



THE EFFECTIVENESS OF REVITALIZING TRADITIONAL MARKET TO SUPPORTING THE TOURISM MARKETING:STUDY OF SINDU MARKET, SANUR, BALI

Gde Bagus Brahma Putra

Universitas Mahasaraswati Denpasar
brahmaputra@unmas.ac.id

Abstract

The role of tourism industry in the development of Bali is undoubtedly. Balinese culture that is supported by the beautiful natural conditions as well as filled with spiritual overtones, that makes Bali is different from other tourist destinations. The presence of traditional markets is one of the most obvious indicators of the economic activities in the community of the area. The traditional market is also often associated with tourism attraction in the region concerned.

Sindu market is located in Sanur Beach area has the potential to become an icon of supporting sustainable tourism in Sanur besides its tourist. This study attempted to reposition the Sindu Market has been revitalized in support of sustainability Sanur as one of the most famous tourism destinations in Bali. Based on the calculation of effectiveness level of Sindu market revitalization program, the cumulative coefficient of effectiveness calculation amounted to 94.48%. This shows that the market revitalization programs run very effectively. The existence of a market in the area of Sindu Sanur already should be used as an icon in marketing tourism in Sanur. The existence of traditional market is important in realizing a sustainable tourism in the region in particular and Sanur Bali in general.

Key words : *tourism. marketing, traditional market, Sanur*



1. Introduction

Tourism industry as one of the sectors engaged in the services of many have linkages with the various issues that are popular in the world. The issues have a major influence on consumer confidence, namely the tourists mainly to do with the motivation of the journey on a destination. Negative issues will likely result in negative and positive issues otherwise would give a positive assessment of the tourist. National tourism development has links closely with the national economy, given the multi sector nature of the tourism industry.

The role of the tourism industry in the development of Bali is undoubtedly. The limitations of natural resources such as oil and gas, forest products, or manufacturing industries makes the tourism sector as the mainstay in the development of this area. Balinese culture that is supported by beautiful natural conditions as well as filled with spiritual overtones, that makes Bali is different from other tourist destinations. Then, this flagship sector it should be conceived to new opportunities and provided as a catalyst in the development of and support sustainable development.

Marketing in tourism is a very complex thing. The product of the tourism industry has a distinctive feature as compared to products in the form of goods and moreover tourism products are often associated with some parties such as companies, establishments, institutions in the community. The other side, there must be cooperation but on the other hand not rarely also happened otherwise, because sometimes the parties behaved as a competitor.

The presence of traditional markets is one of the most obvious indicators of the economic activities of the community in the area. The traditional market is also often associated with tourism attraction in the region concerned. Sindu market located in Sanur Beach area has the potential to become icon support in the marketing of tourism for



sustainable coastal tourism in addition to Sanur Beach. The art of grocery shopping is traditionally in the market could be an attraction for tourists.

Traditional markets have a strong historical background in providing a major contribution to the economy (Shakur, et. al., 2012). Historically, the existence of the Sindu market could not be separated from community life of Sanur in the past. This condition is a reflection of the relationship between the informal sector and tourism industry. The current existence of the traditional market has been on government revitalization of Denpasar. The revitalization has been implemented in the year 2010. After approximately 8 years running, it needs to be traced how the effectiveness of the revitalization program. Market Overview Sindu after revitalization can be attraction for tourists. This research attempted to reposition the Sindu market has been revitalized in support of sustainability in Sanur as one of the most famous tourism destinations in Bali.

2. Traditional markets and sustainable tourism

The interconnectedness of traditional market and the tourism industry was not a new thing. In some areas of Indonesia, traditional markets are often packaged by the local government to serve as tourism destinations. Sustainable paradigm is the basis in developing tourism itself. Spinder (2013) stated that a sustainable concept will remain a meaningful concept is integrated in the concept of environment, economy and society.

Heung-Ryel (2015) stated that the market that is oriented culture and tourism is a strategy to enable the local traditional market as resources in tourism to attract visitors. Further Heung-Ryel(2015) sets forth to activate tourism industry in Korea, strategies that utilize local traditional markets as a resource for tourism is the dominant mainstream, called marketing places.



3. The Criterion of Effectiveness

Effectiveness is the alignment of output with the goal that has been set. The level of effectiveness in this case illustrates the ability of local governments in the realization of the planned program compared with the targets set. In determining the effectiveness level of the traditional market revitalization program using effectiveness criteria from R & D Ministry of Home Affairs (1991), as presented in table 3.1. As followed.

