

Optimization of Function and Role of Traditional Markets in Urban Development System of Ketapang City (A Case Study: Range Sentap Market, Delta Pawan Subdistrict, Ketapang City)

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Abstract: This study was conducted in the suburbs of Ketapang City by analyzing the optimization of function and role of Range Sentap traditional market in Ketapang City development system. This study aimed to analyze the determinant factors influencing the optimization of function and role of Range Sentap traditional market in Ketapang. This study used mixed-methods approach using both quantitative and qualitative approaches. The results showed that location, modes of transportation, market coverage and the corresponding relationships of space to downtown and to location of sources of raw materials in the region contribute positively to the function and role of Range Sentap traditional market. The relationship of land use, in the case of function of activities is seen as an integrated system of development in Ketapang, on the existence of Range Sentap traditional market location has a positive influence on the function and role of traditional market which is not optimal in terms of the range of market areas. Strategies to optimize the role and functions of Range Sentap traditional market are performed through the expansion of the range of the market, the system integration on modes of transportation, the creation of economic of scale, public policy decision making and building regional relationship or cooperation among regions and between cities, economic development based on democratic economy, revitalization and reorganization of the market management by improving the quality of human resources, infrastructure support and the integration of market economy system towards a system of urban activities in a sustainable manner in Ketapang City.

Key words: Location of Traditional Market • Modes of Transportation • Behavior of Traders • and Strategic Optimization on the Functions • and Roles of Traditional Market

INTRODUCTION

The dynamics of urban economic development activities in the perspective of spatial dimension has been identified as strongly influenced by factors of location, transportation systems, land use and natural resource potential. The existence of a function of economic activities in urban areas becomes the motor of the process of demand and supply for goods and services both in the city center and on the outskirts of urban areas. Stilwell in Rahmawati, R. 2014, states that decentralization of economic services to the suburbs can be seen from the suburbanization of business activities due to cheaper price of land in the suburbs [1]. Furthermore, Sohn in Rahmawati, R. 2014, explains that the decentralization is indicated by the relocation of retails in residential areas [1].

The type and characteristics of good urban economic activities and in particular the economic activities in the city center and physical limitations of space and the high price of land is leading to the decentralization process of development towards the outskirts of urban areas. The traditional market is a meeting place for sellers and buyers, characterized by the direct bargaining process, the building consists of stalls, or stores, which are open, managed by sellers or by the market management. The existence of traditional markets on the outskirts of urban areas is one indicator and benchmark for measuring the development of economic activities in a region and a city. That is, the level of the economic life of society can be observed easily through the growing market activities. Basri, M. Chatib, *et al.* 2012, states that the development of a region can be directly seen from the economic activities in the market in the area concerned [2].

Furthermore, Sjafrizal, 2014, confirms that the economic growth of a region is essentially the real increase in production in the form of goods and services, within a specific period [3].

The development of the functions of economic activities on the outskirts of urban areas in Ketapang indicates that the dynamics of economic activities not only thrive in the downtown area, but also thrive on the outskirts of urban areas in the form of buying and selling through the medium of the traditional markets. Dahuri, R. and Nugroho, I. 2012 state that the market area is divided into two important areas, namely threshold and range [4]. Thus, indicators to assess the optimization of function and the role of market in the region and the city are the structure of cost. This fee structure associated with the level of efficiency producer, Tarigan, R. 2014. This means that an important factor in the process of development of traditional market activities is determined by location, distance, cost of transportation, range, micro threshold, cost efficiency of producers in the production system and flow of distribution of goods and services through means of transportation [5].

The phenomenon of the traditional market activity in Range Sentap as part of economic activity in the suburb of Ketapang indicates that the functions and roles have not develop optimally as a medium for transactions between producers and consumers. Sjafrizal, 2012, states that selection of economic activity is associated with selection of location [7]. Selection of the proper location will provide considerable savings in transport and production costs, thus encouraging efficiency both in production and in marketing. This means that location is very important as a basis for measuring the economic productivity of market regarding the relationship between producers and consumers and this determines savings, efficiency of production cost and ease of transportation.

Range Sentap traditional market was originally an economic activity developed in the downtown area and then underwent a process of relocation on the outskirts of urban areas in Ketapang. Before the relocation process, the existence of Range Sentap traditional market economically functioned optimally as a medium of transactions between producers and consumers at the center of Ketapang. The process of subsequent developments showed that the existence of Range Sentap traditional market to the downtown area then has caused various problems. There were three considerations related to the relocation of Range Sentap traditional market, namely (a) the high burden to environment (soil, air and

water pollution), (b) congestion and (c) non-compliance to the requirements of comfortable, safe, neat and clean market due to various problems related to physical building, circulation of market users and traffic circulation. These things later became the basis for the government of Ketapang within the framework of the development and growth of urban areas to relocate the market to create a balance of urban development and distribution services on the outskirts of Ketapang.

Range Sentap traditional market located on the outskirts of Ketapang was built in 2002, completed in 2003 and opened for the first time in 2004. The market accommodates 744 traders both old traders (from the previous market location) and new traders. The main facilities among others are 384 units of stalls, 40 units of stores and 2 units of stands to accommodate the needs of vegetable and fish vendors. Each stand consists of 160 tables and 2 warehouses. The market was built with the hope to fulfill the aspects of comfort, safety and cleanliness, to be developed into a modern market in terms of optimizing the functions of economic service to the community in general. Range Sentap market is approximately 1.5 km from its original location. The characteristic and typology of Range Sentap traditional market is in direct contact with Pawan watershed in Ketapang. Pawan watershed is one of the water transportation infrastructure used by residents for economic purposes and for social purposes. In addition, the existence of the traditional market is also supported by the urban transportation infrastructure characterized by the presence of lane ring road that connects the suburbs and the city center of Ketapang.

