

Arrangement of Pasar Senen Area as a Form of Marketing Destination for Jakarta City

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Abstract

This research aims to investigate the potential, challenges, and opportunities related to the transformation of Pasar Senen which is attractive to local and international tourists. The method used in this research is a descriptive method with a qualitative approach. The data source used by researchers in this research was interview techniques. Based on the discussion, this research concludes that Pasar Senen as a marketing destination in Jakarta shows great potential for this market to continue to develop as an attractive shopping destination. By addressing problems through infrastructure revitalization, increased promotions, and improved service quality, this market can become a more attractive and sustainable shopping destination. Furthermore, the strategy for structuring the Pasar Senen area has proven its potential to increase its attractiveness as a prominent shopping destination in Jakarta.

Keywords: Arrangement of Pasar Senen area, Marketing Destination

Introduction

One of the areas that has great potential to be developed as a marketing destination is Pasar Senen. Strategically located in the heart of Jakarta, Pasar Senen is not only a bustling trading center, but also has a rich history and a variety of products on offer. With a variety of products ranging from dawn cakes, trifting goods, household goods, glasses, super KW watches, vegetables, convection goods (attributes), and a variety of typical Indonesia culinary delights, Pasar Senen attracts the attention of both local and foreign tourists.

However, over time, Pasar Senen faces various problems such as congestion, traffic congestion, and declining environmental quality which has an impact on the attractiveness of the area. The social and economic transformation in Jakarta, coupled with the increasing competition from modern shopping centers, demands a rearrangement of this area. Given the strategic role of Pasar Senen in the local economy and its potential as a shopping destination, the arrangement of this area is an urgent need. With the right arrangement, Pasar Senen is expected to be able to compete with modern shopping centers and provide a unique and authentic shopping experience for visitors. In addition, this arrangement aims to improve environmental conditions, increase comfort and safety for traders and visitors, and encourage local economic growth. Another motivation is to develop a traditional market structuring model that can be applied in other regions in Jakarta and other major cities in Indonesia.

This research is based on the marketing destination theory, which emphasizes the importance of developing tourist destinations holistically by paying attention to physical, social, and economic aspects. This theory emphasizes that destinations must continue to adapt and develop appropriate marketing strategies to manage their lifecycle and prevent a decline in attractiveness (Butler, 1980). Marketing destinations aim to create added value for an area through integrated and sustainable structuring. Gilbert (1991) developed a destination marketing model that focuses on SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to identify the internal strengths and weaknesses of the destination, as well as external opportunities and threats (Lutfiana, 2015; Tapachai & Waryszak, 2000). This approach helps in formulating marketing strategies that can capitalize on strengths and opportunities, while addressing weaknesses and threats (Safiera et al., 2022). In addition, the theory of urban spatial planning and the theory of traditional market revitalization are also the basis for formulating the strategy for structuring Pasar Senen. This theory emphasizes the importance of efficient spatial planning, community participation, and good management to achieve sustainable revitalization goals.

Regional planning is stated as a planned development effort to change or renew an area so that the quality of the environment is better (Hariyanto, 2008; Yulianti, 2015). According to Eisner and Simon, the area is not something that is only oriented towards the completion of physical beauty, but must also be equipped with the improvement of the community's economy and the introduction of existing cultures (Sriwi et al., 2016). Destination marketing is the process of designing, managing, and promoting tourism destinations with the aim of attracting tourists, expanding market share, increasing tourism revenue, and improving the image of the destination in the eyes of tourists and the wider community (Damanik et al., 2018). The concept of marketing destination is used as a foundation to guide efforts to organize the Pasar Senen area to attract and maintain tourist interest.

