

**THE IMPACT OF MARKET REVITALIZATION  
ON THE SOCIO-ECONOMIC TRADERS  
IN THE *PASAR TURI BARU*, SURABAYA CITY**

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**ABSTRACT**

The revitalization of *Pasar Turi Baru* in Surabaya City is a response to the unfit condition of the market due to fire in 2007. The purpose of this research is to analyze the implementation of market revitalization, its impact on the socio-economy of traders, and the optimization of government policies in the revitalization program of *Pasar Turi Baru* in Surabaya City. This research method uses a qualitative method with a descriptive approach, using purposive sampling to select informants. The data were collected through interviews and documentation, and the analysis included data reduction, data presentation, and conclusion drawing. The results showed that the revitalization of *Pasar Turi Baru* was carried out through several stages, including planning to the opening of the market. This revitalization involves changes such as buildings, facilities, and market amenities. In addition, there are non-physical changes, such as the rights and obligations of traders, placement procedures, trader financing, market management services, social interactions, and trader income. However, there are still some obstacles after revitalization, such as land utilization that has not been maximized, facilities that are less than optimal, toilet cleanliness that is not maintained, difficulties for traders to get capital loans, and the influence of events

and promotions. The revitalization of *Pasar Turi Baru* has had a positive socio-economic impact on the traders, such as increasing the feasibility and comfort of their business, opening up jobs, and changing their status to legal traders. However, there are also negative impacts, namely a decrease in income and an increase in operational costs. To maximize the results of revitalization, *Pasar Turi Baru* made several efforts, such as the selection of an experienced workforce, the use of a good financial program, the application of professional SOPs, training for market management employees and traders, and regular maintenance of market facilities.

**Keywords:** *Impact, Market, Traders, Revitalization, Socio-Economic*

## **A. INTRODUCTION**

Indonesia is trying to improve people's welfare through physical and non-physical development. With the change in development approach from sectoral to multidimensional and the change from a centralized to a decentralized government system, it emphasizes the role of regional government in developing regional potential, one of which is local original income (*PAD*) from rents and levies on traditional markets.

Traditional markets have an important role in meeting community needs and as a sector that creates employment opportunities. Community visits play a major role in creating employment opportunities. Where people who come aim to fulfill their needs and provide services that meet their expectations. If expectations and services do not match, people tend to turn to competitors, namely supermarkets, traveling traders and food stalls. This business is considered to provide convenience for the community in meeting their practical needs. Even though it was initially seen as exclusive, now self-service shopping has become a routine habit for all groups due to economic considerations. (Suartha, 2016) With this, the Government is carrying out a market revitalization program which aims to increase the competitiveness of people's markets. This program is implemented through physical and non-physical changes with a modern concept but still maintaining the characteristics of traditional markets. This program is based on the *Undang-Undang Nomor 7 Tahun 2014* concerning Trade, 2014 where the implementation of market revitalization involves collaboration between the central government, regional governments and the private sector. The implementation of market revitalization in Surabaya refers to the *Peraturan Daerah Kota Surabaya Nomor 1 Tahun 2015* concerning Management and Empowerment of People's Markets, 2015 aims to carry out market revitalization by involving physical and non-physical planning to create a clean, safe, comfortable atmosphere, as well as a place productive economy and a vehicle for social interaction.

The revitalization of *Pasar Turi Baru* was carried out in response to inadequate market conditions following a fire in 2007. The Surabaya City Government and *PT. The Bumi Perkasa Gala* collaboration was held in 2010 to carry out this revitalization. However, even though the revitalization has been carried out, there is a socio-economic impact for traders at *Pasar Turi Baru* where

some of them complain that there has been no significant change in income and the number of visitors. For example, Mr. Samuin, owner of a cell phone accessories shop on the 5th floor of *Pasar Turi Baru*, said that visitors still minimal and the traders are all complaining (Jawa pos, 2022) This is also confirmed by the explanation of Mrs. - Rp. 300,000 per day if everything runs out. Today at 13.00 you can still earn Rp. 50,000 sis” (Interview 2 October 2022).