The phenomenon found in Range Sentap after undergoing relocation is as follows: (a) sellers tend to do their activities outside the market building, (b) the very limited availability of parking lots that vehicles tend to use space intended for circulation of buyers, causing limited space for buyers; (c) in adequate support of infrastructure, causing conventional waste management and sanitation which finally affect the beauty of the market and (d) the visually chaotic, less attractive, muddy, smelly and dirty market. Thus, this paper is directed to examine and analyze the factors that influence the optimization on the functions and roles of Range Sentap traditional market in Ketapang urban development system.

Results of this study are expected to contribute to the theoretical framework of regional development and urban theories, that the economic system of urban accommodated with the existence of traditional market



Figure 1. The Location of Range Sentap Traditional Market in Ketapang as Research Object

Source: Bappeda Regency Ketapang, 2014. *Regional Spatial Plan From 2013-2033* [6].

activities is strongly influenced by the location of the market, the role of transportation and the range of market areas. However, specifically, economic activities of an urban area characterized by the presence of traditional

markets are not always influenced by the proximity to the city center, yet by the proximity of the production resources in terms of availability of goods, traders and sociocultural factors and consumer purchasing power.

MATERIALS AND METHODS

The research was conducted in Range Sentap traditional market, Delta Pawan Sub-District, Ketapang. The reasons for choosing the site are as follows: (a) Delta Pawan is the center of economic growth with the growth of Range Sentap as trade and service center; (b) the location of Range Sentap acts as the center point of transportation in Ketapang; and (c) Range Sentap as a center of economic activity in Ketapang has not functioned optimally as a medium for transactions between producers and consumers. The qualitative research traditions introduced by Creswell, J.W. 2012, are biography, phenomenology, grounded theory, ethnography and case studies [8]. In this study, the focus is the optimization of the function and role of Range Sentap traditional market within the framework of Ketapang urban development system and the most appropriate approach to be used is case study.

Data analysis method used in this study was mixed-methods of quantitative and qualitative approaches. The reasons to combine these approaches are (1) the specific nature of the case of Range Sentap traditional market; (2) the case related to the location of Range Sentap was thought to have prominent consistency and sequence in the urban system of Ketapang; (3) the reality appearing to be singular but plural; and (4) it is necessary to merge the two approaches (quantitative and qualitative) to obtain data from two different realities. Qualitative approach in this study was used in the disclosure of the determinant factors for the non-optimal function and role of the market in the urban development system. Optimizing the function and role of Range Sentap traditional market was not tested or measured strictly in terms of quantity, amount, intensity or frequency. Emphasis was given to the construction of social reality developing in the field. The quantitative approach was used to determine the respondents' perception on location and the factors that influence it. Such information was collected through surveys using questionnaires. Quantitative approach was performed using the percentage analysis. Therefore, the answer to each question in the questionnaire used only nominal scale and not to examine the relationship between the variables.

RESULT AND DISCUSSIONS

Ketapang as the district capital has been identified to experience significant growth, characterized by the presence of the functions of economic activity and other urban functions. Parr in Dahuri, R. and Nugroho, I. 2012

[4], states that the development of a region is always accompanied by structural changes. Growth and development of an area is a continuous process resulting from a variety of decision-making within or affecting the region.

The phenomenon of economic activity in Range Sentap traditional markets indicates that its function and role is as a forum for economic activities in urban development system of Ketapang, yet it is not optimal in terms of both services and contribution against the revenue of Ketapang. Five factors have been identified to affect the function and role of Range Sentap traditional market in spatial dimension of Ketapang namely; (a) location, (b) transportation, (c) attractiveness, (d) utilities and (e) facilities and infrastructure to support the market. Location refers to the existence of a place based on location and strategic value within an urban area. Transportation refers to mileage, mode of transportation and freight costs. Characteristics and patterns of activities in Range Sentap traditional market in Ketapang can be seen in the following Figure 2.

Three interpretations that may be proposed related to the characteristics and patterns of economic activities in Range Sentap traditional market. *First*, the patterns of economic activities in Range Sentap traditional market are largely determined by the availability of facilities and the behavior of traders in the process of transaction. This means that transactions between sellers and buyers at Range Sentap traditional market, seen by type of trading activities, have not fully utilized the facilities provided by the market management. Facts from the field show the existence of subsistence sellers and capital constraints make it difficult for these sellers to hire kiosks and stalls provided by the management. The subsistence sellers still use the sidewalk to do their activities. *Second*, the ongoing economic activity in Range Sentap traditional market show different motivation of traders based on the capital. This capital capability is based on ownership of the means of activity. This difference developed towards the classification of sellers by groups of business activities, among others, semi-professional sellers, subsistence sellers and professional sellers. *Third*, the limitations of market facilities and weak management by the market management reconditioned the behavior of sellers to take advantage of strategic locations with business activities in a way closer to the consumer. These cases from the side of sellers become the determining factor for optimization of the function and role of Range Sentap traditional market in the framework of Ketapang urban development system. Classification and typology of business activities in Range Sentap traditional market are shown in Table 1.



