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Family-based traditional market management in Yogyakarta Special Province Indonesia

Dwi Riyanti *
Universitas Terbuka, Indonesia
dwiriyanti@ecampus.ut.ac.id

Ika Tri Yunianika
University of Aberdeen, United Kingdom
i.yunianika.22@abdn.ac.uk

Toba Sastrawan Manik
Politeknik Teknologi Kimia Industri Medan, Indonesia
tobasastrawanmanik@ptki.ac.id

Yoga Ardian Feriandi
Universitas PGRI Madiun, Indonesia
yogaardianferiandi@unipma.ac.id

Suyatno
Universitas Terbuka, Indonesia
suyatno@ecampus.ut.ac.id

*Corresponding Author

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Abstract

This research aims to examine the implementation of family-based principles in the traditional market management in Yogyakarta. This research is qualitative research employing a case study approach. Data collection methods were interviews and questionnaires. The research subjects consisted of Traditional Market Traders, Market Heads, and five Indonesian Association of Market Traders including Beringharjo, Sleman, Piyungan, Wates, and Wonosari Market. The results of this research show that the family-based principles are applied in the management of these traditional markets. Based on the interview results and questionnaires, traditional market traders, market heads, and traders' associations have a strong relationship both structurally and formally as well as culturally and informally. Communication between the three research subjects was established effectively by performing deliberations in policy making. Informal relationships include recitals, joint gymnastics, and cooperation. This study reveals that the value of deliberations is high which reaches 72%; a sense of family is 85.5%; *Gotong-royong* activity reaches 82%; family value reaches 83%; cultural value is 86%; and confidence level is 81%. This impacts the existence of Yogyakarta's traditional markets which still survive and even become tourist landmarks. This research has limitation on its depth and method usage, so future research needs to be deepened with other methods.

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Introduction

Traditional markets are a driving force for the people's economy, which is essential to note from the perspective of business funding, and they act as a supplier of goods for the wider community (Utari et al., 2021).The formation of the market has a long history of evolution. It starts with someone's efforts to meet their needs. Traditional markets have existed since the 5th century, since the Kutai Kertanegara Era, where people carried out transactions through a barter system (Ariyani, 2019).

Azizah (2019) states that the market involves producers and consumers with their respective roles. This is initially based on and driven by the fact that economic development initially focuses on meeting the basic needs. In its development, the market is divided into traditional and modern.

One way to manage traditional markets is based on local wisdom and family-based principles. Hobson and Ramesh state that driving and inhibiting factors should be considered when making public policies (Aminuzzaman, 2013). Every culture has local wisdom (Ilyas, 2014). Local wisdom is the knowledge that results from a long process, evolves in the environment, and is shared by the community (Tiezzi et al., 2003). The local wisdom combines intelligence, creativity, and knowledge of the community and the elite to build and maintain the community's civilisation (Fatmawati, 2021; Hasbullah, 2012). Therefore, local wisdom is the ability to adapt, regulate, and grow the world's influence naturally while making culture the driving force behind transforming and creating a very extraordinary culture (Pesurnay, 2018). In line with this, Humaida et al. (2018) argue that local wisdom in several local communities can be used to manage the surrounding environment.

Besides utilising local wisdom, traditional markets can be managed using social capital. Social capital has various definitions. Community empowerment based on key social capital is important in overcoming all the problems that exist in society. The important concept of social capital begins from the assumption that individuals may be unable to face their problems. Because individuals are socially powerless (Hanifan, 1916). In addition, social capital is considered an alternative to the failure of development, which is always viewed from the economic development point of view (Saefulrahman, 2015). Therefore, individuals must build a network, cooperate, and help each other. This is the concept of social capital (Syahra, 2003). In short, social capital affirms that the relationship is essential(Andriani & Christoforou, 2016). According to Coleman (in Kharisma et al., 2020), social capital is defined by the premise that the function of some parts of a social organisation is to protect and provide socio-economic benefits for members. Social capital can be generated, and the social organisation that is built is called a vertical or horizontal organisation.

The family-based principle refers to an activity within the scope of the family that is given to all family members. In this case, the family-based principle means everything derives from and for the family. This principle is built on joint ownership and joint ventures in market management. Thus, this principle does not encourage free competition among traders, but they help each other to help fellow traders (Rahmat, 2022).

