



## Impact Analysis of The Revitalization of Auction Warehouse Market in Bandar Lampung in Terms of Traders' Welfare

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### ABSTRACT

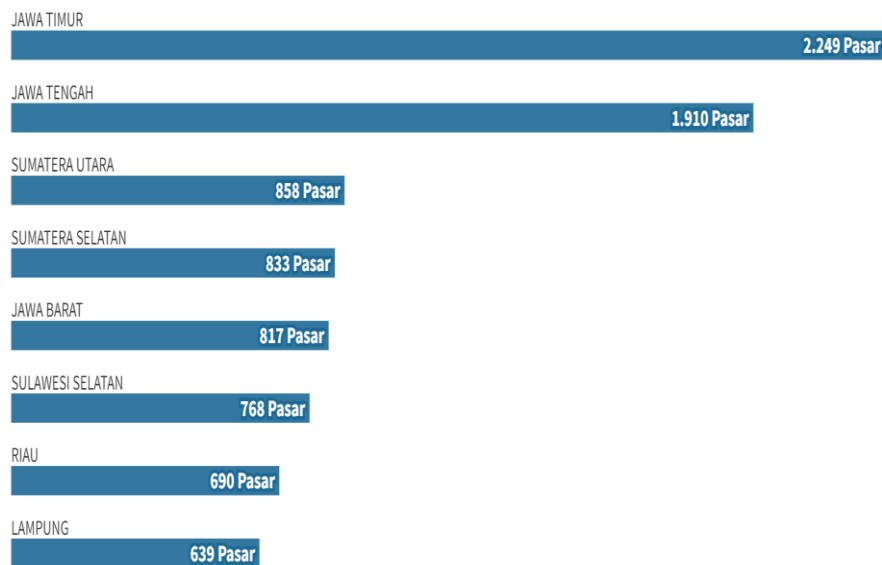
The revitalization of the Auction Warehouse Traditional Market is a strategic step by the Bandar Lampung City government to encourage long-term community economic activities. This study aims to analyze the impact of physical market revitalization on the welfare of traders using qualitative methods with a descriptive approach and purposive sampling techniques. The results of the study show that revitalization involves the planning, construction, problem solving, opening of markets, and dismantling temporary shelters (TPS). Physically, the market is now more modern, neat, clean, has regular parking, and guaranteed security thanks to the installation of CCTV in each block. Meanwhile, non-physical revitalization includes improving market management, such as facilities, layout, financing, and traders' rights and obligations. Positive impacts include an increase in traders' income compared to the TPS period, new job opportunities, and the status of legal traders with booth book ownership. In addition, revitalization improves social interaction between traders and market management. However, some obstacles still exist, such as suboptimal land utilization, suboptimal facilities, and high operational costs. On the other hand, there are negative impacts such as traders' complaints about rising electricity costs and service charges, which affect their income. Nevertheless, the revitalization of the Auction Warehouse Market has succeeded in increasing the feasibility of the business with better facilities, adequate security, and a more comfortable market environment.

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## INTRODUCTION

The market is one of the important elements in the economic and social life of the community. In simple terms, a market is defined as a place where sellers and buyers meet to make buying and selling transactions. The market is not only a space for economic interaction, but also a place for people to meet to interact socially, so that it reflects traditional values in a community (Sudaryono, 2015). The occurrence of social interaction activities in this market also affects a human social skill in transacting in the market which refers to the capacity of individuals or members of the community to form relationships and resolve conflicts in order to coexist harmoniously with the surrounding community (Risma et. al, 2022). The existence of markets, both traditional and modern, has a strategic role in supporting the economy of communities and regions through trade activities and contributions to the regional revenue budget (Central Statistics Agency, 2020).

In today's era of globalization, the goods and services provided by the market are increasing, which requires people to try to find solutions to meet their needs. More and more goods and services have brought more diverse choices for consumers (Sari et al., 2020). Along with the times, modern markets such as *hypermarkets* and supermarkets have emerged that provide comfort and convenience for consumers. The growth of the modern market in Indonesia has accelerated significantly compared to the traditional market. According to data from the Central Statistics Agency, the number of traditional markets in 2019 reached 14,182 units spread across all provinces in Indonesia, following data on the number of traditional markets by province.