Fig. 2: Activities in Range Sentap Traditional Market in Ketapang

Source: Primary Data, 2015

Table 1: Classification and Typology of Business Activities in Range Sentap Traditional Market in Ketapang

		Classification and Typology of Sellers			
No	Type of Economic Activities	Semi Professional	Subsistence	Pseudo Trader	Professional
1	Ownership of capital and technology	<ul style="list-style-type: none"> •Independent business and the use of simple technology •Capital from family 	<ul style="list-style-type: none"> • Limited capital and without technology 	<ul style="list-style-type: none"> •Independent business and the use of limited technology •Capital from family 	<ul style="list-style-type: none"> •Full of capital •Modern technology in limited nature
2	Utilization of Labor	<ul style="list-style-type: none"> • Family members and relatives as workers 	<ul style="list-style-type: none"> • Individual and family members as workers 	<ul style="list-style-type: none"> •Individuals, family members and relatives as workers 	<ul style="list-style-type: none"> •Family members and relatives as workers
3	Economic Behavior and Activities	<ul style="list-style-type: none"> • Speculative, irrational 	<ul style="list-style-type: none"> • Traditional • Tradition, conventional 	<ul style="list-style-type: none"> • Speculative, irrational 	<ul style="list-style-type: none"> •Rational based on consumer demands or needs
4	Classification of Business Activities	<ul style="list-style-type: none"> • Simple 	<ul style="list-style-type: none"> •Simple, irregular 	<ul style="list-style-type: none"> •Simple, irregular 	<ul style="list-style-type: none"> •Permanent, utilize market facilities
5	Motivation and Innovation	<ul style="list-style-type: none"> •Activity is a side job •Innovation is constant 	<ul style="list-style-type: none"> • To fulfill the need of family 	<ul style="list-style-type: none"> • Hobby • Profit is not the motive 	<ul style="list-style-type: none"> •Profit-oriented •Income for family needs
6	Networking System	<ul style="list-style-type: none"> •Limited, developed through cooperation among sellers 	<ul style="list-style-type: none"> •Limited, developed through farmers 	<ul style="list-style-type: none"> •Limited, developed through networking among sellers 	<ul style="list-style-type: none"> •Wide, developed through network of production system

Source: Primary Data, 2015

Table 1 indicates four interpretations can be put forward as distinguishing characteristics and typology of sellers in Range Sentap traditional market in Ketapang. *First*, income from trading activities for semi-professional sellers, seen from the capital, labor, economic behavior and activities, classification of business, motivation and innovation and networks, is merely additional for them. *Second*, income from trading activities for subsistence sellers, seen from the capital, labor, economic behavior and activities, classification of business, motivation and innovation and networks, is to meet economic needs of the family. *Third*, trading activities for pseudo trader, seen from the capital, labor, economic behavior and activities, classification of business,

motivation and innovation and networks, is merely a hobby or leisure time activity for them. *Fourth*, income from trading activities for professional sellers, seen from the capital, labor, economic behavior and activities, classification of business, motivation and innovation and networks, is the main source of income to meet the needs of the whole family member; and this position moves toward distributors, wholesaler and large retailers. This phenomenon by Damsar and Indrayani, 2013, is stated as the process of developing orientation of economic actions of sellers as an effect [9] of the choice of location of economic activity Sjafrizal, 2012 and of supply-side approach, Dahuri, R. and Nugroho, I. 2012 [4].

Determinant Function and Roles of Range Sentap Traditional Markets:

The existence of Range Sentap traditional market in relation to optimizing the function and role in urban economic system in Ketapang, based on the facts found in the field shows that the patterns of economic activities in the markets contributed positively to the low interest of consumers to go shopping. David Dewar and Vanessa W. in Hardika, W.P. 2010, state three things that affect the optimal location of a market associated with the development of market activity [10]. *First*, it is called as the location of generator of population movement. A market will be able to develop properly because it is on location so close to the movement of the people. The most successful markets are in the central business district and collection of formal sellers, centers of industrial concentration, around the public transportation stations (bus station, train station, etc.) as well as a location of high population density. *Second*, it is related to sources of supply (location close to the sources of supply of goods). *Third*, it is related to location of consumers (a location close to the buyers). Three of these factors, if adapted to the location of Range Sentap traditional market located in the suburb of Ketapang, show that only one of the factors could be met, namely, urban transportation; yet, if this factor is not perfect due to the fairly remote distance and limited choice of transportation modes in the process of transporting raw materials, the cost of transportation would be high enough. These conditions resulted in the high price goods or commodities sold in the market and positively associated to low consumer interest.

Range Sentap occupies an area of 4 ha, which is very closely related to the pattern of the surrounding region of space. Facts from the field indicate that vacant land and shrubs dominated the location of Range Sentap traditional market, while settlements with low-density function, education function and governmental function was not dominant. This means that the existence of Range Sentap traditional market did not correspond spatially to the pattern of growing urban economic activity in Ketapang. One reason was the limited support of transportation modes, the low population and the pattern of spatial linkage not supported by the movement of adequate transportation system. Dahuri, R. and Nugroho, R. 2012, mention that the agglomeration process is basically through the encouragement of economic cohesion among companies or industries located in the region [4]. Prior to agglomeration, a company holds agglomeration potential shown by its market region. The wider the market and threshold means the greater the agglomeration potential.

The existence of Range Sentap traditional market indicates that the function and role of the market from the perspective of urban spatial dimension has not been optimal. Facts from the field show that the support functions of urban activities, among others; housing, shops and services are not yet integrated with the system of economic activity in Range Sentap traditional market, affecting the threshold of traditional market services. If the pattern of economic activity in Range Sentap traditional market remains constant, yet there is addition of goods produced or sold, through the preparation of supporting activities, in this case the settlement, the trend will reduce the threshold, shall it is followed by high consumer demand to certain type of goods or commodities considering the existence of settlements at a radius of market services. This means that the construction of settlements close to the location of the market will encourage the process of spatial interaction between different urban activities.