Table 3.1 Program Effectiveness Criteria

No	Criteria	Explanation
1	The effectiveness coefficient less than 40 %	Very ineffective
2	Effectiveness coefficient is valuable 40 % - 59,99 %	Ineffective
3	Effectiveness coefficient is valuable 60 % - 79,99 %	Effective enough
4	Coefficient effectiveness is above 79,99 %	Very effective

Source: R & D Ministry of Home Affairs, 1991

4. Population and Sample Research

The population of the region is a generalization of an object or subject that has certain qualities and characteristics set by the researchers to learn and then drawn the conclusion (Sugiyono, 2006). The number of merchants according to the location of businesses listed on the market are presented in Table 4.1 Sindu following.

Table 4.1 Number of Market Traders Sindu According to Location of Business

No	Business location	Amount (people)
1	Shop	69
2	Los	140
3	Seasonal traders	133
Amount		342

Source: Office Sindu Market Sanur, 2018



The population in this research is the overall market traders in Sanur, namely Sindu as much as 342 traders. The sample is a small part of the selected researchers for examination (Neuman, 2015). The sample size taken will use the formula of Slovin (Umar, 2004), with the following formula:

$$n = \frac{N}{1 + Ne^2} \dots\dots\dots (1)$$

Description:

n: sample size

N: size of population

e: the critical value (10%)

Based on the Slovin formula, determined the sample of research as much as 77 traders. In order for the population represented, then using proportional stratified sampling random sampling. Next in each stratum will be taken sampled like presented in Table 4.2. As followed.

Table 4.2 Number of Samples Based on The Strata

No	Business location	Amount (people)
1	Shop	16
2	Los	31
3	Seasonal traders	30
Amount		77

To find out the effectiveness of Market revitalization program Sindu used technically describe statistics analysis with the following formula.



Effectiveness

$$= \frac{\text{Realization}}{\text{Target}} \times 100 \dots\dots\dots (2)$$

Description:

Realization: The Achievement of Program Execution

Target: all members of the Group who followed the Program

Measurement of the level of effectiveness on the variable input, process, and output is done in some indicators, namely: the socialization of the program, the level of achievement of the objectives of the program, the level of precision of target, speed of response, as well as complaints against officers monitoring and evaluation. After getting the degree of effectiveness of each indicator on the variable input, process, output, and the next level of effectiveness of classification is done in accordance with the criteria of R & D Ministry of Home Affairs (1991).

5. The Effectiveness of Market Revitalization Program Sindu Sanur

5.1 Analysis of The Effectiveness of Inputs

- a. The Level of Precision of The Target Program

Based on research results, sample opinions regarding the level of accuracy of the targets of the program based on the coefficient of the effectiveness of very high value, that of 90.9%. It is shown in Table 5.1 as followed.



Table 5.1 Sample Opinion Regarding The Accuracy of The Target Program

No	Answer	Amount	
		People	%
1	Right Target	70	90.9
2	Not on Target	7	9.1
Amount		77	100

b. Socialization Program

Traditional market revitalization program before running, traders get socialization about programs from officers. Table 5.2 below shows the results of Sindu market revitalization program socialization.

Table 5.2 Sample Opinion About Socialization Program

No	Answer	Amount	
		People	%
1	Existent	76	98.7
2	Nonexistent	1	1.3
Amount		77	100

Based on the table it is known that the socialization of the market revitalization program of Sindu the amount 98.7%, meaning the majority of traders in the market presence of market revitalization program.

c. The Purpose of The Program

After the socialization program running then the traders already know the goal of revitalizing the Sindu market, namely to setup a place to trade the traders market in general, improving the physical market as well as create comfort market environment.



Table 5.3 Sample Opinions Regarding The Purpose of Revitalizing Program

No	Answer	Amount	
		People	%
1	Know	76	98.7
2	Unknown	1	1.3
Amount		77	100

From the table it can be seen that the percentage of the sample knowledge about the purpose of revitalizing traditional markets program amounting to 98.7 percent. This means that most traders know clearly the objective existence of Sindu market revitalization program.

Based on three variables of the input, then the effectiveness of the implementation of the Program of Revitalizing Sindu market as follows:

$$\begin{aligned}
 \text{Effectiveness Program} &= \frac{\text{Realization}}{\text{Target}} \times 100\% \\
 &= \frac{70+76+76}{77 \times 3} \times 100\% \\
 &= 96.10\%
 \end{aligned}$$

From variable input, calculation results can be seen that the coefficient of the variable effectiveness of the implementation of market Revitalization Sindu input of 96.10%. This means the level of effectiveness of the input variables fall into the category of highly effective, because the value is higher than the 79.99%.

5.2 Analysis of The Effectiveness of The Process

- a. Speed of Response Officers



After Market revitalization program Sindu progress, certainly there will be little complaint from traders, so from that officer is required to have a response to the complaint submitted by the traders. Opinions about speed of response officers against complaints that there are indicated by Table 5.4 as follows.