This research aims to formulate a strategy for structuring the Pasar Senen area that can increase its attractiveness as a shopping destination. The specific objectives of this study include: (1) Analyzing the initial condition of Pasar Senen in the context of *marketing destinations* in the city of Jakarta; (2) Analyze the problems faced by Pasar Senen that can affect its potential as a *marketing destination*; (3) Analyze the strategy of structuring the Pasar Senen area so that it can increase its attractiveness as a *marketing destination* in the city of Jakarta. Through this research, it is hoped that Pasar Senen can become an icon of a shopping destination that is able to compete in the modern era without losing its identity as a traditional market.

Method

The method used in this study is a descriptive method with a qualitative approach. According to Sugiyono, qualitative research is research where researchers are placed as key instruments, data collection techniques are carried out by combining and data analysis is inductive (Sugiyono, 2009). The data source used by the researcher in this study is using interview techniques. The data source is selected using the Purposive Samples, which focuses on selecting informants who have a wealth of relevant cases for in-depth study, in accordance with the concept put forward (Sukmadinata, 2005). The objects that are the source of data include the Senen District Sub-District Head, Senen Village Head, Senen Market Manager, Senen Market Traders, and Consumers.

Result and Discussion

1) Initial Conditions of Pasar Senen in the Context of Marketing Destinations in Jakarta City

Pasar Senen, with its rich history and strategic position in the center of Jakarta, offers great potential as a unique and attractive shopping destination in the context of a marketing destination. As one of the oldest traditional markets in the capital, Pasar Senen is not only a place to shop for bargains and daily necessities, but is also the custodian of Jakarta's rich cultural heritage.

However, the initial condition of Pasar Senen shows various challenges that need to be overcome to maximize its attractiveness as a competitive shopping destination. One of the main problems facing this market is limited infrastructure and lack of modernization. Despite having undergone several renovation and revitalization efforts, Pasar Senen still loses competition to modern shopping centers that offer more modern facilities, such as air conditioning, spacious parking, maintained cleanliness and more guaranteed security. This makes many visitors, especially young people and families, tend to choose to shop in a more comfortable and structured place.

Not only famous for its delicious "Kue Subuh", Pasar Senen also has great potential as an attractive shopping destination through the concept of thrifting. As a long-standing trading center in Jakarta, this market offers a unique shopping experience with a wide selection of quality and affordable second-hand goods. The concept of thrifting at Pasar Senen allows visitors to find clothes, accessories, and household items at much cheaper prices compared to modern shopping centers.

By utilizing not only the uniqueness of "Kue Subuh" but also the thrifting potential, Pasar Senen can attract more local visitors as well as tourists who are looking for an economical and authentic shopping experience. Thus, this market not only serves as a trading center, but also as an important part of the cultural heritage.

2) Strategy for the Arrangement of the Senen Market Area

Pasar Senen, as one of the oldest and most historic markets in Jakarta, plays an important role in the economic and cultural dynamics of the capital. With its strategic position and a variety of products offered, this area has great potential to be developed as an attractive marketing destination. However, to realize this vision, a deep understanding of the strengths, weaknesses, opportunities, and threats that exist is needed. The following is a SWOT analysis for the strategy of structuring the Pasar Senen area as a marketing destination:

Table 1. SWOT Analysis of Pasar Senen Area

| Strengths | Weaknesses |
|--|---|
| 1. Pasar Senen is in a strategic location as the center of community economic activities | 1. The area around Pasar Senen often experiences traffic jams, which can reduce the convenience of visitors |
| 2. Pasar Senen has a long history as a center of trade and culture, surrounded by religious attractions and museums. | 2. There is still illegal parking and street vendors outside the location of Pasar Senen |
| 3. Pasar Senen offers a wide variety of products that are characteristic such as | |