Source: Central Statistics Agency of the Republic of Indonesia, 2020

Figure 1.1. Province with the Most Traditional Markets in 2019.

However, the conditions of traditional markets are often considered inadequate, such as slums, chaotic environments, and limited facilities. This perception makes some people, especially the upper middle class, prefer modern markets as a place to shop (Basri, 2015).

If the management of traditional markets is not immediately improved, its existence is in danger of being displaced by the modern market. The decline in the number of visitors and the income of traditional market traders are some of the impacts caused by the unreadiness of traditional markets to compete in this modernization era (Arimbawa & Marhaeni, 2017). However, traditional markets still have a significant contribution to the economy, including absorbing workers with low education and providing local income (Umam, 2019).

As an effort to maintain the existence of traditional markets, the government has launched a market revitalization program since 2010 through the Regulation of the Minister of Trade Number 03 of 2010 concerning the Strategic Plan of the Ministry of Trade. The program aims to increase the competitiveness of traditional markets through physical, social, economic, and market management revitalization. The focus of revitalization includes improving the quality of buildings, better market management, and developing goods distribution facilities (Ministry of Trade of the Republic of Indonesia, 2016).

The revitalization of traditional markets is expected to be able to overcome various challenges faced, such as cleanliness, comfort, and security. The creation of a clean, comfortable and safe environment allows customers to give testimonials to the market that has been revitalized the market. Testimonials are very helpful for consumers to build trust or even make a decision to buy a product/service because they get positive recommendations from a third party and will be more trusted if there is a customer who wants to share their experience because they have used the product/service (Rosaria et al., 2020).

Why there are various challenges, this is also related to **the socio-cultural structure of the Lampung community**: In the socio-cultural structure of the Lampung community, the kinship mechanism functions to maintain the integrity of community life consisting of components of values, norms, identity, and self-esteem of each community group (Sinaga, 2021). In addition, revitalization also aims to improve the welfare of market traders through increasing turnover and the number of visitors, Pujiati (2015) said that with the achievement of good work and income by every citizen, it can be said that a prosperous society is achieved. In practice, market revitalization is often limited to physical improvements without touching on the overall social and economic aspects. This is reflected in the 2020 Market and Trade Center Directory data which shows that 13.9% of people's markets have never been renovated since they began operating, while some markets are more than 30 years old without adequate repairs (katadata.co.id, 2021).

The city of Bandar Lampung has a traditional market and a modern market whose locations are spread across each sub-district (BWK). The distribution of traditional market locations is intended to meet the needs of the community in different places, so that the number of consumers does not accumulate in one market location. The following is a list of traditional market names in Bandar Lampung City:

Yes	Market Name	Address
1	Tamin Market	Copyright © 2019 Tanjung Karang Pusat
2	Gintung Sand Market	Copyright © 2019 Tanjung Karang Pusat
3	Lower Market	Copyright © 2019 Tanjung Karang Pusat
4	Yellow Bamboo Market	Copyright © 2019 Tanjung Karang Pusat
5	Smep Market	Copyright © 2019 Tanjung Karang Pusat
6	Tugu Market	Copyright © 2019 Tanjung Karang Timur All Rights Reserved. All rights reserved.
7	Kemiling Market	Copyright © 2019 Miss Scott. All Rights Reserved.
8	Cimeng Market	Jl. RE. Martadinata, South Betung Bay
9	Kale Market	Jl. Hasanudin, Teluk Betung Selatan
10	<b>Auction Warehouse Market</b>	<b>Jl. Ikan Bawal, Teluk Betung Selatan</b>
11	Way Halim Market	Copyright © 2019 Copyright © 2019 Copyright © 2019 Copyright © 2019 T
12	Kandis Way Market	Copyright © 2019 Copyright © 2019 Copyright © 2019 Copyright © 2019 Copyright ©
13	Long Market	Copyright © 2019 Laks. All Rights Reserved. Yos Sudarso, Panjang

Source: Bandar Lampung City Coperindag Office

One example of the implementation of the traditional market revitalization program in Indonesia is the Auction Warehouse Market in Bandar Lampung City. The revitalization of this market aims to improve the physical condition of the market, increase the number of visitors, and create a more comfortable and modern market environment. Based on the researcher's observations, the revitalization of this market has brought significant changes in the aspects of market facilities and visitor comfort. However, several problems such as lack of building maintenance, suboptimal management, and low communication between the government and traders are still the main obstacles (Interview results, 2023).