Table 5.4 Sample Opinions Regarding The Speed of Response Officers

No	Answer	Amount	
		People	%
1	Rapidly	77	100
2	Latest of	0	0
Amount		77	100

From table 5.4 can be seen that the entire sample, i.e. in the amount of 100% stated the officer quickly in response to the problems occurred.

b. Monitoring

Monitoring is carried out to monitor the course of Sindu market revitalization program in the activities of traders. To find out the opinion of the respondents regarding the level of monitoring against the course of the program, can be seen in Table 5.5.

Table 5.5 Sample Opinion Regarding The Implementation of The Monitoring

No	Answer	Amount	
		People	%
1	There was monitor	72	93.5
2	There was no monitor	5	6.5
Amount		77	100



Based on Table 5.5 can be listened that 93.5% of traders declared the existence of implementation monitoring of officers and amounted to 6.5% of merchants stated that there has never been the monitoring of officers. This shows that the monitoring already carried out periodically.

c. Evaluation

Evaluation is crucial because through this activity can be described the successes and the lack of Sindu market revitalization program. Table 5.6 shows the sample answers about Sindu market revitalization evaluation.

Table 5.6 Sample Opinion Concerning The Evaluation of Market Revitalization Sindu Program

No	Answer	Amount	
		People	%
1	There was evaluation	67	87
2	There was no evaluation	10	13
Amount		77	100

From table 5.6 can be said that evaluation of the program revitalization traditional market had been conducted. It is pointed out by 87% of the sample gave a statement that there is evaluation of officers and 13% other opposite answer. Evaluation of the implementation of the program of revitalizing Sindu market starts from small things such as setting the items to be sold, the cleanliness of the market prohibition on incidence for street vendors to the position of vehicle parking.

Based on three variables of the process, i.e. the speed level variable response officers, monitoring levels of variables and variable levels of evaluation, the effectiveness of the implementation of the



calculation obtained the program revitalization of traditional market variables the process, as the following calculation.

$$\begin{aligned}
 \text{Effectiveness Program} &= \frac{\text{Realization}}{\text{Target}} \times 100\% \\
 &= \frac{77+72+67}{77 \times 3} \times 100\% \\
 &= 93.50\%
 \end{aligned}$$

The calculation on output variable of the process indicates that the coefficient of the effectiveness of the implementation of the program of revitalizing traditional markets on Sindu market of 93.50%. This means that the effectiveness of the process variables fall into the category of highly effective because the value is higher than the 79.99%.

5.3 Analysis The Effectiveness of The Output

a. The Increase Visits of Foreign Tourists

After Sindu market revitalized, then traditional market conditions created by the clean and comfortable good for merchants and visitors, especially foreigners. The following table 5.7 presents the opinions of traders about the visit of foreign tourists.

Table 5.7 Sample Opinions Regarding The Visit of Foreign Tourists

No	Answer	Amount	
		People	%
1	Any improvement	69	89.6
2	No increase	8	10.4
Amount		77	100



From table 5.7 can be said that amounted to 89.6% of merchants stated that an increase in the visits of foreign tourists after Sindu market revitalized.

b. Increased Income Trader

Along with the increase in visits to the market Sindu, then income traders also experienced an increase. This is evidenced by the opinions of merchants shown in Table 5.8 as followed.

Table 5.8 Sample Opinions About Increased Income

No	Answer	Amount	
		People	%
1	Any improvement	75	97.4
2	No increase	2	2.6
Amount		77	100

Based on Table 5.8 can be said that 97.4% of merchants stated income due to an increase in Sindu market revitalization.

Based on the output of two variables, namely an increase in the visits of foreign tourists and increased income trader, then the level of effectiveness is obtained as follows.

$$\begin{aligned}
 \text{Effectiveness Program} &= \frac{\text{Realization}}{\text{Target}} \times 100\% \\
 &= \frac{69+75}{77 \times 2} \times 100\% \\
 &= 93,50 \%
 \end{aligned}$$

Based on variable output calculation result shows that the coefficient of the effectiveness of the implementation of the program of revitalizing traditional market on Sindu market of 93.50%. This means that the effectiveness of the process variables fall into the category of highly effective because the value is higher than the 79.99%. Based on the



calculation of variable inputs, processes and outputs, then the cumulative calculation of the effectiveness of Sindu market revitalization as follows:

$$\begin{aligned} \text{Effectiveness Realization Program} &= \frac{\text{Realization}}{\text{Target}} \times 100\% \\ &= \frac{70+76+76+77+72+67+69+75}{77 \times 8} \times 100\% \\ &= 94,48 \% \text{ (very effective)} \end{aligned}$$

6. Sindu Market Supported The Marketing of Tourism in Sanur

Sindu market indeed has been known in the area of Sanur. Becken (2005) stated that the tourist icon is the major irreplaceable factor in a destination that attracts the attention of prospective tourists. The existence of this market provides its own experience of foreign tourists who came for a visit. Bargaining process involving emotional feelings between buyers and sellers is a natural condition which gives satisfaction in doing transactions.