This principle aligns with Article 33, Paragraph 1 of the 1945 Constitution of the Republic of Indonesia, which states that "the economy is structured on joint ventures based on the principle of kinship". In traditional markets, this principle is practised when there is a bargaining process between traders and sellers (Brata, 2016; Fahmi et al., 2021a). This uniqueness is not found in modern markets. Therefore, there is no dichotomy between maximum profit and minimum loss in traditional market transactions. Moreover, traditional market transactions are also viewed from kinship or personal emotional relations between traders and buyers (Nurhayati, 2014b).

The market is very fundamental in life. The market has been present in almost every civilisation. The market age is almost the same as human civilisation. Therefore, market life is part of human life in general (Fahmi et al., 2021).

The market is often viewed from an economic point of view (Brata, 2016). Therefore, the market is often described as a place for buying and selling. However, the market has broader and more complex functions. The market is a meeting point and struggles for economic, cultural, political, and other values(Brata, 2016; Leksono, 2009; Peraturan Daerah (PERDA) Tentang Pengelolaan Pasar Rakyat, 2021). Therefore, the market is essential in human life.

Market management is a necessity. The market needs to be managed so that market life is not completely regulated by capital and liberals (Adnyana et al., 2021). Markets need to be regulated, organised, and managed so that market life is based on the values and culture that surround them. The market is like humans covered by culture and values (Fahmi et al., 2021). Therefore, changing times lead to changes in market life. This internal management aims to keep the market alive and reflect the reality of people's lives.

Along with the development of the era, there are two types of markets, namely modern and traditional. These two types of markets exist and seem to compete (Ariyani, 2019; Nurhayati, 2014). As a result, traditional markets are often considered to be left behind and lack interest. Also, traditional markets are often considered dirty, stuffy, and smelly (Brata, 2016; Ramin, 2021). This is in line with many modern market concepts that are more attractive, meet society's needs and expectations, and benefit buyers.

The reorganisation of traditional markets is needed. Traditional markets must be revitalised to compete and survive in the contemporary era. The role of local and central government is needed. Policies favouring traditional markets are urgently needed to create safe, fair, and togetherness-based market competition.

Traditional market management based on local wisdom is interesting to realise. This is relevant to the Bantul Regency Regional Regulation, stating that Management must be based on a. legal certainty; b. fair and healthy; c. security; d. accountable and transparent; e. independence; f. partnership; g. benefits; h. simplicity; i. togetherness; and j. environmentally sound(Peraturan Daerah (PERDA) Tentang Pengelolaan Pasar Rakyat, 2021). This regulation shows that markets, especially traditional markets, cannot be regulated freely, but must be adjusted to the values and wisdom of society. Because the Traditional Market is one of Indonesia's cultural heritages, a cultural entity (Ariyani, 2019; Fahmi et al., 2021; Peraturan Daerah (PERDA) Tentang Pengelolaan Pasar Rakyat, 2021).

In Indonesia, local wisdom is a philosophy that aims to realise a life view in various areas of life, such as social and economic values, architecture, health, environment, etc. If the market is well managed, it will produce prosperous traders. On the contrary, if the management is not good, it will result in market losses for the traders. A market is a form of public or private facility expected to provide optimal service for sellers and buyers who carry out activities in the market (Nurhayati, 2014).

The philosophy underlying regional development in the Special Region of Yogyakarta province is *"Hamemayu Hayuning Bawana,"* which is a noble ideal to realise the values of the people's life in Yogyakarta based on cultural values. This can be used for the management of traditional markets by utilising the values of "SATRIYA", including:

Philosophical value	Harmonious
Hamemayu hayuning bawana	Common sense-identity
Moral Teaching:	Role model
Sawiji, greget, sengguh, ora mingkuh	Willing to serve
Spirit:	Innovative
Golong gilig	Confident Expert-Professional

However, according to Azizah (2019), there are some problems related to the management of traditional markets, including the lack of discipline of unprofessional traders and market managers, which causes traditional markets to have a negative image. Also, internal market problems include poor market management, inadequate market facilities and infrastructure, the vast number of street vendors at the roadside, which reduces the trader's income, and the lack of financial aid to traditional traders. If the market is managed professionally, the competitiveness of traditional markets can increase, thereby improving profits and ensuring the continuity of the market itself. Therefore, researchers are interested in researching traditional markets managed using family-based principles in the Special Region of Yogyakarta (DIY) province.

