulation No. 21 of 2021

In Regulation of the Minister of Trade Number 21 of 2021 concerning Guidelines for the Construction and Management of Trade Facilities, is a regulation that regulates the requirements for the construction, renovation, and management of trade facilities in detail.(11) This Ministerial Regulation aims to provide guidelines for the central government, local governments, state-owned enterprises, regional-owned enterprises, village-owned enterprises, cooperatives

and/or the private sector in carrying out the development/revitalization and/or management of trade advice.(12)

The trading facilities regulated in the provisions of this Ministerial Regulation consist of the following:

- a. Public Market;
- b. Warehouse without warehouse receipt system;
- c. Distribution Center;
- d. Regional Leading Product Promotion Center; and
- e. Culinary and Souvenir Snack Center.

In the Regulation of the Minister of Trade No. 21 of 2021 article 25 stipulates that the Development and / or Revitalization of Public Markets, includes:

- a. Physical;
- b. Management;
- c. Economic; and
- d. Social.

The revitalization of public markets based on Regulation of the Minister of Trade Number 21 of 2021 is a strategic step to create better, modern, and competitive markets without abandoning traditional values. Proper implementation will provide great benefits, especially in improving the welfare of traders, the convenience of buyers, and the overall competitiveness of public markets. However, the success of revitalization is highly dependent on careful planning, community participation, and sustainable management. Due to the rapid increase of supermarkets, the government of Surakarta set a strict policy to maintain traditional markets and regulate existing supermarkets and shopping centers. The policy is contained in Surakarta Regional Regulation No. 1 Year 2010 concerning Management and Protection of Traditional Markets.

3. Surakarta Regional Regulation No. 1 Year 2010

Local Regulation No. 1/2010 is designed to improve the living standards of the citizens of Surakarta, it was issued to prevent the negative effects of the existence of supermarkets and is expected to provide protection for traditional markets by building collaboration between traditional markets and supermarkets.(13) Which means implementing and executing procedures

or strategies developed by the government to improve and revitalize traditional markets. This includes the physical improvement of market infrastructure and facilities, which aims to improve management, provide better facilities for traders and buyers, strengthen the competitiveness of traditional markets, protect small traders and create a better area for the community and local economy. Includes management, modernization.

The main purpose of revitalizing Jongke market is to improve the welfare of traders and boost the economy. Therefore, traditional markets can function as an asset to improve the welfare of the community, especially in the aspect of wealth distribution and the reduction of socio-economic disparities.(14)

The reasons for the government to revitalize Jongke Market are presented in Table 1.

No	Reasons for Revitalization
1	Jongke Market is more than 30 years old
2	Damage to the roof that often leaks and is often exposed to flooding
3	Uncomfortable, unorganized, smelly and rundown market conditions

Table 1. Why Jongke Market Revitalization is Important

Therefore, with the revitalization, it can create a sustainable market durability and be able to empower the week as an area of commercial activity in achieving the welfare of the market community's business.(3) A market is a place where every trader can achieve their goals. Nowadays, we see traditional markets being displaced by the many supermarkets that have been established. The effort to fix and improve the accommodation of traditional markets so that they can compete with supermarkets is known as market revitalization.(15)

The purpose of market revitalization is to:

1. Improve market facilities and convenience
2. Increase Competitiveness with Modern Markets
3. Improve Merchant Welfare and Local Economy
4. Improve Market Security and Order
5. Maintain Local Identity and Culture
6. Implementing the Concept of Sustainable Development

The purpose of revitalizing traditional markets is to improve market standards to make them more modern, convenient, and competitive. The existence of traditional markets often faces obstacles such as competition from modern markets, unsupportive infrastructure, and inefficient management. Therefore, the government is implementing a revitalization program for traditional markets. The process of market revitalization involves not only the physical changes of the building, but also has far-reaching consequences on the social, economic, environmental, and cultural dimensions. In this discussion, we will elaborate on how the revitalization of traditional markets brings both positive effects and challenges in these four main aspects.

B. Evaluation of the Impact of Jongke Market Revitalization in Surakarta.

1. Social Impact

a. Social Welfare Improvement

Market revitalization can make markets more comfortable and viable for traders and the public. With better facilities, such as cleaner areas, adequate lighting, and easier access, consumers feel comfortable when shopping. It also encourages better social interaction between traders and consumers.

b. Improving the Quality of Life of Small Traders

Many small traders have been selling under inadequate conditions for a long time. For example, they do not have permanent stalls or sell in open spaces that are not protected from rain and heat. With market revitalization, they can trade in a better place, which improves their quality of life and working comfort.

c. Changes in Social Interaction Patterns

Jongke Market has been functioning as a public place where people interact with each other and establish social relationships. According to the results of interviews with traders, revitalization overhauling the layout of stalls, access roads, and public facilities can have an impact on interactions between traders as well as the interaction of traders with consumers. A more organized and modern market may increase convenience, but it also risks reducing the social closeness that is already strong in the pre-existing traditional markets.