Bangun, W. (2014) mentions that in the subsistence economy, the actors are consumers and producers [11]. Both actors are interrelated in meeting their needs and needs in the subsistence economy level is still low. Damsar and Indrayani, 2013 state that economic actions can take place with the involvement of cooperation, trust and networks [9]. This means that the economic activities in Range Sentap traditional market will involve actors of economic activity (buyers and sellers), so it requires a pattern of relationships or interactions among sellers and between sellers and buyers and it is largely determined by the behavior and actions of each actor. In this context, it is understood that the pattern of reciprocal relationships will be created when consumer demand for certain types of goods can be met by sellers thereby building cooperation and trust (mutualism symbiosis); otherwise, consumers' decision to meet the need for goods and services are not met when certain commodities or goods are scarce in the market. Tarigan, R. 2014, explains that within the concept of urban life, for economic activities having perfect market, then individual range and threshold is mixed with and transformed into the range and threshold throughout the urban area [5]. In the spatial dimension of Ketapang, in relation with Range Sentap market location, then what needs to be done within the framework of encouraging urban economic linkages are (a) the construction of facilities to support Range Sentap traditional market as a unit of development integrated with the urban system of Ketapang; (b) the development of service centers and specifically to increase the functions and role of traditional market as the center of



Fig. 3: Land-Use Map in Ketapang in 2014

Source: Bappeda Regency Ketapang, 2014. *Regional Spatial Plan From 2013-2033*

economic growth; © development of new residential area integrated with the system of economic activity and is within the threshold of market services; and (d) expansion on the range of traditional market territory through the distribution pattern of the flow of goods and services and to encourage economic specialization of business activities within the framework of

creation of efficiency in production. These four will specifically encourage the formation of the spatial structure of Ketapang and the factor triggering the formation of the spatial structure is Range Sentap traditional market economic activities where the transaction takes place and supports the urban transportation system.

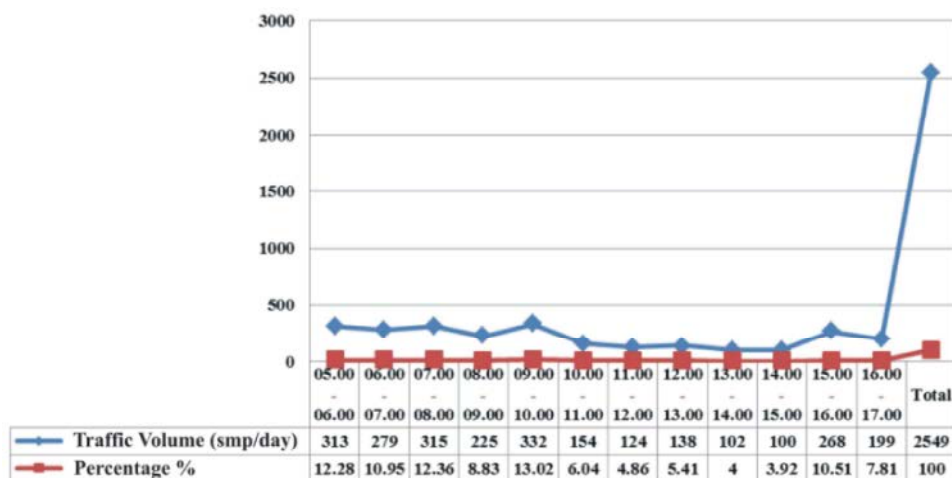


Fig. 4: Traffic Volume on Merdeka Street- Imam Bonjol Street and Kartini Street- Imam Bonjol Street to Range Sentap Traditional Market

Source: Primary Data, 2015

Figure 3, shows the land use in Ketapang toward the location of the traditional market connected by two lines of transportation, land transportation and river transportation. There are four things related to the optimization of the function and role of Range Sentap traditional market. *First* is the use of space; in this case, it is the use of space around the market area, which is not fully optimized. *Second*, it is the existence of settlements as a major supporter of the undeveloped market activity. *Third*, it is related to the urban infrastructure to support transportation. People commuting for economic needs are largely determined by the choice of mode of transportation used. *Fourth*, the circulation traversed by the movement of consumers to take advantage of the main road network in Ketapang of the West, North, East and toward the center of Ketapang is still dominated motor vehicle, due to the limitations of the urban public transportation modes. These four are determinant factors that influence the optimization of the function and role of Range Sentap traditional market as economic growth center located on the outskirts of Ketapang District. Traffic volume based on time toward the location of Range Sentap traditional marketing Ketapang is presented in Figure 4 below.

Figure 4 shows the volume of traffic passing through Merdeka street to Imam Bonjol street and Kartini street to Imam Bonjol street. During the 12 hours of survey, there were 2549 vehicles with a daily traffic volume on average by 212 smp/day. This means that based on the average daily volume, the market would reach optimal function if 212 smp/day is met. Facts from the field showed that daily traffic volume to Range Sentap traditional market tended

to be lower with an average of 30-50 smp/day, due to the limited availability of transportation modes. Thus, the low volume of traffic to Range Sentap traditional market has become one of the causes for the non-optimal role and function of Range Sentap traditional market as economic activity center in urban development system of Ketapang. Movement and circulation of consumers based on their residence to range Sentap traditional market in Ketapang is presented in Figure 5 below.