The research was conducted in DIY because DIY is a province that still upholds local wisdom. Also, Beringharjo Market in DIY has a slogan "*pasare resik, atine becik, rejekine apik, seng tuku ora kecilik*" (the market is clean, the heart is good, the fortune is good, the buyers are not disappointed) which is expected to encourage all market and the people in Beringharjo Market as a traditional market with modern management. In addition, the Imogiri Market in Bantul is one of the markets that often gets national awards and is the only market with SNI (Indonesian National Standard) in DIY (observation in November 2022). Therefore, it is important to conduct policy research using local wisdom and family principles to manage traditional markets.

Method

This research employed a descriptive qualitative method using a case study approach. It focused on investigating the traditional market management policies using the family principles in the Special Region of Yogyakarta Province. Qualitative research begins with assumptions and theoretical interpretation frameworks that form a social or human problem (Creswell, 2015). This research was conducted in the Special Region of Yogyakarta (DIY) Province, namely Piyungan, Beringharjo, Wates, Wonosari, and Sleman Baru Traditional Market. The research subjects included market heads, APPSI, and traditional market traders. The research in these markets aims to reveal the family's traditional market management policy based on the Family Principles in the special region of Yogyakarta (DIY) Province. Data collection techniques were interviews, documentations, and questionnaires. The data were validated using a source triangulation. The triangulation sources utilised different information from these sources to build a coherent justification of themes (Creswell, 2015). Therefore, researchers compared the interview results between research subjects and the interview results with the documentation data. The data analysis utilised Miles and Huberman's model: data reduction, data collection, data presentation, and conclusion drawing or verification (Miles et al., 2014).

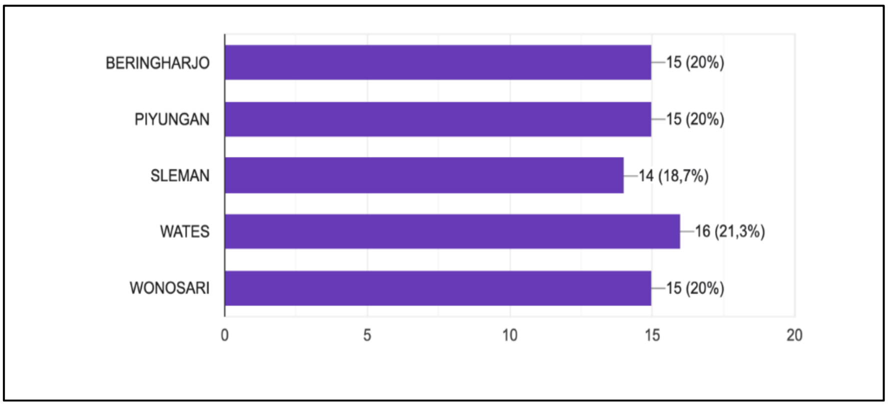
Results and Discussion

Based on interviews with market traders, market heads, and the Indonesian Market Traders organisation (APSI) in 5 markets in DIY, including Wonosari, Wates, Piyungan, Sleman, and Bringharjo markets, the following data were obtained. *First,* each market has effective communication and cooperation between traders, associations, and market heads in carrying out activities and conveying aspirations related to market policies, such as handling the COVID-19 policy. *Second,* market activities still use traditional symbols and languages , such as Javanese and market management mottos, such as *"pasare resik rejekine apik" for* the Piyungan Market*; "pasare resik rejekine apik, atine becik sing tuku ora kecelik"* for Bringharjo Market. Almost all markets investigated in this research use the same motto. Third, every market has a strong cultural or familial relationship. This can be seen from the activities often carried out, such as healthy gymnastics, recitation, and celebrations. Various workshops and meetings are held to foster market traders (Wonosari Market).

Routine meeting activities are held every month. These meetings are aimed at strengthening the relationship between traders and market managers. Other activities include cleaning the market environment, which is jointly initiated by market managers and traders, such as spraying disinfectants and controlling the cleanliness of the market environment (Wates Market). Social service and recreation activities are carried out in Piyungan Market. Market traders cooperate in the sales process in the Sleman market, and *"all elements of the Bringharjo market carry out Rembugan" (deliberation)*. The most basic example is the bargaining process of goods' price in buying and selling transactions, which differentiates between traditional and modern markets.