Overall, market revitalization aims to a) encourage traditional markets to be able to compete with modern markets so as to increase trader turnover. b) Improving services and better access to the consumer community, while making traditional markets a driver of the regional economy. c) Realizing traditional markets that are clean, healthy, safe, fresh and comfortable so that they can become a permanent shopping destination and reference in the development of markets other (Sultan, 2019). Different from The research results (Anggraini, 2021) concluded that the socio-economic impact of implementing market revitalization felt by traders varies depending on the level of the trader group itself. Market revitalization for large traders who have relatively stable economic and social capital brings positive changes such as the desire and enthusiasm to advance their business so that it develops better. For small traders, it is felt that market revitalization has not brought prosperity to a better direction. The revitalization of the market killed their businesses as seen by changes in income which had decreased compared to before the revitalization.

Based on the above phenomenon, it shows that there is a gap between what should be and what actually occurs after market revitalization, this makes this phenomenon the background for this research regarding "The Impact of Market Revitalization on the Social Economy of Traders at *Pasar Turi Baru*, Surabaya City". The problem formulation in this research is 1) How is the Revitalization of the *Pasar Turi Baru* Implemented in the City of Surabaya? 2) What is the Impact of Market Revitalization on the Socio-Economic Status of *Pasar Turi Baru* Traders in Surabaya City? 3) How to Optimize Government Policy in the Market Revitalization Program at *Pasar Turi Baru*, Surabaya City?

The aim of this research is to analyze the implementation of the revitalization of the *Pasar Turi Baru* in the city of Surabaya, the impact of market revitalization on the socio-economic status of traders in the *Pasar Turi Baru* in the city of Surabaya & optimization of government policies in the market revitalization program in the *Pasar Turi Baru* in the city of Surabaya.

It is hoped that the theoretical results of this research can provide insight, to learn more deeply about social issues in society, and to provide an overview of developments in the field of social sciences. Apart from that, practitioners provide input in determining policies or decisions to be taken.

## **B. LITERATURE REVIEW**

### **Market Revitalization**

Revitalization is an effort to improve the condition of buildings that have experienced prosperity but at some point experienced decline by paying attention to social factors, economic factors and environmental factors.

The market is a good place to trade. Markets can be referred to as shopping centers, traditional markets, shops, or trade centers (Wibisono, Kunto; Priyadi, B Puspo; Warsono, 2016)

Market revitalization is an effort to change the market physically and non-physically based on modern concepts to adapt to the surrounding environment and the demands of community needs without changing the characteristics of the market. Revitalization of traditional markets is an implementation the *Undang-Undang Nomor 7 Tahun 2014* concerning Trade, 2014 where this revitalization aims to increase competitiveness in traditional markets so that later it can increase traders' income.

In carrying out market revitalization, it refers to the *Peraturan Menteri Perdagangan Republik Indonesia No. 61/M-DAG/PER/8/2015* concerning Guidelines for the Development and Management of Trade Facilities, 2015). This revitalization includes physical and non-physical aspects:

#### **Physical Revitalization**

It is an effort to optimize the physical market based on standards that have been set by the government in accordance with prototype designs, types and goods traded hygiene, health, security and environmental (*K3L*) facilities, and easy access to transportation for the convenience of citizens when shopping.

#### **Non-Physical Revitalization**

Non-Physical Revitalization consists of:

a) **Management Revitalization**

It is an effort to optimize good management governance through increasing the professionalism and functions of managers, standard operational procedures, monitoring and evaluation systems to create professional, modern and transparent people's market management. However, management revitalization generally explains the rights and obligations of traders, placement of trading zones, financing procedures and standard operational service procedures and facilities that must be available in traditional markets.

b) **Socio-Cultural Revitalization**

This is an effort to improve and optimize the socio-cultural interaction system between stakeholders and traders and buyers in order to make the market conducive and comfortable when used for shopping.

c) **Economic Revitalization**

It is an effort to improve the upstream-downstream intermediation of the People's Market by changing the function of the People's Market so that there is an increase in competitiveness and turnover, balance of demand and supply, as well as price stability which has a double effect in the production sector, productive creativity and availability of supplies of basic necessities.

#### **Socioeconomic Impact of Traders**

Impact is simply defined as influence or consequence. Impact is a result that results from implementing a policy. According to (Prasetijowati & Ambarwati, 2020) impact is defined as changes that occur as negative and positive activities.