In addition, market revitalization also has a positive impact in the form of improving the physical condition of the market, better arrangement of facilities, and the creation of new job opportunities for the surrounding community. However, on the other hand, there are also negative impacts such as increased operational costs for traders, which can affect their profit margins. This requires a more comprehensive strategy in the implementation of the revitalization program to ensure more equitable benefits for all related parties. Poti &

Mahadiansar, (2020) which concludes that The policy of revitalizing traditional markets in order to change market characteristics for the better is not proven.

Pradipta et al., (2016), Rianto, (2020) and Sudana et al., (2017) has provided evidence that the revitalization of the market leads to an improvement in the performance of traders, and the market performance after the revitalization of the market has improved and is in accordance with the expectations of traders and market managers.

Against this background, research on the impact of market revitalization on traders' welfare becomes relevant to be conducted. This study aims to analyze the extent to which market revitalization has a positive and negative impact on market traders, as well as identify factors that affect the success of the revitalization program. This study is expected to contribute to the development of a more effective and sustainable traditional market revitalization strategy.

## **METHODOLOGY**

This research is a field research that aims to obtain data directly through interviews and observations (Djam'an & Komariah, 2014). The approach used is qualitative, which is interpretive and allows for an in-depth exploration of the research context.

The location of the research is the Auction Warehouse Market, Bandar Lampung, post-revitalization. The research will take place from December 2023 until the required data is met. Data was obtained from primary sources, namely observations and interviews, as well as secondary sources in the form of documents, archives, and photos related to market revitalization. Data collection techniques include: 1) Interviews: conducted in a structured manner with resource persons, namely 1 market manager and 5 traders selected based on a specific category, 2) Observation: non-participatory to observe the physical conditions of the market, traders' activities, and their welfare, 3) Documentation: using written documents, archives, and photographs to complete the research data.

The data analysis uses the Miles and Huberman interactive model, which includes three stages: data reduction, data presentation, and conclusion drawn. Data reduction is carried out by selecting important data, while the data is presented in the form of a narrative to facilitate understanding. Conclusions are verified with valid and consistent evidence (Miles & Huberman, 1994).

The validity of the data is guaranteed through triangulation of sources, techniques, and time. This triangulation ensures the validity of the data through checking from various sources and techniques, as well as re-verification to ensure the consistency of information (Sugiyono, 2017).

## **RESULTS**

Gudang Lelang Market is located in Ward III, Kangkung Village, Bumi Waras District, Bandar Lampung City. The majority of the people are fishermen from the island of Java, especially Cirebon, who sell their catches. The area of this market is  $\pm 6,500$  m<sup>2</sup> with a capacity of 460 traders, managed by KUD Mina Jaya. Located about 20 minutes from the city center, this area includes fishermen's settlements, TPI, markets, health centers, village offices, and other facilities. It is located in a lowland with an average temperature of 33°C and a height of 1.2 meters above sea level.

### **Revitalization of the Auction Warehouse Market**

The revitalization of the Auction Warehouse Market has brought significant changes to physical conditions, hygiene facilities, health, security, environment (K3L), and transportation accessibility. From the physical aspect, the revitalization succeeded in improving the quality of the building with sturdier materials and modern design. These changes not only provide a more attractive view of the market but also increase convenience for traders and visitors. The new building is sturdy, clean, and comfortable and has met the government's prototype design standards, as acknowledged by speakers from management to market traders. In the K3L aspect, revitalization has a positive impact in the form of adding sanitation facilities such as clean public toilets and a better waste management system. Health education programs and the availability of janitors also help keep market conditions hygienic.