Figure 5, shows the circulation of traffic movement patterns based on residential origin and destination growing in the urban transportation system of Ketapang. All road users crossing the ring road outside Ketapang as an alternative road of the urban areas and it is related directly to the presence Range Sentap traditional market located in the suburbs. Field observations indicate that Range Sentap traditional market did not become the main destination of the traffic movement. To support this finding, the measurement of public perception related to selection of the dominant mode of transportation used to the location of Range Sentap traditional market is presented in Figure 6 below.

Figure 6, shows that the dominant mode of transportation used by population for economic purposes (shopping) in Range Sentap traditional market was two-wheeled vehicles (motor cycles) by 77.33%, then walking by 14.67%. This means that means of transportation available have not completely support the market. The spatial dimension of Ketapang illustrates that Range Sentap traditional market has not optimally developed due to limited mode of transportation. This means improvement on the choices



Fig. 5: Movement and Circulation of Consumers Based on Their Residence to Range Sentap Traditional Market in Ketapang
(Source: Primary Data, 2015)

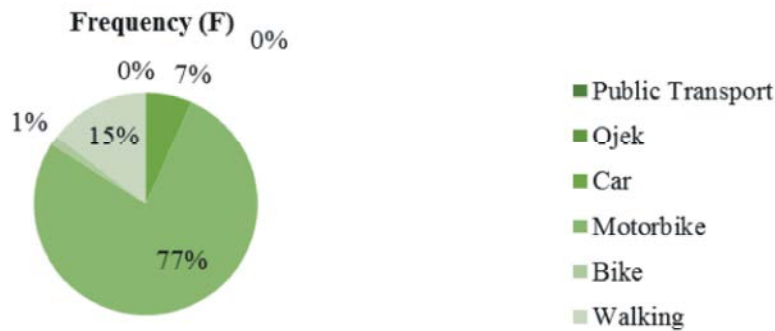


Fig. 6: The Choice of Mode of Transportation by Consumers to Range Sentap Traditional Market in Ketapang (Source: Primary Data, 2015)

of mode of transportation will become the motor for urban economic agglomeration, with the assumption that this condition only applies to small towns and cities whose business development is done through economic growth centers in the suburbs.

The perspective of economic agglomeration in the spatial dimension of Ketapang in relation with the traditional system of Range Sentap market activity in its dynamic development needs to be supported by the development of new urban activity systems, among others; settlement functions, trading functions and other activities as well as mode of transportation functions in a single integrated system of urban transportation development in Ketapang by putting the embryo on the outskirts of the region through the existence of Range Sentap traditional market. In the spatial dimension referring to the conceptualization of the theory of Von Thunen in Susantono, B. 2012, it is stated that the cost of transportation will determine the type of activity carried out around the city [12]. Then, Alfred Weber in Susantono, B. 2012, explains three kinds of location orientation determining the performance of an activity, namely (a) minimal transportation costs incurred, (b) labor orientation and (c) agglomeration of economic activity [12]. Christaller, in Susantono, B. 2012 [12], by submitting a model of central place theory, assumes that there different market areas for goods and services generating certain spatial measurements through three main principles of (a) market principle, which determines the higher-rank central area to the lower-rank central area, (b) traffic or transportation principle, which shows that distribution would be optimal if the cost of transportation between these two central areas can be minimized and (c) the principle of separation or administrative, which refers to administrative requirement. Adisasmita, R. 2014, explains that effective and efficient organization of urban transportation would require comprehensive support of

transportation planning in the spatial planning system [13]. An economic activity can be held properly if it is supported by adequate facilities and transportation infrastructure.

The relevance of these afore-mentioned ideas illustrate that the trend of function and role of Range Sentap traditional market is currently not developing optimally as a center of economic growth in Ketapang. The location of Range Sentap traditional market produces not optimal function and role of the market, conditioned by several things. *First*, transportation costs are high, in this case related to the process of transporting various types of goods and the high burden of transportation costs incurred by sellers and consumers to reach the potential market or raw materials. This condition then significantly influences the prices of goods and lead to low consumers' interest to conduct economic transactions, despite the limited availability of mode of transportation. *Second*, the development of Range Sentap traditional market is not yet integrated with the existence of functions of urban activity in Ketapang. *Third*, the choice of market location has not been based on market engagement to centers of economic activity in Ketapang, in this case related to the distribution patterns of goods and services, so transportation costs to CBD is lower compared to transportation costs incurred by consumers to go to Range Sentap traditional market. *Fourth*, certain types of goods or commodities including cooking oil and condensed milk as one of the basic needs of consumers are supplied from Java Island via sea freight services. In order to strengthen these findings, the measurement of respondents' perceptions on the location of Range Sentap traditional market in Ketapang is presented in Figure 7 below.

Figure 7, shows that respondents perceived the location of Range Sentap traditional market as an integrated system of urban economy of Ketapang.