Another approach to gathering information is through the use of questionnaires. There were a total of seventy-five individuals who responded to the questionnaire. These individuals included representatives from Pasar Village Chiefs, Market Associations, and Entrepreneurs. There were fifteen individuals from the Bringharjo Market, fifteen from the Piyungan Market, fourteen from the Sleman Market, sixteen from the Wates Market, and fifteen from the Wonosari Market. There is a presentation of the findings in Figure 1.

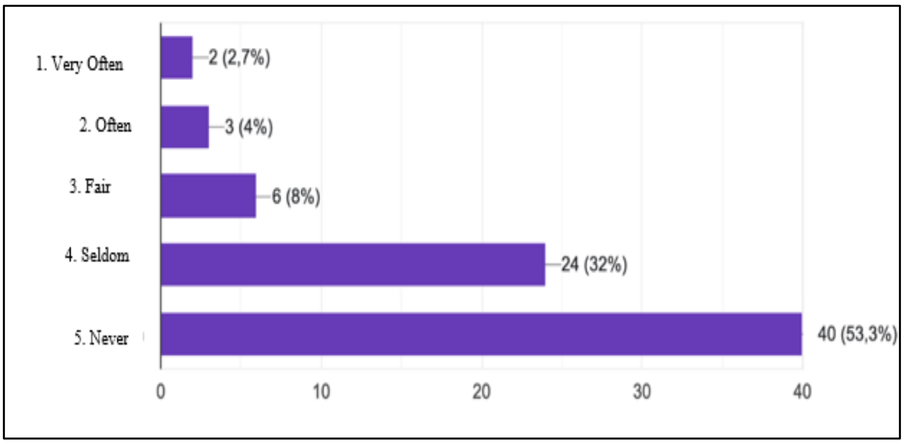
Figure. 1
Number of Respondents filling the questionnaire



Sources: Research Data, 2024.

The results shown here demonstrate that there is a healthy equilibrium in the distribution of responders, albeit Wates is slightly more authoritative. A reasonably fair distribution of participants from different regions contributes to the enrichment of the research findings. This ensures that the data obtained is representative of a more comprehensive perspective and does not favour any one particular region.

Figure 2.
Family-Based Sense



Sources: Research Data, 2024.

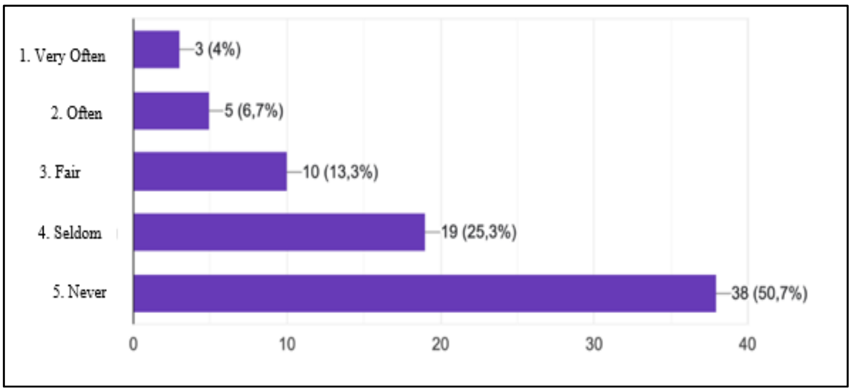
Data Figure 2 illustrates the importance of the role of the family in the management of traditional markets in Yogyakarta. In the context of traditional markets, families are not only market managers but also guardians of social and cultural values that have been passed down from generation to generation. The presence of families in the market fosters a strong sense of ownership and trust between managers and traders, which in turn creates operational stability that is essential for the market's sustainability.

In family-based market management, relationships between individuals become more personal and profound, as decisions are always made with the welfare of all family members and the wider community in mind.

