

## Development of the People's Market Through the Implementation of Revitalization in Bangli District



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**ABSTRACT:** The proliferation of shopping centers and supermarkets has caused the existence of the People's Market to be increasingly cornered and less able to compete because it has several weaknesses, including: problems with cleanliness, comfort, and service systems. Therefore, it is necessary to organize it, including through revitalization. The problem in this study is related to the implementation of the Revitalization of the People's Market and the concept of Revitalization in the development of the People's Market in Bangli Regency. This study was conducted to analyze the effectiveness of the implementation of the Revitalization of the People's Market and the concept of Revitalization in the development of the People's Market in Bangli Regency. This research is an empirical legal research using data collection techniques through observation, document studies, and interviews. The results of the study indicate that the Revitalization of the People's Market policy includes physical, management, economic, and social revitalization. The implementation of physical revitalization and management revitalization is carried out by referring to the SNI for People's Markets, namely SNI 8152:2021. The revitalization of the People's Market in Bangli Regency, which consists of four People's Markets, namely Kidul Market, Loka Crana Market, Kayuambua Market, and Singamandawa Market, has not been fully realized. The implementation of SNI 8152: 2021 People's Markets in the implementation of Revitalization in Bangli Regency has not been running effectively both in terms of general requirements and technical requirements, and has not been supported by optimal economic and social environmental conditions. The implementation of traditional market revitalization must consider the characteristics of each region by accommodating the potential of each region. The revitalization of Singamandawa Traditional Market is a form of integration of the concept of a modern market with socio-cultural values that carries the concept of tourism to become a Thematic Tourism Market in Bangli Regency. Traditional market revitalization must be carried out comprehensively and collaboratively between the central government, local government, OPDs that handle traditional markets, the private sector, market managers, and traders. In order to develop Traditional Markets, the Regional Government must have a post-revitalization traditional market empowerment program.

**KEYWORDS:** People's Market, Revitalization, Development.

### 1. INTRODUCTION

In the era of free trade, various levels of business actors can take advantage of the space provided by the State to engage in economic activities by running various businesses or activities. Micro and small business actors are engaged in various small businesses that are classified as informal sectors, while medium and large business actors are engaged in the formal sector. The place for informal sector business actors to run their businesses is the People's Market.

The existence of traditional markets has a strategic role in people's economic activities, because it can provide benefits for farmers as producers, suppliers and traders, for consumers and other supporting actors. Traditional Market business actors can fill all informal spaces, distribute production results from villages and factories in cities or suburbs. Many traditional markets sell unique and diverse goods that cannot be found in large shopping centers. Traditional Markets are one of the most obvious indicators of people's economic activities in a region, and have even become a characteristic and attraction for a region, so their existence needs to be continuously preserved and developed.

The development of construction and modernization has had a significant impact, one of which is the growth and development of modern shopping centers and supermarkets both in urban and rural areas. The presence of shopping centers and supermarkets, in addition to being an economic potential that can contribute to local revenue, also raises problems, especially related to the existence of People's Markets. Shopping Centers and Supermarkets are mushrooming not only in urban areas, but also in rural areas. The reality that occurs in urban areas, consumers' rational choices in shopping at supermarkets are due to price factors, convenience of shopping places and guarantees of the quality of the goods purchased. In rural areas, consumers' rational choices are due to other preferences, especially the desire of the community to feel the impact of modernization. This reality causes the existence

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of People's Markets to be increasingly cornered and less able to compete because they have internal weaknesses, including problems of cleanliness, comfort, price certainty and a service system that is in contrast to shopping centers and supermarkets.

The proliferation of shopping centers and supermarkets has implications for the sluggishness of traditional markets and their existence is increasingly under pressure. The development, arrangement, and guidance of traditional markets are very important to do. The role of the Regional Government is expected to overcome the inequality between business actors so that a fair and balanced business climate is created between traditional market business actors and shopping center and supermarket business actors.