Positive impact is the desire to influence other people to attract that person to follow and support good desires. Meanwhile, negative impact is the desire to influence other people to attract that person to follow and support bad desires

which will later have certain consequences. Negative impacts can arise if conditions are met, including: unclear text and concept of the cooperation agreement, unequal positions between the parties carrying out the collaboration, lack of thorough planning and strict control, and so on . (Haryoko, 2018)

The discussion of socio-economic impacts is divided into several meanings in each field. The definition of social in the field of sociology is contested on humans, which in sociology explains that humans cannot live alone but need the help of other people. Meanwhile, the definition of economics is a social science that studies the management of resources owned, income and a person's income. If it is concluded that socio-economics is a person's condition in an organization which is based on economic activity (Abdulsyani in Arraniri, 2022)

The socio-economic impacts of traders are changes that occur in the social and economic aspects of traders related to changes in the environment or certain situations. The socio-economic impact can be viewed from the positive and negative sides as stated by (Sinaga in Saragih, 2020):

Positive impact:

2. Increasing Business Feasibility and Convenience

This is done through supporting policies or programs that improve infrastructure, accessibility, cleanliness and security around trading areas. This creates a more favorable environment for businesses.

3. Opening of Job Opportunities

This increase in buyer visits encourages people to take advantage of these opportunities in various roles such as suppliers, goods transportation services, grocery workers, financial services, security officers and other supporting services.

4. Change of Status to Legal Trader

This provides legal certainty, protection and access to facilities and services for legal traders.

Negative impact:

1. Decreasing trader income

This is due to changes in transaction patterns and increased competition between traders. This has a negative impact on their sales turnover and income.

2. Increased Operational Costs

Such as trading space costs, waste costs, electricity, raw materials and employee costs. These costs will change as market demand increases.

**Optimization Market revitalization**

Optimization Market revitalization is an effort to achieve the best results and maximum utilization of the market revitalization process. These efforts refer to the *Peraturan Daerah Kota Surabaya Nomor 1 Tahun 2015* concerning Management and Empowerment of People's Markets, 2015) including:

1. Increasing the professionalism of market managers through:

- a. Determination of vision, mission and market development policies;
- b. Implementation of professional management;
- c. Establishment of a clear organizational structure and job descriptions; And
- d. Availability of operational standards and procedures.

2. Increasing the competency of market traders includes:

- a. Fostering discipline of traders and buyers;
  - b. Guidance to traders to attract buyers;
  - c. Increasing basic knowledge for traders; And
  - d. Understand buyer behavior.
3. Improving the quality and improving physical market facilities include:
- a. Layout improvements;
  - b. Regulation of the movement of people and goods in the market;
  - c. Improved construction quality;
  - d. Improving clean water and waste systems;
  - e. Improvements to the electrical system;
  - f. Use of fire suppression systems; And
  - g. improving the waste handling system.

### **C. RESEARCH METHODS**

This research uses a qualitative method with a descriptive approach. The subject of this research is the Management of the *Pasar Turi Baru* in Surabaya City and the Turi Market Traders in Surabaya City, where the selection of traders uses a purposive sampling technique. Data collection uses interviews with predetermined informants and documentation (journals/thesis, regulations, *Pasar Turi Baru* archives and *Pasar Turi Baru* website). And the data analysis stage is carried out by data reduction, data presentation and drawing conclusions.

### **D. RESULTS AND DISCUSSION**

#### **Implementation of the Revitalization of the *Pasar Turi Baru* in Surabaya City**

The implementation of the revitalization of the Turi market is an effort carried out by the Surabaya City Government with *PT. Gala Bumi Perkasa* in improving the physical structure of the *Pasar Turi Baru* after the fire that occurred in 2007. This revitalization aims to restore the role of the *Pasar Turi Baru* in Surabaya City as the largest wholesale center in Surabaya which is expected to be able to stimulate the trader's economy.