| | |
|---|---|
| <p>dawn cakes, thrifting, major vegetables, accessories, attributes, convection, and other daily necessities.</p> <ol style="list-style-type: none"> 4. Pasar Senen already has a large and loyal visitor base which has become a magnet for people to shop 5. Pasar Senen is supported by diverse and easy-to-reach modes of transportation | <ol style="list-style-type: none"> 3. Some parts of the market still need repairs or renovations to improve the comfort and safety of visitors 4. There are still challenges in terms of management and security that must be improved 5. The level of cleanliness and sanitation that may not be optimal can affect the market image in the eyes of visitors 6. There is still a lack of awareness of traders and visitors in using public facilities and transportation accessibility |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1. The increasing interest in shopping tourism has led to the promotion of Pasar Senen as a unique shopping destination that offers a different experience from modern malls 2. Obtain support from government programs for the revitalization of traditional markets so that they can provide financial support and favorable policies 3. Having the potential for cooperation with private companies for the provision of modern facilities and market promotion 4. Utilizing digital technology to market products and improve the shopping experience through online applications or platforms | <ol style="list-style-type: none"> 1. Competition from modern shopping malls and online shopping 2. Changing consumer preferences towards more comfortable and modern shopping places 3. Economic instability can reduce people's purchasing power and reduce the number of market visitors 4. There are safety and health issues that can affect the number of visitors and market operations |

By understanding this SWOT analysis, Pasar Senen managers can devise more effective strategies to make this area an attractive and competitive marketing destination. Strategies that can be taken include improving infrastructure, strong promotional programs, cooperation with the private sector, and the implementation of technology to support market operations.

3) Structuring Impact Analysis

The arrangement of Pasar Senen has a significant impact from various aspects, including economic, social, and environmental. Economically, this arrangement can increase the attractiveness of the market, thereby bringing in more visitors and increasing the income of traders. Better infrastructure also allows for the creation of new jobs, both direct and indirect, and encourages the growth of small and medium-sized businesses around the market. From the social side, this arrangement has the potential to improve the quality of life of the surrounding community. Cleaner and more organized facilities provide convenience for visitors and traders, as well as reduce health risks due to market environments that may have previously been less hygienic. In addition, good arrangement can also create a more inclusive and safe public space,

thereby increasing social interaction among residents. On the environmental side, structuring that pays attention to sustainability aspects can help reduce negative impacts on the environment, such as managing market waste more efficiently, providing green areas, and using environmentally friendly technologies. Thus, the arrangement of Pasar Senen not only improves the functionality and aesthetics of the market, but also brings positive changes to the economy, social life, and the sustainability of the surrounding environment.

4) Challenges and Obstacles in Structuring

a) Technical Challenges

The arrangement of Pasar Senen faces significant technical challenges related to infrastructure and facilities. Aging and often damaged market infrastructure requires thorough repairs, which takes time and costs a lot. Supporting facilities such as drainage, sanitation, and electricity systems are often inadequate, adding to the complexity of the structuring work. In addition, managing the flow of visitors is also a challenge in itself. The crowded and congested market makes it difficult to manage visitor traffic, especially during the renovation process. If not managed properly, this can cause congestion and inconvenience for visitors, as well as disrupt daily trading activities. Therefore, careful planning and good coordination are needed to overcome these technical challenges for the success of the arrangement of Pasar Senen.

b) Social Challenges

The arrangement of Pasar Senen faces significant social challenges, especially resistance from traders and visitors. Traders are often worried about losing their stalls or experiencing a decrease in revenue during the restructuring process, thus creating resistance to change. Visitors may also find themselves bothered by renovations that result in inconvenience and reduce their interest in shopping. In addition, security and order issues are the main obstacles. High market crowds can make it difficult to manage security, increase the risk of theft, and trigger discomfort among visitors and traders. Disorderly arrangement can also worsen social conditions in the market. Therefore, the arrangement of Pasar Senen requires an inclusive and transparent approach, as well as close cooperation between the government, traders, and the community to overcome this social challenge.

c) Economic Challenges

The arrangement of Pasar Senen faces significant economic challenges, especially in terms of funding and investment. The high costs required for market renovation and modernization are often a major obstacle, especially if available funds are limited or dependent on government budget allocations. Lack of investment from the private sector can also slow down the progress of structuring. In addition, Pasar Senen must compete with modern shopping centers that offer convenience and more complete facilities for consumers. This competition can reduce the number of visitors who choose traditional markets, thus negatively impacting traders' income. In order for the arrangement of Pasar Senen to be economically successful, the right strategy is needed to attract investment and increase the competitiveness of the traditional market through improving the quality of service and a unique shopping experience.