Bangli Regency is one of the regencies in the Province of Bali. The area of Bangli Regency includes 4 (four) sub-districts, namely: Bangli District, Kintamani District, Susut District and Tembuku District. Bangli Regency has 4 (four) Traditional Markets located in each sub-district, namely: Kidul Market in Bangli Sub-district, Kayuambua Market in Susut Sub-district, Singa Mandawa Market in Kintamani Sub-district, and Yangapi Market in Tembuku Sub-district. The locations of traditional markets in Bangli Regency are described in the following table:

**Table 1: People's Market in Bangli Regency**

No.	Market Name	Address	Subdistrict
1.	South Market	Jalan Merdeka No. 58, Kawan, Kec. Bangli, Bangli Regency.	Bangli
2.	Kayuambua Market	Kayuambua Highway, Kintamani, Bangli.	Shrinkage
3.	Lion Market Mandawa	Kintamani, Kintamani District, Bangli Regency	Kintamani
4.	Yangapi Market	Jalan Raya Besakih, Yangapi, Tembuku, Bangli Regency	My Tembuku

**Source:** Bangli Regency Trade and Industry Office, 2023

The problems faced by the People's Market in Bangli Regency are generally caused by the lack of arrangement, trading system between traders, maintenance of cleanliness, and inadequate parking facilities for four-wheeled vehicles. There are still many people's markets in unsuitable conditions and in need of repair but are constrained by limited fiscal capacity.<sup>1</sup>With these problems, it is necessary to organize the existence of the People's Market in Bangli Regency. The arrangement of the people's market can be done through revitalization as a priority program.

District government Bangli has programmed to revitalize the people's market. In 2022, there are four people's markets that are included in the arrangement or development activities.<sup>2</sup>One of them is the revitalization of the Thematic Tourism People's Market at Singamandawa Market, Kintamani District, which will be implemented in 2023 with a development budget of IDR 75 billion.<sup>3</sup>The revitalization of Singamandawa market is a form of realization of the development vision in Bangli Regency. The market is the largest traditional market in Bangli, and is also the first Thematic Tourism Market in Bangli. However, on the other hand, not all traditional markets in Bangli Regency can be revitalized. Like the Yangapi Market in Tembuku District, it cannot be revitalized because it is constrained by land assets, where the market land assets belong to the Bali Provincial Government which has not been granted to Bangli Regency.<sup>4</sup>

Considering the importance of Revitalization of People's Markets and the problems faced in the implementation of Revitalization of People's Markets in Bangli Regency, there are 2 (two) problems that need to be studied, namely related to the effectiveness of the implementation of Revitalization of People's Markets and the concept of Revitalization in the context of developing People's Markets in Bangli Regency. Based on this background, a more in-depth study is needed through a study entitled Development of People's Markets through the Implementation of Revitalization in Bangli Regency.

## 2. RESULTS AND DISCUSSION

### 2.1. Public Market Revitalization Policy

The traditional market revitalization program is an implementation of Law Number 7 of 2014 concerning Trade, specifically Article 13 paragraphs (1), (2) and (3) which mandates that the Government in collaboration with Regional Governments carry out

<sup>1</sup> <https://ditjenpdn.kemendag.go.id/berita/2023-07-31-dirjen-pdn-kerja-monitoring-dan-Evaluation-pembangunanrevitalization-pasar-singamandawa-di-kab-bangli-bali>, accessed December 6, 2023.

<sup>2</sup> <https://bali.tribunnews.com/2022/06/14/anggaran-revitalization-empat-pasar-tradisional-di-bangli-mencapai-rp-17-miliar-besar>, accessed December 6, 2023.

<sup>3</sup> <https://www.posbali.net/bangli/1422696428/pembangunan-pasar-rakyat-tematik-wisata-dibesarkan-tahun-2023>, accessed December 6, 2023.

<sup>4</sup> <https://posmerdeka.com/terkendala-aset-pasar-yangapi-belum-bisa-direnovasi/>, accessed December 6, 2023.

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development, empowerment, and improvement of the quality of management of traditional markets in order to increase competitiveness in the form of: development and/or revitalization of traditional markets; implementation of professional management; facilitation of access to the provision of goods with good quality and competitive prices; and facilitation of access to financing for traders in traditional markets.