However, health spaces for traders and market managers are not yet available, so it is a concern for further development. The security of the market has been improved through the installation of CCTV and the presence of security officers who maintain order. Greening efforts and environmentally friendly waste management have also begun to be implemented to create a healthier and more sustainable market environment. Transportation accessibility is also an important aspect of revitalization. The roads and parking areas around the market are now more organized, replacing temporary shelters (TPS) that previously interfered with access.

The strategic location of the Gudang Lelang Market makes it easy for visitors to use various modes of transportation, such as public transportation, motorcycle taxis, and pedicabs. However, one-way entrances and exits cause congestion during busy markets. Overall, the revitalization of the Auction Warehouse Market has improved the physical quality, supporting facilities, and accessibility, thereby creating a more viable and comfortable market for all parties. These changes not only meet modern market standards, but are also expected to attract more visitors, increase the competitiveness of traditional markets, and support the economic growth of local traders. Although there are several aspects that need improvement, this revitalization has provided a strong foundation for future market development.

The development and management of trade facilities which include physical revitalization, management revitalization, socio-cultural revitalization, economic revitalization regarding the implementation of the revitalization of the Auction Warehouse Market will be described by the researcher as follows:

## **1. Physical Revitalization**

The physical revitalization of the market is an important effort in improving the quality and comfort of traditional markets. This effort focuses on improving the physical of the market building, including aspects of cleanliness, health, safety, and ease of transportation access, to attract more visitors. In this context, the Auction Warehouse Market is one of the successful examples of physical revitalization that includes several important aspects, such as the physical condition of the building, hygiene facilities, Health, Security, and Environment (K3L), and transportation accessibility.

### **1. Physical Condition of the Building**

The physical condition of traditional market buildings affects the comfort of visitors. Before the revitalization, the Gudang Lelang Market was in a slum and unsuitable condition. However, after the revitalization process, this market underwent significant changes. Buildings that were previously made of less durable materials are now replaced with stronger, more modern materials, making them sturdier, cleaner, and more comfortable. This is reflected in an interview with the Market Manager of the Auction Warehouse, who stated that "The market building is suitable for the long-term plan" (Interview 6 September 2024). The traders also acknowledged the increase, as conveyed by the marine fish traders who said that "it is now in the category of sturdy buildings" (Interview September 14, 2024).

### **2. Hygiene, Health, Safety, and Environment Facilities (K3L)**

Market revitalization also includes improving hygiene, health, safety, and environmental facilities. Better hygiene facilities in the market after revitalization include adequate sanitation facilities such as clean public toilets and adequate garbage cans. In addition, the waste treatment system is also more efficient with the presence of cleaners who routinely maintain the cleanliness of the market. The health aspect is also improved by providing clean handwashing facilities and soap, although adequate health spaces are not yet available and need to be considered for the future.

In terms of security, the market is now equipped with better security systems, including CCTV and security guards who keep the market safe. This effort is important to create a comfortable and safe market for visitors and traders. On the environmental side, the market is equipped with greening and reducing the use of plastics to support environmental sustainability around the market.

### **3. Transportation Accessibility**

Transportation accessibility is a key factor in making it easier for visitors to reach the market. Before the revitalization, the Auction Warehouse Market faced problems with unorganized road access and parking. However, after revitalization, infrastructure improvements were carried out by dismantling temporary shelters (TPS) that blocked road access. Now, the market has wider and more regular streets, as well as better parking lots. Despite the changes in the parking system, traders feel that transportation access has become easier. The seafood merchant revealed that "I find it easy... especially through the road in front of this market, so it doesn't go far" (Interview September 14, 2024).

However, despite the ease of access, some traders feel that the parking distance is becoming farther, as expressed by shrimp traders, who said that "It used to be possible to park anywhere, now it is far away, but it's okay to be organized" (Interview September 14, 2024). On the other hand, the accessibility of public transportation is maintained with public transportation that can pass in front of the market, as well as motorcycle taxis and pedicabs that can now access market areas that were previously closed by TPS.