2. Economic Impact

a. Competitiveness of Traditional Markets

One of the main objectives of revitalizing traditional markets is to survive amidst the pressure of modern stores such as supermarkets and minimarkets, one of the important objectives of revitalization is to increase competition in traditional markets. With the development of better infrastructure, consumers will be more interested in buying in traditional markets because they offer convenience and facilities that are not less good than modern stores but they can find cheaper prices compared to modern shopping centers.

b. Merchant Income

Based on questions and answers with traders in Jongke Market, they revealed that the profits they received tended to decrease after the revitalization. Especially traders who are on the 2nd floor which is filled with kitchen needs stalls such as groceries, while on the 3rd floor it becomes a culinary center, and *oprokan* (open selling place) because many buyers are reluctant to go up and down the stairs to shop. Especially for elderly shoppers. The multi-storey design of the market makes access to the upper floors less enjoyable, so traders selling in the area face difficulties in attracting customers, but not necessarily all traders experience a decrease in turnover because traders on the lower floors tend to benefit more because they are easier to reach.

c. The Price of Goods Follows the Market Mechanism

Products sold in traditional markets generally follow market prices and depend on external factors such as the price of basic materials at the supplier level. If the price of raw materials or products from distributors remains stable, then the price of goods in Jongke Market also does not increase even though it has been revitalized.

3. Environmental Impact

a. Market Cleanliness

After revitalization, the cleanliness of Jongke Market in Surakarta has improved significantly. Before the revitalization, this market was less organized and its cleanliness was often a complaint. However, after the revitalization, Jongke Market has become cleaner,

futuristic, neat and comfortable for both traders and visitors. However, there are still some problems, such as leakage of the market roof and water exposure during heavy rains.

b. Waste Management System

Mr. Anang Banto as the Head of Jongke Market said that the plastic waste management system collects and sorts plastic waste before selling it to collectors or recycling factories. Some also have cooperation with waste banks, in order to reduce the amount of waste that ends up in landfill. Waste management has met the Environmental Impact Assessment (AMDAL) standard, acting as a technical license for environmental analysis with an environmental permit as validity for the regulation, (16) where the waste is treated first through infiltration before being discharged into the river in clean water conditions. Jongke Market also has cooperation with boarding schools that have farms to utilize unused/sold vegetable scraps as animal feed.

c. Green Open Space

Green infrastructure in urban areas is known as Green Open Space (RTH). Green Open Space is part of the open spaces in the city that are inhabited by flora and fauna (endemic, introduced). Green Open Space supports the benefits generated by the Green Open Space in the city, which include safety, comfort, tranquility, and attractiveness of the urban area.(17) The Head of Jongke Market (Bp. Anang Banto) said that Jongke Market has Green Open Space around the market to provide a significant environmental impact. Its existence functions as an ecosystem balancer, helping to absorb air pollution and reduce temperatures in the market area. In addition, Green Open Space also plays an important role in reducing the risk of flooding by increasing the absorption of rainwater, preventing inundation and reducing the burden on the drainage system.

4. Cultural Impact

a. Preservation of Local Culture

The market functions as a space for cultural interaction, where the tradition of buying and selling in the style of traditional markets is maintained even with modern facilities. Jongke Market also sells regional products, such as traditional food, traditional cooking ingredients, traditional cooking utensils, handicrafts and antiques so that the market is not

only an economic center, but also a space to maintain and introduce cultural wealth to the community and travelers.

b. Cultural Tourism Development

Jongke Market, after being revitalized, is now one of the highlights of cultural tourism. Many travelers come to experience a typical traditional market, while enjoying traditional food and shopping for local products. This revitalization increases the potential as a tourist attraction by being able to introduce local culture to tourists while at the same time increasing the regional economic sector through the tourism and trade sectors.

c. Strengthening Solo's Cultural Identity

Solo is known as one of the best batik producing centers in Indonesia. So, on October 5, 2024, Solo Batik Fashion held a batik fashion show at Pasar Jongke. This event can show local people and tourists that Solo is a city that appreciates and preserves batik culture. In addition, this fashion show event can be a place to introduce the wealth of Solo batik motifs that are very diverse and have historical value.

CONCLUSION AND SUGGESTION

1. Conclusion

The revitalization of Jongke Market in Surakarta has been implemented in accordance with Law No. 26 of 2007 concerning Spatial Planning, Minister of Trade Regulation No. 21 of 2021 concerning Guidelines for the Development and Management of Trade Facilities, as well as Surakarta Regional Regulation No. 1 of 2010 concerning the Management and Protection of Traditional Markets. It shows that the revitalization policy has provided a clear legal framework to improve market infrastructure, governance, and hygiene, while supporting sustainable environmental management and competitiveness of traditional markets.

Revealed that although revitalization brings positive benefits, challenges still exist, especially related to the inequality of economic benefits for traders, limited accessibility, and changes in social interaction patterns. Therefore, continuous evaluation and active participation from all stakeholders are needed to ensure revitalization is inclusive, sustainable, and provides equitable benefits to the community.