The revitalization of traditional markets has several objectives, namely: a. increasing the turnover of traditional market traders, namely by helping or advancing traditional/traditional markets to be more trendy and able to compete with modern shops and shopping centers. b. Improving services and access to better consumer society and creating traditional markets as drivers of the local economy. c. Not only creating markets for the community with clean, modern, safe, comfortable, fresh, and healthy management, and becoming a permanent shopping destination for consumers, but also being a reference for market development in other areas.<sup>5</sup>

Article 73 of Government Regulation Number 29 of 2021 concerning the Implementation of the Trade Sector stipulates that the development and/or revitalization of People's Markets includes: physical, management, economic, and social. Government Regulation Number 29 of 2021 concerning the Implementation of the Trade Sector also stipulates that physical revitalization and management revitalization are carried out based on the SNI for People's Markets. The SNI for People's Markets was prepared to facilitate market players in managing and building people's markets professionally, as well as empowering market communities. The SNI for People's Markets currently in effect is SNI 8152:2021 which was published in 2021 and is the second publication after the previous one was published in 2015 (SNI 8152:2015), which was stipulated by BSN (National Standardization Agency) so that the SNI for People's Markets is relevant to current conditions and realities, and in accordance with ISO (International Organization for Standardization) regulations that standards are reviewed at least every five years. Regulation of the Minister of Trade of the Republic of Indonesia Number 37/M-DAG/PER/5/2017 concerning Guidelines for the Development and Management of Trade Facilities, Chapter VI, Article 19, regulates in more detail the requirements for the development or revitalization of trade facilities in the form of traditional markets.<sup>6</sup>

### 2.2. Implementation of Revitalization of People's Markets in Bangli Regency.

District government Bangli has been running the People's Market Revitalization program since 2022. There are four people's markets in three sub-districts that are used for development/revitalization activities, namely Kidul Market and Loka Crana Market in Bangli District, Kayuambua Market in Susut District, and Singamandawa Market in Kintamani District. The revitalization of Yangapi People's Market in Tembuku District has not been able to be implemented, because the requirements for the number of traders have not been met and is constrained by its ownership status which is still an asset of the Bali Provincial Government.<sup>7</sup>

The revitalization of Kayuambua Market, Singamandawa Market and Kidul Market has been carried out since 2022. During the construction process, traders were relocated or moved. Traders at Singamandawa Market were moved to the Kintamani Sports Hall and the Education Office UPTD. Traders at Kayuambua Market were transferred to the Kayuambua Animal Market. The revitalization of the People's Market in Bangli Regency was carried out in stages and not all traders were relocated.<sup>8</sup>

The revitalization of the People's Market in Bangli Regency, which consists of four People's Markets, namely Pasar Kidul, Pasar Loka Crana, Pasar Kayuambua, and Pasar Singamandawa, has not been fully realized. The revitalization of the Kayuambua People's Market has been realized and market activities have been functioning well. The revitalization of the Singamandawa People's Market has been running optimally and can even combine the concept of the people's market and tourism into a Thematic Tourism Market.<sup>9</sup> After the Singamandawa People's Market was revitalized, market management was further optimized, synergizing with each other in utilizing and maintaining the market building so that it can become an economic center that can improve the economy of the Kintamani community in particular, and the Bangli Regency community in general, as well as increase the potential for regional income from market levies so that it can support development in Bangli Regency.<sup>10</sup>

The revitalization of Loka Crana Traditional Market has been delayed because it will be used as an office area, namely the Office of the Department of Industry and Trade, Department of Transportation, Department of Population and Civil Registration, BKPAD, and the Regional Research and Innovation Agency (Brida) Bangli. With the construction of the Public Service Mall (MPP),

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<sup>5</sup>Ministry of Trade, Revitalization of People's Markets to Strengthen the People's Economy - Ministry of Trade of the Republic of Indonesia, "<https://www.kemendag.go.id/berita/siaran-pers/kemendagrevitalization-pasar-rakyat-untuk-perkuat-economic-kerakyatan>, accessed August 22, 2023.

<sup>6</sup>Herlina Meritasari, 2021, Analysis of the Impact of the Traditional Market Revitalization Program on the Welfare of Traders (Case Study at the Ngemplak Traditional Market, Tulungagung Regency).

<sup>7</sup>Results of an interview with Ir. AA Ayu Ira Dyah Sunariani, Head of Trade Division, Bangli Regency Industry and Trade Service, May 29, 2024.

<sup>8</sup><https://www.nusabali.com/index.php/berita/119225/empat-pasar-di-bangli-direvitalization>, accessed May 30, 2024.

<sup>9</sup>Results of an interview with Ir. AA Ayu Ira Dyah Sunariani, Head of Trade Division, Bangli Regency Industry and Trade Service, May 29, 2024.