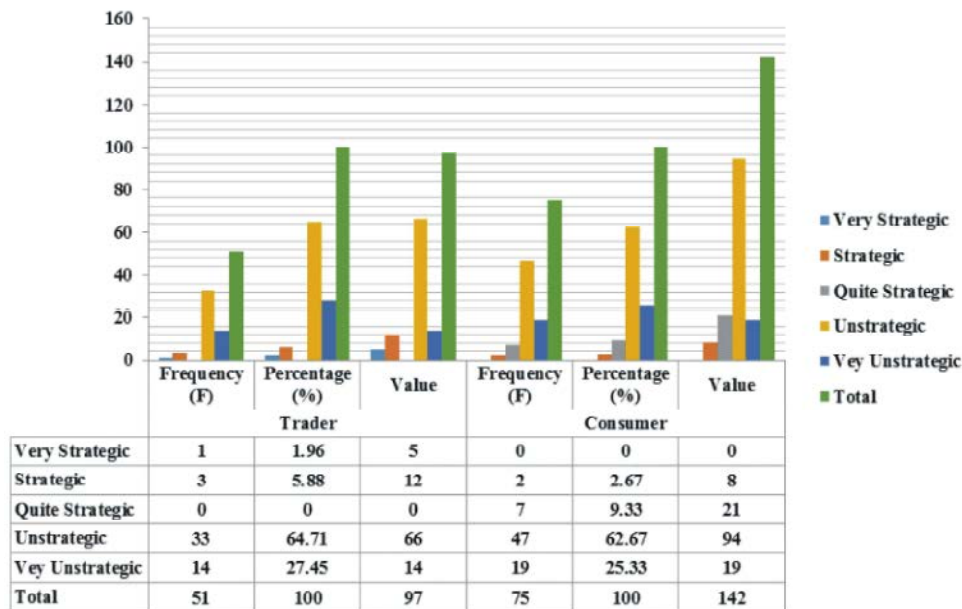


Fig. 7: Respondents' Perceptions on the Location of Range Sentap Traditional Market in Ketapang (Source: Primary Data, 2015)

In terms of location and position, 66% of sellers and 62.67% of consumers mentioned as not strategic. This means that the function and role of Range Sentap traditional market based on location and the support of urban transportation system is not optimal for economic activities.

The urban transportation system associated with the distance or proximity to the location of Range Sentap traditional market positively affects the interest of purchasing. Reksohadiprodjo, S. and Karseno, A.R. 2012, state that the level of accessibility is influenced by a range of factors, the condition of transportation infrastructure, the availability of various means including the frequency and level of security and comfort of transportation [14]. Hariyono, P. 2010, states that the basic function of a city is to generate sufficient income through the production of goods and services to meet the needs of urban life and support economic activity, namely, the city government economy, private economy and non-profit social organization [15]. These two concepts based on facts from the field indicate that the location of Range Sentap traditional market is rather far from the location of potential buyers and completely unsupported by adequate transportation, so it requires a policy to support economic development of the urban area and a policy related to transportation system in synergy with preparation of construction activity in Ketapang suburb.

There are several factors contributing to the inadequate function and role of Range Sentap market. *First*, the nearest buyers are at a radius of 2.67 km from the location of residential community, a travel time of approximately 3 minutes by a motorbike, at this distance settlement is not yet developed and has relatively low population density. *Second*, buyers from Mulia Baru village with the distance of 2.5 km or 7.5 minutes by a motorbike. *Third*, buyers from Tangah Village with the distance of 3 km or 10.5 minutes commuting by motorcycle. *Fourth*, buyers from Sampit village with the distance of 4 km or 12 minutes commuting by motorcycle. *Fifth*, buyers from Sukaharja Village at a radius of 5.33 km with the distance of 6.5 km or 19.50 minutes commuting by motorcycle. *Sixth*, buyers from Paya Kumang village with the distance of 7.5 km or 22.50 minutes commuting by motorcycle. *Seventh*, buyers from Kalinilam village with the distance of 7 km or 21 minutes commuting by a motorbike. *Eighth*, buyers from Suka Bangun village with the distance of 8 km or 25 minutes by a motorbike. *Ninth*, buyers from Banjar village in a radius of 8 km, with the distance of 14 km or 42 minutes on a motorbike. *Tenth*, buyers from Negeri Baru village with the distance of 20 km or 1 hour on a motorbike. Calculation of travel time takes into account the traffic density. The distance factor in this case is that accessibility of the movement does not significantly affect the optimization of the function and role of Range Sentap traditional market, yet

Table 2: Respondents' Perceptions on the Distance to the Location of Range Sentap Traditional Market in Ketapang

No	Respondents' Perceptions	Sellers			Buyers		
		Frequency (F)	Percentage (%)	Value	Frequency (F)	Percentage (%)	Value
1	Very close	7	13.73	35.00	2	2.67	10.00
2	Close	9	17.65	36.00	22	29.33	88.00
3	Quite far	12	23.53	36.00	21	28.00	63.00
4	Far	19	37.25	38.00	27	36.00	54.00
5	Very far	4	7.84	4.00	3	4.00	3.00
Total	51	100	149	75	100	218	

Source: Primary Data, 2015

it is determined by the choice of transportation and proximity to the location of potential buyers in this respect is the existence of a settlement area with high population density. In order to strengthen the findings, the measurement of respondents' perceptions on the distance to the location of Sentap Range market is presented in Table 2 below.

Table 2, illustrates the respondents' perceptions on the distance to the location of Range Sentap traditional market. Three things may be proposed related to the distance factor in the optimization of function and role of Range Sentap traditional market. *First*, in adequate accessibility as a major problem in accessing Range Sentap traditional markets as a center of economic activity. *Second*, the transportation system is not adequate to move people and goods in such a smooth, safe, fast, convenient and inexpensive way. Public transportation as one of the main elements of transportation plays an important role in accessibility; yet, in Ketapang it tends to be in adequate to support the economic activity within a single urban system. This condition is characterized by the presence of supporting bus stations which has not been functioning optimally, due to the limited availability of public transportation from and to Range Sentap. *Third*, price offered is relatively the same as prices offered on similar markets in Ketapang; other markets are closer to potential buyers. This then becomes a reason for consumers to shop at other markets, which are relatively close to their house.