The physical revitalization of the Auction Warehouse Market has brought significant changes in various aspects, both in terms of the physical side of the building, hygiene facilities, health, security, and the environment, as well as transportation accessibility. The market that was previously less feasible is now more modern, sturdy, clean, and comfortable. Improving hygiene and health facilities has also created a safer and more comfortable market for shopping. Transportation accessibility has also been improved although there are some adjustments that need to be made. Overall, the revitalization of the Auction Warehouse Market can be said to be successful in creating a better and more comfortable market for visitors and traders.

## **2. Non-Physical Revitalization**

Market revitalization includes not only physical improvements, but also involves non-physical aspects that are the main supporters of the success of the change. These non-physical aspects include management, socio-cultural, and economic, which are intertwined to create a more modern and conducive market.

### **1. Management Revitalization**

Management revitalization aims to optimize market governance to be more professional and transparent, in accordance with the Indonesian Minister of Trade Regulation No. 61/M-DAG/PER/8/2015. Good management includes improving the quality of managers, standard operating procedures, and an effective evaluation system. Market facilities are an important element in supporting trade activities, such as parking areas, fire protection systems, loading and unloading areas, and others.

A statement from the manager of the Auction Warehouse Market shows that the revitalization has created adequate facilities, such as a parking area that can accommodate more than 300 motorcycles and 70 cars. In addition, the security system is also strengthened by the presence of CCTV, and facilities such as toilets and fans improve the comfort of traders and visitors.

Traders in this market also feel significant changes, with facilities that are safer and more comfortable than the previous market. Although there are some shortcomings in cleanliness when crowded, the facilities as a whole are considered to be enough to support trading activities.

After the revitalization, the traders of the Auction Warehouse Market have clear rights and obligations. Traders' rights include obtaining adequate services from market management, such as cleanliness, security, and ease of access. The trader's obligations include paying the rental fee of the business premises and *the service charge* used for the maintenance of the facility. Traders are also required to open booths at least 75% of operating hours and report if booths are closed.

The placement of traders has become more orderly and fair through the zoning system. Each type of product is grouped within a specific area, such as vegetable, fish, and chicken stalls. This makes it easier for buyers to find the desired goods and improves the overall comfort of the market. The neat arrangement also increases the attractiveness of the market for visitors.

Financing is one of the important aspects in supporting the sustainability of traders' businesses after revitalization. Pasar Gudang Lelang collaborates with the Cooperatives and MSMEs Office as well as large banks such as Bank Mandiri, BRI, and BNI to provide capital assistance through the KUR (People's Business Credit) program. However, some traders complained about the inability to apply for loans because they were still in the process of publishing booth books. However, some traders who have received assistance feel helped by lower interest rates.

## **2. Socio-Cultural Revitalization**

Socio-cultural revitalization aims to improve interaction between traders, managers, and market visitors. The Auction Warehouse Market has succeeded in creating a more conducive atmosphere by improving communication and cooperation between traders and management. Traders help and support each other, creating strong social bonds that are essential for the survival of the market.

### **3. Economic Revitalization**

The economic aspect is the main goal of market revitalization, which aims to increase competitiveness, turnover, and price stability. A more organized and comfortable market is expected to attract more visitors and increase people's purchasing power. Traders' earnings post-revitalization have varied, with most traders reporting an increase despite price fluctuations and stiffer competition.

Overall, the revitalization of the Auction Warehouse Market has a positive impact on traders and visitors. Better infrastructure, professional management, and an organized zoning system, create a more comfortable and safe atmosphere. Better social interaction between traders and market managers also strengthens relationships and improves shopping convenience. Although financing and business capital are still challenges for some traders, overall, this market revitalization is expected to encourage sustainable economic growth.

### **3. The Impact of Auction Warehouse Market Revitalization Reviewed from the Welfare of Traders**

The market revitalization policy is a strategic step by the government to adapt the traditional market to modern needs without losing its characteristics. This revitalization includes physical and non-physical changes to improve the comfort, function, and competitiveness of traditional markets. In the Auction Warehouse Market, this revitalization has a positive and negative impact on the welfare of traders.