5) Problems of Pasar Senen that can affect its potential as a Marketing Destination

Pasar Senen, as one of the oldest and most historic traditional markets in Jakarta, has great potential to develop into an attractive shopping destination. However, this potential is

hampered by various significant problems. Issues such as traffic congestion around the market due to street vendors (PKL), the rise of illegal parking that interferes with the comfort and accessibility of visitors, the limited number of business places (stalls) in the temporary shelter of Block VI which causes the accumulation of traders to eat up the road body.

In addition, security and comfort issues, inadequate hygiene and sanitation, as well as fierce competition with modern shopping centers also reduce the attractiveness of Pasar Senen. The lack of incessant promotion and effective branding makes this market increasingly lagging behind in the competition to attract the attention of local visitors and tourists. Understanding and overcoming these problems is very important to develop Pasar Senen into a competitive and attractive marketing destination in Jakarta. Here are some crucial problems that can affect Pasar Senen as a marketing destination in the city of Jakarta: 1) Congestion and Accessibility; 2) Limited Kiosk Units; 3) Limited Development Land; 4) Illegal Street Vendors (PKL); 5) Safety and Comfort; 6) Cleanliness and Sanitation, 7) Competition with Modern Shopping Malls, and 8) Lack of Promotion. By effectively addressing these challenges, Pasar Senen has the potential to become a shopping destination that not only retains Jakarta's rich culture, but also becomes a major attraction for local and international tourists looking for an authentic and different shopping experience.

6) Strategy for Structuring the Pasar Senen Area to Increase Its Attractiveness as a Marketing Destination in Jakarta City

Various strategies have been implemented in the arrangement of this market area, with the aim of improving infrastructure, improving facilities, strengthening promotions, and improving the quality of services. These measures not only aim to maintain the authenticity and cultural value of the traditional market, but also to attract more local visitors as well as tourists. The following are some long-term planning strategies that will and have been carried out by the management to increase its attractiveness as a marketing destination in the city of Jakarta: 1) Pasar Senen plans to be used as a pilot Transit Oriented Development (TOD); 2) MRT and LRT Transportation Development Plan; 3) Development of Green Areas; 4) Revitalization of Block VI Development; and 5) Improving Service Quality.

In order to overcome the various challenges faced by Pasar Senen and maximize its potential as a competitive trading center, researchers have formulated a number of suggestions for market structuring strategies. Through the implementation of these strategies, it is hoped that Pasar Senen can become more efficient, comfortable, and attractive, while still maintaining the traditional values that are its hallmark.

a) Congestion and Accessibility

To overcome this problem, the researcher formulated a structuring strategy that will increase access and frequency of public transportation to and from Pasar Senen, such as buses and other public transportation by collaborating with public transportation operators, such as TransJakarta, angkot, and other transportation services, in order to plan new routes and increase the frequency of existing services, so as to facilitate access to Pasar Senen for visitors and traders.

b) Limited Kiosk Units

To overcome the limitations of kiosk units in Pasar Senen without requiring additional land, managers should immediately formulate a strategy for building stalls vertically or in

multi-tiered areas. With this approach, it can increase the number of stalls available so that more traders can participate in trading activities in this market.

c) Limited Development Land

To overcome the limited land in Pasar Senen, the researcher formulated a strategy to find investment partners for the development of new land around the unused market area. Through this partnership, it aims to optimize the potential of existing land by inviting investors who have a vision in line with developing a modern and sustainable trade area. This strategic partnership will not only provide financial support, but also bring expertise and innovation in the development of the infrastructure and facilities needed.

d) Illegal Street Vendors (PKL)