The transportation system, in this case is the distance factor, positively affects the price of goods and has very significant effect on the purchasing power and interest of the population. In this context, an understanding that the price of goods in Range Sentap traditional market has become an indicator of the lack of interest of consumers to shop is formed. Prices affect consumer interest, which is one of the attributes for the attractiveness of a market; consumers will travel long distance to shop to get lower prices. This mean that the prevailing price of goods and

type of goods in Range Sentap traditional market are relatively the same as the ones offered by other markets in Ketapang. This suggests that economic activities close to the city center tend to develop properly due to the ease of mobility and transportation costs are relatively low. On the contrary, the market with considerable distance from the city center tends to develop not optimally, since price fluctuates determined by the behavior of traders.

Four things recondition this process taking place in Range Sentap traditional market. *First*, some consumers coming to Range Sentap aim for resale, yet the price of goods offered is rather high due to the high transportation costs incurred. This then leads to low interest of consumers and then they decide to move to other markets with better offers, so when the goods are resold, they still get some profit. *Second*, consumers buying for personal consumption prefer shopping at the nearby market. *Third*, sellers in Range Sentap market offer goods by considering profit to be obtained. Murni, A. and Amaliawiati, L. 2014, state that producer behavior in delivering products always strive to achieve efficiency in production activities, while consumer behavior is strongly influenced by the availability of money, taste and price of the product itself [16]. Sunyoto, D. 2015, explains that consumer behavior is the actions carried out by individuals, groups, or organizations involved in the decision-making process in obtaining and using the goods or services affected by the environment [17]. That is, prices of goods traded on Range Sentap market are not yet regulated in a certain policy, causing fluctuations to be determined by the availability of goods, sellers and supply behavior of the hinterland areas. *Fourth*, the distance in obtaining sources of raw materials has not been supported by the availability of means of transportation and the adequacy of transportation capacity leading to difficulty in obtaining certain commodities or goods in certain circumstances in Range Sentap traditional market.

Table 3: Sources of Raw Materials for Sellers in Range Sentap Based on Distance from the Location of Raw Materials

No	Types of Commodities or Goods	Sources	Distance to the Market
1	2	3	4
1	Chicken Meat	Sungai Jawi Village	13.8 Km
		Sei Awan. Village	15.8 Km
2	Eggs	Tengah Village	1.8 Km
3	Fish	TPI Suka Bangun Village	10.7 Km
		TPI Range Sentap	100 m
4	Condensed Milk	Java	316 Mil
5	Rice	Pontianak	127 Mil
		Sei Besar	21.4 km
6	Oil	Java	316 Mil
7	Vegetables	Kalinilam Village	6.2 Km
		Mulia Baru Village	4.3 Km

Source: Primary Data, 2015

Table 4: Retail Prices of Staple Commodities in Range Sentap Traditional Market in Ketapang

Types of Commodities	In	Price (Rp)
Rice	Kg	10 000
Meat	Kg	110 000
Chicken	Kg	55 000
Egg	Piece	1000
Fish	Kg	45 000
Condensed milk	Can	8 800
Sugar	Kg	12500
Oil	Kg	13 000
Broccoli	Ounce	6500

Source: Primary Data, 2015

Table 3, illustrates the following. *First*, chicken, fish and vegetables are obtained from local places through land transportation. This means that the three kinds of commodities are easily obtained and transported, that the price of these goods is relatively constant. *Second*, condensed milk and cooking oil are imported from Java Island via sea transportation with a travel time of 48 hours, with an average travel time of approximately three days. An agent or distributor in Ketapang provides these types of goods. *Third*, eggs and rice come from Pontianak through river transportation. An agent or distributor in Ketapang provides these types of goods. The process of transportation goods is different in travel time and transportation costs. Differences in travel time and transportation costs for these types of goods or particular commodity are determined by the role of transportation services, transportation capacity and transportation costs as well as the agent or distributor. This condition causes the prices of goods tend to fluctuate in the traditional market in Ketapang. In addition, the differences in price of goods or commodities are so much determined by location. That is, the closer the location to downtown and the easier the access to the port of Ketapang, then the prices of goods or commodities tend to be lower and the vice versa.

Table 4, shows some reasons why the price of the goods or products sold in Range Sentap is relatively different from the price in other markets in Ketapang. *First*, long travel time is required in obtaining raw materials of certain commodities and this leads to poor quality of raw materials when they arrive at the market. This means that the availability of raw materials is determined by the distance and the cost incurred for the types of goods or commodities resulted in high prices. This condition is one of the factors causing the price of goods imported from outside Ketapang to be quite high, as goods have passed more stages before arriving at Range Sentap traditional market. *Second*, sellers have the power to determine the price of goods or commodities. This means that the behavior of sellers in carrying out economic transactions contributes positively to price of goods. Facts discovered from the field show that this behavior appears as sellers are pursuing profit for selling specific goods or commodities. Thus, consumers prefer to shop in other markets closer to their settlement offering better price that is not much different from the price offered in Range Sentap traditional market. To strengthen the findings, we measured perceptions of respondents to the distribution and diversity of items offered at Range Sentap traditional market in Figure 8 below.