#### **Positive Impact**

##### **1. Increasing Business Feasibility and Convenience**

Revitalization has improved the quality of infrastructure, supporting facilities, security, and comfort at the Auction Warehouse Market. Traders stated that the market is now more suitable for buying and selling activities than the previous temporary shelter (TPS).

Resource person I, Manager of the Auction Warehouse Market, said, "Like heaven and earth, it is very different from the time at the polling station. The Gudel market after being revitalized is more feasible and comfortable, and has progressed" (Interview, September 6, 2024).

This statement was supported by Resource Person II, a marine fish trader, who said, "In the past, the TPS building was made of wood, now it is sturdy, decent, and comfortable" (Interview, September 14, 2024). Resource person III, a shrimp trader, added, "It's delicious here, the supporting facilities are roads, the lighting is good" (Interview, September 14, 2024). Resource person IV, a stall keeper for marine catch other than fish, and Resource person V, a vegetable trader, also stated the same thing, emphasizing the comfort and completeness of the facilities.

## 2. Job Opportunities

Revitalization creates new job opportunities, both during the construction process and after the market is operational. These opportunities include:

- **Construction Jobs:** Opens jobs for local construction workers during construction.
- **Trade and Business:** Spark the growth of new businesses around the market, such as shops, stalls, and food stalls.
- **Support Services:** Increase the need for cleaners, security, and parking.

With the revitalization, these new job opportunities support the improvement of the local economy and community welfare.

## 3. Change of Status to Legal Trader

Market revitalization is often accompanied by regulatory updates that allow traders to gain legal status, access to capital, and government facilities. The Manager of the Auction Warehouse Market stated, "We strongly support licensing services, including domicile letters and account opening introductions. We also help with marketing through social media" (Interview, September 6, 2024).

Resource person II, a marine fish trader, added, "With legal status, booth books can be guaranteed for capital to banks" (Interview, September 14, 2024). However, some traders such as Narasumber III mentioned that store letters are not fully available, which is an obstacle in accessing capital. Overall, legal status provides a sense of security and satisfaction for traders, while also supporting healthier competition.

## Negative Impact

### 1. Declining Income

Some traders complained of a decline in revenue after the revitalization. This is due to the change in the layout of the market and the reduced number of visitors who are not yet familiar with the new environment.

### 2. Rising Operating Costs

Revitalization also has an impact on a significant increase in operational costs, such as rent, electricity, and service charges. Resource person II stated, "Market operational costs, including service charges, are paid every month, around IDR 100,000 or more, depending on usage" (Interview, September 14, 2024).

Resource person III added, "The amount of cost according to the wattage of electricity, around IDR 100,000 for 450 watts, does not include additional costs" (Interview, September 14, 2024). Resource person IV said that higher electricity costs are a burden for traders, especially after the migration of the electricity payment system.

Resource person V revealed, "Capital is often used up for operations. If it is not open for three days in a row, there will be a fine, so traders must continue to open even though it is quiet" (Interview, September 14, 2024).

The revitalization of the Auction Warehouse Market has a diverse impact on the welfare of traders. On the one hand, revitalization increases business viability, creates job opportunities, and provides legal status for traders. However, on the other hand, some traders face challenges such as decreased revenue and increased operating costs. By overcoming these obstacles, revitalization can provide more equitable benefits for all traders.

## **DISCUSSION**

### **Physical revitalization**

The Auction Warehouse Market brings significant changes in various aspects, such as building conditions, cleanliness, health, safety, environment (K3L), and transportation accessibility. The physical condition of the building is now sturdier, modern, and comfortable, supporting optimal trading activities. However, a more closed market model can limit the number of visitors compared to previous models. The arrangement of traders' booths also still needs to be improved to support business sustainability.

In the K3L aspect, market cleanliness is improved through *cleaning service officers*, routine waste management, and the provision of organic and inorganic waste separation facilities. Handwashing facilities are available, but a wellness room is not yet provided, which is essential for emergency medical treatment. Market security is supported by CCTV and mobile security officers, while *the market's well-maintained drainage prevents waterlogging*.