<sup>10</sup><https://bali.tribunnews.com/2024/01/15/bupati-sedana-arta-resmikan-pasar-singamandawa-phase-ii>, accessed April 9, 2024.

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there are several functions in each OPD related to direct services to the community that need to be adjusted. Therefore, it is necessary to re-examine the need for space, arrangements outside the building such as parking areas, pedestrian areas, and landscape elements, so that the arrangement becomes a single unit and is well integrated. The revitalization of Kidul Traditional Market is carried out in stages and has not been well integrated, and still seems patchy.<sup>11</sup>

The implementation of SNI for People's Markets in the implementation of Revitalization has not been fully fulfilled in Bangli Regency. The general requirements of SNI 8152: 2021 People's Markets related to legal documents that must be fulfilled in carrying out people's market operational activities have been completely owned and have been properly inventoried at the Bangli Regency Industry and Trade Service. The location of the People's Market in Bangli Regency already has clear boundaries with the surrounding environment, is located in a strategic location that is easy to access, and has been supported by public transportation around the Market location which has an impact on the smooth running of market activities from the distribution of goods to buying and selling transactions in the Market.

The technical requirements of SNI 8152: 2021 which regulate the technical or specifications of market buildings by referring to the physical aspects of the market as a whole have not been optimally fulfilled, especially in terms of the utilization of available facilities, the availability of sanitation space as a place to store cleaning equipment, breastfeeding rooms and health service posts which are not yet available at the Bangli Regency People's Market.

Trading spaces in the Market, both shops, kiosks and stalls have been placed in locations that do not interfere with access in and out of the market, and also do not block existing air circulation, so that the arrangement of trading spaces in the Market in general has considered aspects of comfort and order. In terms of accessibility and zoning in the Market in general, it has been fulfilled but there is no special lane for people with disabilities and the elderly. Re-measurement posts and re-calibration sessions are available and have been utilized well.

From the aspect of waste management, there are sufficient and closed trash bins, but they are not separated for each type of waste. Waste transport equipment and temporary waste disposal sites (TPS) are available, but there is no composting process, or waste bank program to manage waste in the market. This condition has an impact on the level of cleanliness and health in the market environment which is not yet adequate. From the aspect of security and comfort, it shows that market security has been managed by a third party but is not yet equipped with CCTV.

The last aspect of the technical requirements is the digitalization of the people's market shows that the non-cash payment system using QRIS has not been fulfilled and the implementation of e-retribution has not been implemented properly. The implementation of e-retribution, which should have been paid online, is still manual, so that the payment of retribution is carried out manually by the collector.

From the management aspect, the People's Market in Bangli Regency has a People's Market Manager who is tasked with regulating the management and operational activities in the market so that it can run effectively and efficiently.<sup>12</sup>

The economic, social and political environmental conditions related to the implementation of the SNI Pasar Rakyat policy can be said to be not yet conducive and optimal. The economic conditions regarding budget resources in the implementation of SNI Pasar Rakyat which come from APBD funds are in fact not enough to finance the maintenance of the traditional market. Budget limitations are an obstacle for the Regional Government in implementing revitalization. The large number of existing traditional markets is not comparable to the availability of budget for the revitalization of traditional markets. If budgeted, the implementation must be gradual or carried out over multiple years. If expecting funds from the central government alone is very unlikely, because the number of traditional markets in Indonesia is very large. The limited funds available are the underlying reason for opening up opportunities for cooperation with investors. One of the inhibiting factors for market revitalization is the unclear cooperation with third parties in this case investors.

The social environment in the form of support from traders in the People's Market is still not optimal, where there are still many traders who do not understand the purpose of the SNI People's Market. Not all traders can accept the revitalization program, although in the process, it has gone through a long process of socialization and dialogue with related parties, especially traders in the markets that will be relocated.

Even after revitalization, there are often problems, such as the number of traders who return to sell after revitalization is not as expected. The Regional Government must make various efforts to invite traders to return to sell in the revitalized Market, both persuasively and repressively, so that market activities can take place as before revitalization or even better.

From the political environment, the implementation of SNI for People's Markets can be implemented through the support and cooperation of stakeholders, not only internal parties of the Industry and Trade Service, but also several other Regional Apparatus Organizations (OPD), namely the Health Service, Transportation Service, Environmental Service, and PDAM. The role

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<sup>11</sup>Results of an interview with Ir. AA Ayu Ira Dyah Sunariani, Head of Trade Division, Bangli Regency Industry and Trade Service, May 29, 2024.