2. Suggestion

Based on the results of this assessment, it can be suggested that the government take several strategic steps. First, improve market accessibility such as adding an elevator or escalator to facilitate the mobility of visitors, especially the elderly and people with disabilities, thus ensuring equitable access for all traders and buyers. Both governments are advised to develop Jongke Market as a cultural tourism destination, by holding cultural events such as culinary festivals and handicraft exhibitions, and the involvement of culture-based Micro, Small and Medium Enterprises to attract tourists and support the local economy.

REFERENCES

1. Lestari S. Mengenal dan Membaca Pasar. *Al-Mizan J Ekon Syariah*. 2022;5(II):10.
2. puspitasari setyaningrum. *kompas.com*. [cited 2025 Jan 15]. mengenal pasar jongke solo yang berdiri sejak 1992, kini punya wajah baru. Available from: <https://regional.kompas.com/read/2024/07/27/224701178/mengenal-pasar-jongke-solo-yang-berdiri-sejak-1992-kini-punya-wajah-baru?page=all>
3. Peraturan Daerah (PERDA) Kota Surakarta Nomor 1 Tahun 201 [Internet]. 1 2010. Available from: <https://peraturan.bpk.go.id/Details/207131/perda-kota-surakarta-no-1-tahun-2010>
4. Ketjil MIA, Masinambow VA., Sumual JI. Peran Pasar Tradisional Dalam Meningkatkan Kesejahteraan Masyarakat Di Kecamatan Bolang Itang Timur Kabupaten Bolaang Mongondow Utara. *J Berk Ilm Efisiensi*. 2022;22(9):37–48.
5. Amalia DR, Asmini A. Revitalisasi Pasar Tradisional Sebagai Upaya Dalam Meningkatkan Penerimaan Retribusi Pasar Dan Kesejahteraan Pedagang. *J Ekon Bisnis*. 2024;12(1):47–58.
6. Nida MM. Evaluasi Kebijakan Revitalisasi Pasar Tradisional di Kota Surakarta. *J Pembang Wil Kota*. 2014;10(2):166.
7. Whiemhazathissy UR, Maret US, Maret US. Dampak Proses Liminalitas pada Aktivitas Sosial Ekonomi Pedagang Pasar Jongke Surakarta. 2024;502–11.

8. Widodo JPRI. Undang-undang Cipta Kerja. Sekr Negara. 2023;(176733):1–1127.
9. Kilis AZ. Peran Pemerintah Daerah Kota Tomohon Dalam Pelaksanaan Penataan Ruang Menurut Undang- 1 Undang Nomor 26 Tahun 2007. *Lex Priv* [Internet]. 2024;13(1):5–24. Available from: http://repo.iain-tulungagung.ac.id/5510/5/BAB_2.pdf
10. Primasasti A. surakarta.go.id. Revitalisasi Pasar Jongke, Sentra Oleh-Oleh Khas Solo. Available from: <https://surakarta.go.id/?p=23251>
11. Widhi A, Kusuma R, Nugraha S, Eko R. Morality : jurnal ilmu hukum Kewenangan Pemerintah Daerah Dalam Pengelolaan Pasar. 2024;10(2).
12. Menteri Perdagangan Republik Indonesia. Menteri Perdagangan Republik Indonesia [Internet]. peraturan menteri perdagangan republik Indonesia. 2021. p. 54. Available from: https://jdih.kemendag.go.id/pdf/Regulasi/2021/PERMENDAG_NOMOR_21_TAHUN_2021.pdf
13. Eka Indriya Setyawan, Bhimo Rizky Samudro YPP. Analisis Kebijakan Pemerintah Kota Surakarta Mengenai Pasar Tradisional dan Pasar Modern. *Jiep*. 2015;15(1):77–93.
14. Fatimah MA. Analisis Pasar Tradisional Dalam Meningkatkan Perekonomian Masyarakat Menurut Perspektif Ekonomi Islam (Studi Kasus Pasar Sidodadi Kleco Kota Surakarta). 2023;2(02):308–12.
15. Kurniawan ID, Suyatno, Puspita KM. Efek Program Revitalisasi Pada Pasar Gede Harjonagoro Di Kota Surakarta Sebagai Bentuk Memajukan Ekonomi Kerakyatan. *Res Fair Unisri*. 2022;6(2):1–12.
16. Isnain BP, Rizka SA. Tanggung Jawab Restorasi Lingkungan Dan Amdal Oleh Penambang Jenis Galian C Prespektif Hukum Positif Dan Hukum Islam. Universitas Muhammadiyah Surakarta; 2022.
17. Ramadhan MF, Enggarani NS. Kebijakan Pemerintah Kota Surakarta Dalam PEnyediaan Ruang Terbuka Hijau DIitinjau Dari Peraturan Daerah Kota Surakarta Nomor 1 Tahun 2012 Tentang Rencana Tata Ruang Wilayah Kota Surakarta Tahun 2011-2031. Universitas Muhammadiyah Surakarta; 2019.