The implementation of the *Pasar Turi Baru* Revitalization is divided into several stages, namely:

#### **Planning**

Initial planning for the revitalization of *Pasar Turi Baru* in Surabaya City requires funds of 1.5 trillion. The Surabaya City Government held an auction for market development and management which was won by *PT. Bumi Perkasa Gala*. In 2010, *PT. Gala Bumi Perkasa* entered into a cooperation agreement with the Surabaya city government and carried out a Joint Operation (JO) with *PT. Central Asia Investment* and *PT. Lusida Megah Sejahtera* for 25 years, this agreement is recorded in cooperation agreement No. 180/1096/436.1.2./2010 dated March 9 2010, Next, the construction of a Temporary Shelter (*TPS*) made of two-story plywood on land owned by *PT. KAI* covering an area of 4.3 hectares and land belonging to the Surabaya City Government covering an area of 2.7 hectares, the construction of which involved the 2012 *APBD* amounting to IDR 4,1035888 billion with the contractor *PT. Housing Development* and *PT. Nindya Karya* . This is contrary to the BOT provisions which state that all costs from

preparation to implementation of the construction of *Pasar Turi* are borne by the cooperation partner. Thus, this action is detrimental to the Surabaya City government.

### **Construction of Turi Market**

After the construction of the *TPS*, the remains of the burned Turi Market buildings were demolished and continued with the construction of the *Pasar Turi Baru*. The agreement mechanism between the Surabaya City Government and *PT. Gala Bumi Perkasa* is through construction for handover, with a construction period from 13 February 2012 to 13 February 2014. The legal basis used in implementing the revitalization of *Pasar Turi* is the *Peraturan Pemerintah Nomor 6 Tahun 2006* concerning management of state/regional property, the *Peraturan Menteri Dalam Negeri Nomor 17 Tahun 2007* concerning Technical Guidelines for Management of Regional Property, and the *Surat Keputusan Walikota Surabaya Nomor 188.45/132/436.1.2/2010* dated March 8 2010 concerning Approval of Asset Utilization. The revitalization of *Pasar Turi Baru* involves the construction of a market with 6 floors and a total of 6,426 trader stalls. The kiosk is used by (3,300 old traders) and (3,000 new traders). Each booth has a size of  $6.75\text{m}^2$ , with rental prices according to location. The revitalization of *Pasar Turi* also includes modern facilities such as escalators, lifts and air conditioning. The aim of this revitalization is to restore the role of *Pasar Turi Baru* as the largest wholesalecenter in Surabaya which contributes to the merchant economy.

### **Problems to Solving *Pasar Turi Baru* Problems**

In 2016, the Surabaya City Government sued *PT. Gala Bumi Perkasa* regarding breach of contract to sell stands with ownership rights to flat/strata tile units. After going through a long legal process, on March 30 2020, *PT. Gala Bumi Perkasa* sent a letter to the Mayor of Surabaya to end the dispute based on the *Keputusan Mahkamah Agung Republik Indonesia No. 1819 K/PDT/2019*. On December 23 2021, the Mayor of Surabaya, Mr. Eri Cahyadi, held a meeting with the Corruption Eradication Commission (*KPK*), State Attorney, Related *OPD*, Director of *PT. Gala Bumi Perkasa*, Director of *PT. Asia Investment*, and Director *PT. Lusida Megah Sejahtera*. This meeting resulted in the decision that *Pasar Turi Baru* should start operating on March 22 2022.

### **Government Preparations Before Opening the *Pasar Turi Baru***

Preparations for the operation of the *Pasar Turi Baru* include data collection and checking the condition of the market building. Meetings were also held with the Surabaya City Government, *PT. Gala Bumi Perkasa*, Turi Market traders' association and chaired by the Assistant for Economy and Development on March 11 2022 and March 20 2022. The meeting focused on mentoring and socialization, and resulted in an agreement that the granting of booth keys must be completed immediately.

### **Opening of the *Pasar Turi Baru* and Demolition of *TPS***

On March 21 2022, recitation and thanksgiving were held as part of preparations for the demolition of the *TPS*. Before the demolition was carried out, the Small and Medium Enterprises Cooperatives Service had carried out outreach and provided car transportation facilities and 1,000 sacks to move merchandise to *Pasar Turi Baru*. The transfer process was assisted by *BPBD* Surabaya,

TNI/POLRI, and Satpol PP. So *Pasar Turi Baru* opened on March 22 2022, but on April 1 2023 there were still many stalls closed. Therefore, on May 31 2023, the soft opening of *Pasar Turi Baru* will be held. If traders open a booth on that date, they will be given additional usage rights for the next 10 years. However, if you do not open it, you will be subject to a fine of Rp. 50,000 per day. Stalls at *Pasar Turi Baru* have ownership status for old traders and rental rights for new traders. The revitalization of *Pasar Turi Baru* involves changes in the physical and non-physical aspects of the market, in accordance with the *Peraturan Menteri Perdagangan Republik Indonesia No.61/M-DAG/PER/8/2015* Concerning Guidelines for Development and Management of Trade Facilities, 2015