<sup>12</sup>Results of an interview with Ir. AA Ayu Ira Dyah Sunariani, Head of Trade Division, Bangli Regency Industry and Trade Service, May 29, 2024.

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of third parties in handling cleanliness and security in People's Markets can also support the implementation of SNI for People's Markets.

Based on the description above, it can be stated that the implementation of SNI 8152: 2021 People's Markets in the implementation of Revitalization has not been running effectively both in terms of general requirements and technical requirements, and has not been supported by optimal economic and social environmental conditions.

### 2.3. Revitalization Concept in the Development of Traditional Markets in Bangli Regency

Revitalization of traditional markets is not only physical but also non-physical, including management revitalization, economic revitalization, and social revitalization. Physical revitalization includes repairing and improving the quality and physical condition of buildings, green layout, sign/advertising systems, connecting systems, and open spaces in the area. Management revitalization is building market management through improvements that include procedures for placing traders, rights and obligations of traders, financing/capital, facilities that must be available in the market, and standard operating procedures (SOP) for market services. Economic revitalization includes improvements to increase traders' income and accommodate formal and informal economic activities in traditional markets. Meanwhile, socio-cultural revitalization is improvements by creating an attractive market environment that has a positive impact and can improve the dynamics and social life of the community/citizens (public realms).<sup>13</sup>

The implementation of revitalization of traditional markets must take into account the characteristics of each region so that the development of traditional markets can take place optimally by accommodating the potential of each region. The socio-cultural values held by the local community are one of the strengths that can maintain the existence of the people's market. The values that are believed must be packaged in a modern form so that a people's market can be created that maintains the nobility of local social and cultural values but can answer the challenges of changing times.

The revitalization of Singamandawa People's Market is a form of integration of the concept of a modern market with socio-cultural values that carry the concept of tourism into a Thematic Tourism Market. The presence of Singamandawa People's Market as a Thematic Tourism Market not only displays a modernly managed people's market but is also able to accommodate the economic activities of the community who depend on their businesses on the people's market and make the people's market a showcase for local products. The existence of Singamandawa People's Market is also used as a place for performing arts and culture that are unique to Bangli Regency. Thus, Singamandawa People's Market is expected to be a special attraction for people's markets in Bangli Regency.

The revitalization of Singamandawa People's Market prioritizes the empowerment of local traders, including the involvement of nearby traditional villages in environmental management and the provision of resources (pecalang, parking attendants, cleaners, toll collectors and managers) to be able to anticipate everything that is needed more quickly and responsively. Several job opportunities will open up, such as as a seller of various goods, as a supplier of various needs. Residents, transportation services for merchandise and shopping goods (as labourers), financial services (banks, cooperatives), and various other fields of work, both physical and non-physical.

Revitalization of traditional markets must be carried out comprehensively and collaboratively between the central government, local governments, OPDs that handle traditional markets, the private sector, market managers, and traders. Management of wastewater from traders and ensuring clean water, as well as waste management require intervention from the Ministry or the Environmental Service. Maintenance and handling of damage to the physical building of the Traditional Market is carried out by the Ministry or the Public Works Service. The Ministry or the Industry and Trade Service directly handles the implementation of the traditional market revitalization program. The Regional Government needs to prepare regulations for traditional market traders to buy from BUMD. BUMD acts as a special distributor for traditional market traders so that the wholesale chain can be shorter, so that traders can sell their goods at cheaper prices and the goods are still fresh.<sup>14</sup>

Revitalization is not just about changing the building structure, but also changing the mindset of traders in the traditional market. The government must be proactive in reviving the traditional market as well as traders and market managers must be consistent in maintaining the condition of the traditional market so that cleanliness after revitalization is maintained along with professional market management.<sup>15</sup> Issues that need to be considered after revitalization are the need for guidance related to trader order, cleanliness maintenance, utilization of market facilities and awareness of e-retribution.<sup>16</sup>

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<sup>13</sup>Ministry of Trade, Revitalization of People's Markets to Strengthen the People's Economy - Ministry of Trade of the Republic of Indonesia, <https://www.kemendag.go.id/berita/siaran-pers/kemendagrevitalization-pasar-rakyat-untuk-perkuat-economic-kerakyatan>, accessed August 22, 2023; Traditional Market Revitalization Concept, <https://ews.kemendag.go.id/KonsepRevitalisasi.aspx>, accessed January 19, 2024.