Transportation accessibility is better with a strategic location supported by public transportation, motorcycle taxis, pedicabs, and private vehicles. The former TPS area was converted into an organized parking lot, making it easier for visitors. However, several obstacles such as high operational costs, unstrategic mosque locations, and the quiet of some shops require attention. Promotional efforts and product diversification are needed to attract more visitors.

Overall, the physical revitalization has succeeded in improving the quality of the market and the comfort of visitors, although repairs and maintenance are still required for long-term sustainability.

### **Management Revitalization**

The Auction Warehouse Market has two main types of facilities, namely civil and security facilities. Civil facilities include a large parking area, *loading and unloading facilities*, fire protection systems, and toilets that need to be kept clean. However, the absence of worship facilities is an obstacle for visitors. The security facilities are equipped with a CCTV system to monitor activities in the market.

The market often promotes through traders' social media, but still faces issues such as congestion on road access, cleanliness of toilets, and lack of visitors, especially in the back area of the market. The zoning system implemented after the revitalization made navigation easier, but traders complained of an imbalance of visitors and the limited size of stalls.

The trader's rights include cleaning, security, and technical services, while his obligations include payment of *service charges*, reporting if the booth is closed, and opening a booth at least 75% of the operating time. In terms of financing,

support is available from banks and governments, but the issuance of unfinished booth books hinders traders' access to loans. Overall, the revitalization of the market has had a positive impact, but improvements are still needed in road access, cleanliness, distribution of visitors, and the issuance of booth books to support the sustainability of traders' businesses.

### **Socio-Cultural Revitalization**

Socio-cultural revitalization is an effort to improve and optimize the social interaction system at the Gudang Lelang Market, both between stakeholders, traders, and buyers, in order to create a conducive and comfortable market environment. The main indicator in this socio-cultural revitalization is social interaction.

The results of the analysis show that social interaction in the market after revitalization tends to be good. Traders and market management routinely conduct intense communication through meetings to solve problems and find solutions together. Traders also help each other, share information about sales developments, and sometimes provide assistance in meeting the needs of the trade.

Although competition between traders is inevitable, this competition takes place in a healthy manner without causing conflict. The rarity of conflict reflects the attitude of mutual understanding and the ability of traders to cooperate. In addition, the atmosphere of togetherness in the market is further strengthened through activities such as eating together between traders, which helps to strengthen relationships and create a sense of family.

Good communication between traders and market management, as well as cooperation between traders, are key factors in creating a positive market atmosphere. This not only strengthens social relationships, but also contributes to the comfort and attractiveness of the market for visitors. Overall, the socio-cultural revitalization at the Auction Warehouse Market has succeeded in creating harmonious social interactions, supporting collaboration, and having a positive impact on the overall market atmosphere. This good social interaction is an important foundation in supporting sustainability and market success.

### **Economic revitalization**

Economic revitalization aims to improve infrastructure, management, and offers in the people's market to make it more attractive to local people and tourists, so as to increase people's purchasing power and traders' income. At the Auction Warehouse Market, this revitalization has resulted in various changes regarding the level of income of traders.

Based on research data, after the revitalization, traders' income showed an increase compared to when they sold in temporary shelters. However, income variations still occur, depending on factors such as the type of goods sold, the location of the stall, and the activities held, such as fishermen's day. Some traders

reported significant increases in daily income, while others noted fluctuations due to visitor uncertainty or changes in the price of basic necessities.

The revitalization provides an opportunity for traders to increase competitiveness through improved market facilities, which are expected to attract more visitors. However, the success of increasing traders' income is also influenced by external factors, such as regional economic conditions, consumer trends, and the level of competition in the market.

In addition, the marketing strategy that traders carry out individually becomes an important element. Traders who actively take advantage of certain moments or events, such as fishermen's day, tend to get better results than traders who only rely on regular market activities.

Overall, the economic revitalization at the Auction Warehouse Market has a positive impact by creating a more attractive environment and supporting an increase in the number of visitors. Although the nominal income of each trader cannot be accurately ascertained due to its personal nature, the revitalization of the people's market has great potential to continue to improve the income and welfare of traders through better market management and adequate infrastructure.