**Implementation of revitalization includes physical revitalization and non-physical revitalization (management, socio-cultural and economic).**

#### **Physical Revitalization**

The revitalization of *Pasar Turi Baru* has resulted in significant changes in the physical condition of the market building which is sturdy, modern and similar to a mall concept, however visitor density cannot be guaranteed unless there is an event organized by the market management. Apart from that, changes to the facilities for cleanliness, health & safety and the environment (*K3L*) are realized by the presence of cleaning staff, market rubbish dumps, rubbish bins with organic and inorganic waste sorting, drainage networks, clean water networks, sinks, CCTV, and officers, security, but there is no health room available at *Pasar Turi Baru*. Transportation accessibility has also experienced significant changes with the presence of new roads after the demolition of temporary shelters. This makes access to the market easier from various directions. Land and public transportation modes also allow visitors to reach the market more easily. However, it is still constrained by the use of land for merchant stands, high operational costs, facilities that are not optimal, and few visitors in most shops. With proper handling, it is hoped that the new tourism market can continue to develop into a clean, comfortable and environmentally friendly market, and be able to attract more visitors and contribute to business growth.



Figure 1. Front view of the *Pasar Turi Baru*

Source: [htTPS://pasarturi.id/about-us](https://pasarturi.id/about-us)

#### **Non-Physical Revitalization**

Non-Physical Revitalization Includes:

##### a) Management Revitalization

The revitalization of management at *Pasar Turi Baru* has brought several positive changes, including improvements to market facilities including civil facilities consisting of parking areas, loading and unloading facilities, fire



protection systems, worship facilities, and toilets that have been designed to provide comfort and safety for traders and visitors. ME facilities consist of escalators, lifts, AC systems, CCTV, and promotional activities providing accessibility, comfort, security, and attraction for visitors and traders. 2) The trader's right to obtain various services from market management, while the trader's obligation is to pay service charges and open a booth during market operational hours and report closed or closed booths, and open a booth at least 75% of market operational time. 3) The placement of traders uses a zoning system to facilitate navigation and shopping efficiency. 4) Financing for Turi Market traders is assisted by Bank Mandiri, BRI, BNI, DKI. 5) The management of *Pasar Turi Baru* has provided various services to traders, including handling complaints via WhatsApp communication channels, technical services, routine cleaning, security, parking and a service charge collection system. However, there are still problems with dead lifts, few visitors in several shops, toilet cleanliness levels that need to be improved, limited kiosk sizes, changes in consumer patterns, booth books are still in the distribution stage, thus preventing traders from applying for loans. Improvements to these obstacles need to be carried out to provide comfort, security and attractiveness for visitors and traders.

b) Socio-Cultural Revitalization

The socio-cultural revitalization at *Pasar Turi Baru* has succeeded in creating positive changes in the social interaction between traders and market managers which is increasing and good cooperation reflects an attitude of mutual understanding and support in facing challenges. Although competition still exists, there are no enemies among traders, and conflicts rarely occur because problems are resolved through discussion and finding solutions together. Positive relationships between traders and market management are an important factor in rebuilding market success after revitalization.

c) Economic Revitalization

The revitalization of Turi Market has not yet had a completely positive impact on the traders' economy. Most traders experienced a decrease in income compared to when they were in temporary shelter. Although it cannot be concluded with certainty regarding nominal income because it is still in the privacy of traders, this condition is still a concern because only around -20% of traders are open, which has a negative impact on traders' income. Traders' income also depends on events organized by market management. However, traders remain optimistic that the market will recover with time and strong support from various parties. Efforts need to be made to increase the number of traders who are open and create events that can attract visitor interest. In the long term, it is hoped that the Turi market can recover traders' income and become more stable.

Overall, the implementation of the revitalization of *Pasar Turi Baru* in Surabaya City shows that the Surabaya City Government's compliance with *PT. Gala Bumi Perkasa* is implementing these four aspects starting from changes in physical, management, socio-cultural and economic aspects. Even though there have been significant changes after the revitalization of the Turi market, there are

still several problems such as a decrease in traders' income, suboptimal use of booth space. , high operational costs, and facility problems that are not yet fully optimal.