<sup>14</sup> <https://diskopindag.malangkota.go.id/news/revitalization-pasar-momentum-kebangkitan-pasar-rakyat>, accessed April 9, 2024.

<sup>15</sup> <http://repo.uinsatu.ac.id/23555/7/BAB%20II.pdf>, accessed April 9, 2024.

<sup>16</sup>Dewi Citra Larasati and Abd. Rohman, Analysis of Market Revitalization Barriers in Maintaining the Existence of Traditional Markets, *Journal of Urban Sociology*, ISSN 2620-5211(Print) ISSN 2656-3339(Online), Volume 6 No. 1 Year 2023, Public Administration Study Program, Tribhuwana Tungadewi University, Malang.

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The Regional Government must have a post-revitalization people's market empowerment program. Programs that can be implemented include providing training for people's market managers, Focus Group Discussions (FGD) on SNI for people's markets and SOP for people's market management, providing market schools for traders, activating people's markets, mentoring and certification of SNI for people's markets, and providing awards to people's market managers who excel.

Innovation programs to change the mindset of traders in traditional markets, for example, the traditional market school program for traders. Traders in traditional markets are educated by being given special skills and training, with materials on market management such as arranging merchandise, cleanliness and comfort of corridors/hallways for visitor access, access for the disabled, and other materials according to market conditions including digitalization of services and online purchases. Through this program, it is hoped that it can increase knowledge and change the mindset and behavior of traders in managing traditional markets so that their existence is maintained and they are able to compete with modern markets.

Another innovation that needs to be carried out is to improve market management and administration in a more modern way as a form of implementing good governance, namely transparency and accountability related to market retribution levies. Through cooperation with banks, traders create bank accounts, save at the bank and the balance in the savings can be used to pay fees by swiping their cards. To the EDC (Electronic Data Capture) device carried by the officer.<sup>17</sup>

The Regional Government is required to coordinate and supervise intensively so that the quality and standardization of goods are guaranteed and well maintained to provide consumer protection, as well as follow up on trader complaints regarding facilities and infrastructure that need improvement. The results of the evaluation can be used as a reference for improvement so that existing markets can be better and the target for SNI standards can be achieved and those that already have SNI can be maintained.

With the revitalization program, the traditional market will be glanced at again by consumers. The bad image that has been attached to the Traditional Market so far will be erased, the Traditional Market is arranged in such a way that its condition becomes clean and comfortable for visitors including maintaining the quality of the health of the products sold.

### 3. CONCLUSION

- a. The traditional market revitalization program is an implementation of Law Number 7 of 2014 concerning Trade, and in Government Regulation Number 29 of 2021 concerning the Implementation of the Trade Sector, it is regulated regarding the revitalization of Traditional Markets which includes physical, management, economic, and social. The implementation of physical revitalization and management revitalization is carried out by referring to the SNI for Traditional Markets, namely SNI 8152:2021 to facilitate market players in managing and building traditional markets professionally, as well as empowering market communities.
- b. The revitalization of the People's Market in Bangli Regency, which consists of four People's Markets, namely Pasar Kidul, Pasar Loka Crana, Pasar Kayuambua, and Pasar Singamandawa, has not been fully realized. The revitalization of Pasar Kidul, Pasar Kayuambua, and Pasar Singamandawa has been realized and market activities have been functioning well. The revitalization of Loka Crana Traditional Market has been delayed because it will be used as an office area. The implementation of SNI 8152: 2021 in the implementation of Traditional Market Revitalization in Bangli Regency has not been running effectively both in terms of general requirements and technical requirements, and has not been supported by optimal economic and social environmental conditions.
- c. The implementation of traditional market revitalization must consider the characteristics of each region by accommodating the potential of each region. The revitalization of Singamandawa Traditional Market is a form of integration of the concept of a modern market with socio-cultural values that carries the concept of tourism to become a Thematic Tourism Market in Bangli Regency. Traditional market revitalization must be carried out comprehensively and collaboratively between the central government, local government, OPDs that handle traditional markets, the private sector, market managers, and traders. In order to develop Traditional Markets, the Regional Government must have a post-revitalization traditional market empowerment program.

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