The effectiveness of the implementation revitalization of the market became the primary capital Sindu market in manifesting as one of Sanur icon in marketing as tourist destinations which are long term. Moreover, based on the above calculations, the coefficient of effectiveness achieved 94.48% which means the execution of revitalizing Sindu market walking is very effective. That is, facilities and infrastructure that exist in the Sindu market already worth to compete in the tourism industry.

WATC (2002) suggested that the icon is usually the main attractions in a destination, the icon is a scientific or assets built widely accepted by visitors as a tourist attraction or an important experience. In other words, Smith and Casey (2001) reveal the word icon as a landmark that can be recognized instantly and often notable because that place is indeed notable. In the end the tour icon often using unique

features in marketing to position themselves in the market (Chacko, 1997). In line with the statement, Sindu in the real market can provide important experience of foreign tourists who came for a visit. This traditional market also can be recognized instantly by foreign tourists because of its uniqueness.



Figure 6.1 The Atmosphere of Transactions Between Merchants and Foreigners

Payangan (2014) reaffirms what has been described by Stephen Witt et al. *Executive Summary the Paper Blue Print Marketing Tourism Indonesia* tourism marketing is that a system which includes efforts in identifying policies and strategies, programs and apart patterns of promotion to be reunited with the system and product development strategy. Tourism marketing has wider than just sales of goods. Another uniqueness of marketing tourism in Indonesia is systems, policies, strategies and programs that are in the national order, while product development systems are in the regional order. With regard to product development, Sindu market relying night market. The night market is held every day averaged starting at 17.00 p.m. until completion. This has been the attraction of foreign tourists.



Figure 6.2 The Atmosphere of Night Sindu Market

If superimposed with the aspect of the marketing advantage of tourism which includes three things, namely to rights and satisfaction of consumers, local communities, and the protection and development of the environment and culture of the then market these three aspects have fulfilled the advantage of Sindu. In the end, the existence of a market in the area of Sanur Sindu already should be used as an icon in marketing tourism in Sanur. The existence of traditional market is important in realizing a sustainable tourism in the region in particular and Sanur Bali in general.

Bibliography

Becken, Susanne. 2005. *The Role of Tourist Icons for Sustainable Tourism*. Journal of Vacation Marketing. DOI: 10.1177/1356766705050840.

Chacko, H. E. (1997) 'Positioning a tourism destination to gain a competitive edge', HotelOnline, www.hotelonline.com/Neo/Trends/AsiaPacificJournal/PositionDestination.html.

Heung-Ryel, Kim. 2015. *Culture and Tourism Oriented Local Traditional Market Strategies in Korea*. Proceedings of the First



European Academic Research Conference on Global Business, Economics, Finance and Social Sciences (EAR15Italy Conference)
ISBN: 978-1-63415 028-6 Milan-Italy, June 30-July 1-2, 2015.

Neuman, W. Lawrence. 2015. *Metodologi Penelitian Sosial: Pendekatan Kualitatif dan Kuantitatif*. Jakarta: PT Indeks.

Payangan, Otto R. 2014. *Pemasaran Jasa Pariwisata*. Bogor: PT Penerbit IPB Press.

Shakur, T., Hafiz, R., Vural-Arslan, T. & Cahantimur, A. 2012. *Economy and culture in transitions: A comparative study of two architectural heritage sites of bazaars and hans of Bursa and Dhaka*. Archnet- IJAR: International Journal of Architectural Research, 6(3), 1-18.

Smith, A. and Casey, C. 2001. *Icons of Travel*. The Age, 2nd April, www.theage.com.au/travel/2001/04/02/FFXEMI7J1LC.html.

Spinder, E. A. 2013. *The History of Sustainability – the origins and effects of a popular concept*. In R. Schroder and I. Jenkins (Eds.) *Sustainability in tourism* (pp. 9-31), Germany, Iserlohn: Springer.

Sugiyono. 2014. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV ALFABETA.

Umar, Husein. 2014. *Metode Penelitian Untuk Skripsi dan Tesis Bisnis*. Edisi Kedua. Jakarta: Rajawali Pers.

Western Australian Tourism Commission. 2002. 'A new concept for regional tourism'. Discussion Paper: www.westernaustralia.net.