Figure 8, shows that as many as 62.67% of respondent mentioned that the price of goods in Range Sentap traditional market was very expensive. Facts from the field showed that the high price of goods was for certain commodities, namely, condensed milk and cooking oil. This condition occurred as a result long distance transportation of goods from the location where they are produced to the location of Range Sentap traditional market through several stages. *First*, the process of transportation by sea transportation from Java Island to the port of Ketapang. *Second*, the process of transportation from the port to an agent or distributor by

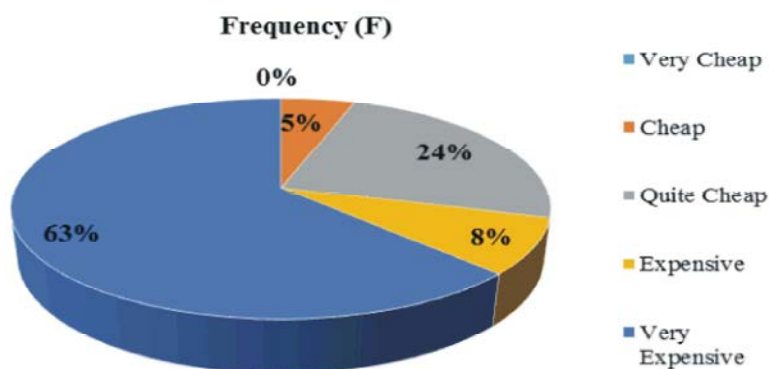


Fig. 8: Respondents' Perceptions toward the Distribution and Price of Goods in Range Sentap Traditional Market (Source: Primary Data, 2015)

land transportation. *Third*, the process of distribution from the agent to Range Sentap traditional market located on the outskirts of Ketapang by land transportation. The transportation process through the three stages is closely linked with transportation costs to be incurred by sellers affecting the price or cost paid by consumers to get the type of commodities or certain goods originating from outside Ketapang. The price difference is due to the different distances the goods travelled from downtown to the location of traditional markets in Ketapang. Then, 24% of respondents said that prices of goods in Range Sentap traditional market were reasonable. That is, that the goods or commodities whose source are easy to obtain and do not require a high transportation costs in the transportation process tend to be stable in price as they are easy to obtain.

Strategies for Optimization of Functions and Roles of Range Sentap Traditional Market: Departing from the theoretical ide afore-presented, the strategy proposedrelated to the development associated with the optimization of the functions and roles of Range Sentap traditional market within the framework of urban development system and spatial dimension, here are two ideas of long-term and short-term strategies. The long-term strategy includes (a) the development of Range Sentap traditional market must be integrated with development of functions of urban space in the suburbs of Ketapang by improving market coverage and service system integrated with regional infrastructure of Ketapang; (b) there should be development of city's transportation system integrated with the transportation system of the region by developing intermodal, intercity and interregional transportation systems (modes of marine transportation, ferry transportation, air and land transportation) within the framework of enhancing relationship between cities and regions to support an

increased flow of freight and passengers; (c) there should be optimization on the function and role of the watershed by integrating the infrastructure with the economic system of the Ketapang; and (d) there should be construction and development of industrial areas based on agricultural and marine system as one cycle and chain of the economic system of Ketapang and creation of economic of scale through the development of industries in relation to goods distribution system to traditional markets in Ketapang. The four strategies will be achieved through public policy decision making and regional cooperation between the regions and cities. Short-term strategies to be implemented, among others (a) development and economic development of small and medium enterprises in a sustainable manner through principles of economic development, (b) an increase in the capacity of public transportation integrated with the development of centers of economic growth on the outskirts of Ketapang, (c) the development of functions of new activities in the suburb of Ketapang integrated with the system of economic activity of the market, (d) an increase in the productivity of Range Sentap traditional market through the development of representative infrastructure and market facilities within the framework of optimal service to consumers, (e) improving the quality of the beauty of the market including comfort, cleanliness, safety and ease of access, (f) the provision of facilities in Range Sentap market must include drinking water, improvement of market infrastructure, the provision of firefighting equipment, electricity networks, sewage treatment, drainage and waste channels, (g) the revitalization and reorganization of the management of the market by increasing quality of human resources, as well as the development of cooperation among market actors in terms of pattern of economic activity such as handling the distribution of goods from the location of production resources to Range Sentap traditional market.

CONCLUSION

Economic activities in Range Sentap traditional market, related to its function and role as a forum for economic activities in urban development system of Ketapang City, are not optimal in terms of both services and contribution against the city revenue of Ketapang. The function and role of Range Sentap traditional market is positively associated to spatial dimension of the spatial structure and pattern of Ketapang and is strongly influenced by physical factors of location, transportation, attraction, utilities and supporting facilities and infrastructure. Non-physical factors are greatly influenced by of safety, comfort, service, price of goods, the diversity of goods and behavior of sellers.

Optimizing the function and role of Range Sentap traditional market is greatly influenced by the location, proximity to sources of raw materials and proximity to downtown of Ketapang. Space linkage pattern is not optimal to the function of Range Sentap traditional market and limited market coverage tends to cause agglomeration function of undeveloped urban economic activities and the establishment of market areas is associated positively to the presence of the residential area where the spatial economic interaction takes place. The low volume of traffic and limited choice of transportation mode to and from Range Sentap traditional market causes economic activities in Ketapang urban development system is not optimal. Optimization of the functions and roles of Range Sentap traditional market will require planning that focuses on the region's economy, namely the development of industrial areas that is based on processing agricultural products, plantation and livestock as an integrated system development in Ketapang.

Long-term strategies to optimize the function and role of Range Sentap traditional market are implemented through expansion of the market coverage, integration of transportation modes of transportation system, the creation of economy of scale, public policy decision-making and establishment of inter-regional cooperation. Short-term strategies are carried out through economy development and the revitalization and reorganization of the management of the market by improving the quality of human resources, infrastructure and integration of the market system to the economy system of urban activities in a sustainable manner.

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