Table 2. Income Data for Turi Market Traders After Revitalization

Source person	Before Revitalization	After Revitalization
Trader Koko shirt & mukenah	≤Rp.100,000,000/Month	≤Rp.1,009,000/Month
Sarong & mukenah trader	Increase	Decrease
Accessories shop keeper	Increase	Rp.50,000/Month
Rice trader	Increase	Ups and down
Rice trader	≤Rp.300,000/day	Decrease
Cosmetics Trader	Increase	Decrease
Shoe trader	Increase	Decrease
Lingerie merchant	New Trader	≤Rp. 500,000-
		Rp. 600,000/1 year plus 3 months
Figure trader	Increase	≤ Rp. 200,000 - Rp. 500,000/month
Home furnishings shopkeeper	New employee	

Source: 2023 Research Data

So it requires the right solution so that in the future it is hoped that the new tourist market will become a comfortable market and be able to attract public interest which can help increase business potential in that market.

**The Impact of Market Revitalization on the Socio-Economic Status of Traders at *Pasar Turi Baru*, Surabaya City**

After market revitalization it will certainly have an impact on traders' socio-economics, both positive and negative (Saragih, 2020)

Positive Impacts Include:

a) Increasing Business Feasibility and Convenience

The revitalization of the Turi market has succeeded in increasing the feasibility and comfort of business through physical improvements to the building, the addition of modern facilities, and improved security which can create a comfortable atmosphere for traders in carrying out business and a cleaner, orderly and pleasant market environment for visitors. It is hoped that this revitalization will encourage local economic growth and improve the market's image as a modern and quality trading center.

b) Opening of Job Opportunities

The revitalization of *Pasar Turi Baru* has provided employment opportunities for around 250 people who occupy positions as managers of *Pasar Turi Baru* which helps reduce the unemployment rate and provides economic benefits for the local community. However, traders face obstacles in recruiting new employees after revitalization due to low post-revitalization income. So the decision to recruit new employees needs to be considered between workforce needs and financial capabilities.

c) Change of Status to Legal Trader

The revitalization of *Pasar Turi Baru* has had a positive impact on traders by providing legal status which increases their satisfaction and happiness. *Pasar Turi Baru* management also assists with administrative processes, demonstrating commitment to trader growth. However, problems related to booth books are an obstacle in getting capital loans from banks. It is hoped that with the completion of the booth book acquisition process on May 31 2023, traders can run their businesses legally and officially and get the necessary financial support.

Negative Impacts Include:

a) Decreasing Income

The revitalization of the *Pasar Turi Baru* has caused several traders to experience a decline in income. This is caused by changes in layout and the factor of tight competition for new traders. With this, some traders have switched to selling products online in the hope of increasing income, because operational costs are lower. However, there are traders who still don't understand how to sell online and prefer to keep selling offline. Therefore, efforts are needed to provide education and training to traders so that they can improve their knowledge and skills in running an online business. This education and training will help traders understand the strategies and best practices for selling online.

b) Increased Operational Costs

The revitalization of the Turi market has resulted in an increase in operational costs for traders, including rental fees, service charges and electricity. This negatively impacts merchant revenues, causing additional expenses. Intense competition with online sales also puts high pressure on merchants as many consumers switch to online platforms. This creates limitations in capital expenditure and traders' ability to develop their business. In facing these challenges, traders need to look for new strategies to increase

their competitiveness, and support from market management is very necessary.

Overall, it shows that the impact of the revitalization of the Turi market has a mixed effect on the socio-economics of traders and the surrounding community. In order to overcome the negative impacts, appropriate steps and ongoing support are needed, so that it is hoped that the revitalization of the Turi Market can provide greater benefits for the traders and the surrounding community. Regular monitoring also allows for necessary policy improvements and adjustments to optimize the positive impacts of the revitalization, while addressing any negative impacts that may arise.

### **Optimizing Government Policy in the Market Revitalization Program at the Pasar Turi Baru, Surabaya City, New Surabaya City**

Optimizing market revitalization refers to the *Peraturan Daerah Kota Surabaya Nomor 1 Tahun 2015* concerning Management and Empowerment of People's Markets) which is carried out by:

#### **1. Increasing the Professionalism of Market Managers**

*Pasar Turi Baru* Management has taken positive steps in increasing the professionalism of market management including selecting quality workforce, using the best financial programs, implementing professional SOPs, and providing training to staff. With better professionalism, it is hoped that the market can provide better services to traders and consumers, as well as create a more attractive and growing business environment.