### **Traders' Welfare**

The revitalization of the Auction Warehouse Market aims to support the community's economic recovery by creating a safe, comfortable, clean, and orderly market. The impact of this revitalization involves various aspects that affect the welfare of traders, both positively and negatively.

### **Positive Impact of Revitalization**

#### **1. Increasing Business Feasibility and Convenience**

The Auction Warehouse Market has undergone major changes in the physical and facility aspects. Building improvements make the market more sturdy, safe, and comfortable compared to the previous temporary shelters. Market facilities are now more complete, such as lighting systems, fans, adequate parking spaces, and better accessibility. In addition, increased security with the installation of CCTV and strict guarding provides a sense of security for traders and visitors. A clean and comfortable market environment supports buying and selling activities with a conducive atmosphere.

#### **2. Change of Status to Legal Trader**

After the revitalization, merchants gained legal status that boosted confidence and provided access to various facilities, such as bank account creation, online store management, and marketing through social media. The booth book is also an asset that can be used to apply for a capital loan to a bank. However, the process of issuing booth books that has not been completed for some traders is an obstacle in accessing the facility.

#### **3. Job Opportunities**

Revitalization provides new job opportunities, both during the construction process and after the market begins to operate. Employment in the construction sector, support services (cleanliness, security, parking

management), and business opportunities around the market have a positive impact on the local community. In addition, revitalization also encourages the emergence of new businesses that strengthen the local economic ecosystem.

### **Negative Impact of Revitalization**

#### **1. Rising Operating Costs**

Revitalization has the consequence of a significant increase in operational costs, including rent, electricity, and service charges. This burden is a challenge for traders, especially for those with unstable incomes. Electricity costs adjusted to wattage capacity and fines for traders who do not open consistently become additional pressures.

#### **2. Tougher Competition**

With more attractive market conditions, the number of new traders entering increases, so the competition between traders becomes tougher. In addition, the trend of online shopping also reduces the potential of customers who come to traditional markets, affecting the income of some traders.

#### **3. Decreased Revenue Due to Decrease in Visitor Numbers**

Revitalization can lead to changes in the layout and design of the market that affect consumer visit patterns. Confusion or incompatibility with these changes can decrease the number of visitors, especially during the transition period.

Overall, the revitalization of the Auction Warehouse Market has had a significant positive impact, especially in creating a more feasible, comfortable, and modern market. This positive impact is offset by challenges, such as rising operational costs and stiffer competition. Therefore, it is important for market management to continue to support traders through inclusive policies, such as resolving the issue of booth book legality, efficient management of operational costs, and procurement of training programs to help traders adapt to change, the revitalization of a well-managed market can be a driving force for the local economy while improving the welfare of traders and the local community

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

Based on the discussion and findings of data in the field that have been presented, it is concluded that the revitalization of the Auction Warehouse Market in Bandar Lampung City includes physical changes in the form of building modernization, increased security with CCTV, and neater governance; non-physical changes include market management, facilities, rights and obligations of traders, as well as improved social interaction and communication; economic impact in the form of an increase in traders' income, although the nominal value is not definite; obstacles such as the use of less than optimal booth land, high operational costs, suboptimal facilities, lack of visitors in several stores, and difficulties for traders in obtaining capital loans; As well as positive

impacts in the form of increasing business feasibility, employment opportunities, and legality of traders, offset by negative impacts such as traders' complaints related to decreased income due to high operational costs.

### **Suggestion**

Based on the results of the research, several suggestions to improve the quality and attractiveness of the Auction Warehouse Market in Bandar Lampung City include evaluating the layout and use of traders' booth land, implementing effective marketing strategies through social media, regular supervision of toilet hygiene with the provision of adequate cleaning equipment, and the provision of health rooms or first aid posts in the market; On the other hand, to reduce the operational costs of the market, it is recommended to recruit interns, look for alternative sources of financing such as microfinance institutions or credit cooperatives on more flexible terms, as well as improve energy efficiency through the use of energy-efficient lights, efficient electrical equipment, and the utilization of renewable energy sources if possible.

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