To overcome the problem of illegal street vendors (PKL) in Pasar Senen, the researcher formulated a strategy to establish a special zone for street vendors with strict supervision. This zone must be designed in such a way that it can accommodate street vendors with adequate facilities, such as hand washing stations, garbage cans, and good lighting. The determination of this special zone aims to provide an orderly and organized space for street vendors, so that they do not need to sell in improper places that can interfere with the smooth flow of traffic and the comfort of visitors.

e) Safety and Comfort

To improve security and comfort in Pasar Senen, the researcher formulated a structuring strategy that involves the installation of CCTV throughout the market area and involves security officers for regular patrols and the provision of comfortable public facilities. By installing CCTV, it can monitor activities in the market in real-time and quickly identify and address potential security issues.

f) Hygiene and Sanitation

To improve cleanliness and sanitation in Pasar Senen, researchers formulated a strategy by providing training to traders on the importance of maintaining cleanliness in their stall areas. This training will include knowledge about good sanitation practices, such as how to manage waste, maintain the cleanliness of tools and materials, and the implementation of daily hygienic measures.

g) Competition with Modern Shopping Centers

To increase the competitiveness of Pasar Senen amid competition with modern shopping centers, researchers formulated a strategy to renovate the market to be more modern with better facilities but still maintain its traditional values. This renovation should include infrastructure improvements, such as the addition of better lighting, improved ventilation, and the provision of comfortable public facilities, such as clean toilets, nursing rooms, and comfortable rest areas. In addition, modern architectural design must be combined with traditional elements, so that it still reflects the distinctive character of Pasar Senen that has been known to the public.

h) Lack of Promotions

In the context of Pasar Senen, inviting local influencers who have a close relationship with the local culture and people can give a more authentic and interesting impression. They can share their shopping experiences, highlight unique and local products, and show them modern amenities that have been upgraded. Engaging visual content and personal stories from influencers can create emotional appeal and encourage their followers to visit Pasar

Senen. Thus, this strategy not only increases public awareness but can also have a direct impact on increasing the number of visitors and transactions in the market.

Conclusion

Based on the results of data analysis and discussion, the author obtained conclusions that can be drawn. Pasar Senen as a marketing destination in Jakarta shows the great potential of this market to continue to develop as an attractive shopping destination. Despite facing various challenges such as competition with modern shopping malls, infrastructure issues, and cleanliness, Pasar Senen still maintains its appeal thanks to the uniqueness of local products, affordable prices, and rich cultural heritage. The problems faced by Pasar Senen, such as traffic density, limited kiosk units, the existence of illegal street vendors, and challenges in cleanliness and security, can affect its potential as a marketing destination in the city of Jakarta. By effectively addressing these issues through infrastructure revitalization, increased promotions, and improved service quality, this market can increase its attractiveness as a superior and sustainable shopping destination.

The strategy of structuring the Pasar Senen area has proven its potential in increasing its attractiveness as a prominent shopping destination in the city of Jakarta. With infrastructure revitalization, facility improvements, active promotions, and improved service quality, the market is able to offer a unique shopping experience and blend traditional values with modern standards. This effort not only increases visitor visits, but also cements Pasar Senen as an integral part of the city's cultural and economic heritage, making it one of the most in-demand shopping destinations in the capital.

As for the suggestions from the research results, it is very important to improve the infrastructure of the Pasar Senen area, including improving accessibility, improving roads, comfortable sidewalks, and adequate parking facilities. Good infrastructure will increase comfort and safety for visitors, as well as make accessibility easier for tourists. Building attractive open spaces such as parks, squares, or comfortable seating can be a special attraction for visitors. Beautiful and clean public areas will enhance the visitor experience and strengthen the image of the area as a friendly destination. The use of technology and digitalization in promotions and services to visitors can increase the attractiveness of the Pasar Senen area. This includes the use of mobile apps to provide information about activities, products, and services available in the region, as well as facilitate digital shopping transactions.

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