#### **2. Increasing Market Trader Competence**

Increasing the Competency of Turi Market Traders is carried out through Turi Kita class training. By holding training twice a month and limiting the number of participants, traders are given the opportunity to learn to trade online and use e-commerce platforms. This program helps them understand technology to expand market reach and increase competitiveness.

#### **3. Improving Quality and Improving Physical Market Facilities**

After Turi Market was revitalized, regular maintenance and preventative maintenance was carried out on the equipment and physical structure of the market building. This step is important to maintain the physical condition of the market, prevent further damage, and create a comfortable, safe and attractive environment for traders and market visitors.

Overall, it shows that the management of *Pasar Turi Baru* has committed to optimizing the results of market revitalization in accordance with the *Peraturan Daerah Kota Surabaya Nomor 1 Tahun 2015* concerning Management and Empowerment of People's Markets, 2015) Article 21 concerning good management and empowerment of people's markets, this statement shows action positive from the management of *Pasar Turi Baru* in helping to increase the competitiveness of *Pasar Turi Baru* and assisting in attracting public interest in visiting and shopping at *Pasar Turi Baru* so that it can have an effect on increasing trader turnover. This is in line with (Museliza & Nesner, 2014) explaining that the regional government has made efforts to protect the People's Market so that it continues to exist and is able to develop into a higher quality business, both in terms of management, as well as physical or location so that it can synergize with shopping centers and shops. supermarkets through increasing

the professionalism of managers, increasing the competence of market traders, improving quality and improving physical market facilities.

However, things that need to be paid attention to in this concept are 1) evaluating the results of market optimization both in terms of increasing the professionalism of market managers, trader competence and market quality so that the evaluation results data must be used as a basis for continuous improvement. 2) Involving all stakeholders, including market managers and traders. Their active involvement and participation in the decision-making process and implementation of change will support success in optimizing market revitalization. By following well-established regulations and involving all related parties, of course the market will be able to develop.

## **E. CLOSING**

### **Conclusion**

1. The revitalization of *Pasar Turi Baru* in Surabaya City involves the stages of planning, construction, problem solving, government preparation, opening the market, and dismantling temporary shelters. This revitalization includes physical revitalization including changes in the condition of market buildings, facilities and market facilities, while the non-physical consists of management revitalization including the rights and obligations of traders, placement arrangements, financing and market management services. Socio-cultural revitalization includes social interactions and economic revitalization includes traders' income levels. From the stages to the results of the Turi Market revitalization, there are still several obstacles, including less than optimal use of booth space, high operational costs, facilities that are not yet optimal, minimal visitors in some shops, toilet cleanliness levels that need to be improved, the need for health rooms, difficulties for traders in obtaining capital loans, and the influence of events and promotions on trader income.
2. The revitalization of the *Pasar Turi Baru* has had a positive socio-economic impact on traders, consisting of increasing business feasibility & comfort, opening up job opportunities, changing status to legal traders, while negatively consisting of decreasing income and increasing operational costs.
3. In increasing the revitalization of Turi Market, there are several supporting efforts being carried out. This includes selecting a good workforce, using good financial programs, having professional SOPs, providing training to market management staff, and training to traders through the Turi Kita class program. Apart from that, regular maintenance and preventative maintenance of equipment and physical market buildings are also carried out.

### **Suggestion**

1. It is necessary to evaluate the trader's stand area and trader layout, marketing strategies via social media, monitoring and maintaining the cleanliness of toilets, as well as providing adequate cleaning equipment. In addition, it is necessary to consider providing health rooms and increasing the distribution of booth books. Involving merchants in customization and meeting their needs is also important. This step is expected to improve welfare for stakeholders and market traders.

2. To reduce overall market operational costs, you can consider recruiting interns, looking for alternative sources of financing other than banks, and evaluating and improving energy use systems in the market. This step is expected to reduce operational costs and increase market management efficiency.
3. It is necessary to make efforts to optimize market revitalization policies on an ongoing basis & should make changes to the schedule in implementing trader training so that training can be effective

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