Gotong royong in Figure 3 is a culture that is deeply ingrained in Indonesian society, including in the management of traditional markets. This data shows how traders, market managers, and the entire community actively participate in maintaining the cleanliness, security, and smooth operation of the market. Participation in gotong royong is not only a form of physical cooperation, but also strengthens social relationships between individuals in the market community. This shows that traditional markets are not merely places for economic transactions, but also social spaces that strengthen the bonds between individuals. The success of traditional markets, in this case, is highly dependent on the spirit of togetherness that is built through these mutual assistance activities.

Figure 3.

The participation in Gotong-Royong activities

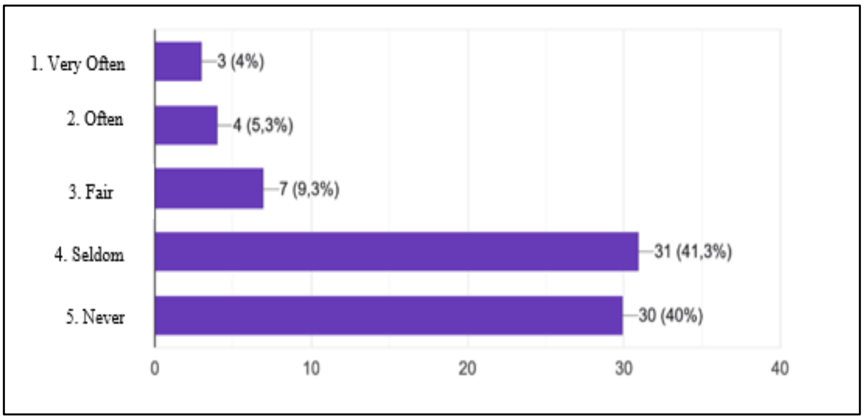


Sources: Research Data, 2024.

Consultation is an integral part of Indonesian culture, especially in decision-making in traditional markets. This data illustrates how the consultation process involving market managers, trader associations, and traders themselves in determining market policies works. The implementation of this consultation is very important in maintaining the involvement of all relevant parties in decision-making. Through deliberation, each party has the opportunity to express their aspirations and concerns, which ultimately strengthens the sense of fairness and transparency in market operations. It also reduces the potential for conflict between traders and fosters a sense of shared responsibility in maintaining the sustainability of the market.

Figure 4.

The Implementation of Deliberation between Market Heads, Traders' Association, and Market Traders



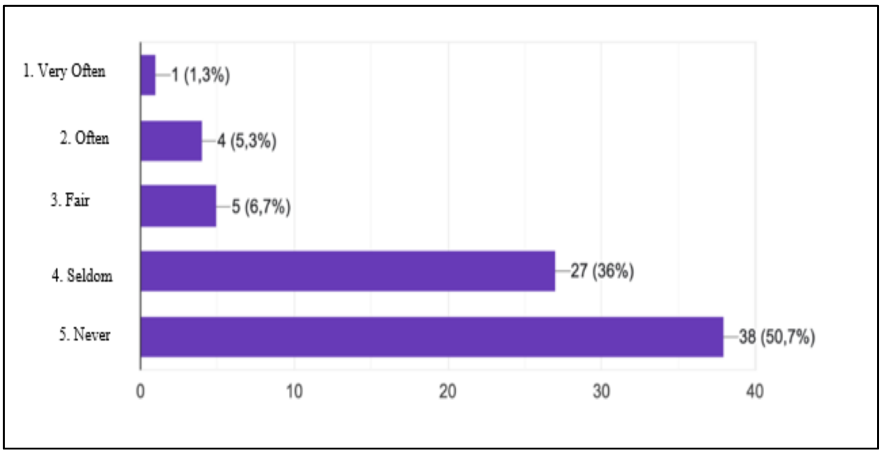
Sources: Research Data, 2024.

Figure 5 illustrates the degree of collaboration among market traders, trader associations, and market managers in the administration of market management. This collaboration encompasses both administrative elements and the coordination of technological and social challenges that emerge in the market. The evidence unequivocally indicates that a robust collaboration among these stakeholders is essential for the market's successful operation. Through collaboration and the settlement of many challenges, including infrastructure enhancements and dispute mediation, they can establish a more efficient and harmonious market environment. This degree of collaboration ultimately advantages all stakeholders, resulting in enhanced profitability, customer satisfaction, and overall market success.

An elevated degree of collaboration fosters efficiency in market operations while preserving equilibrium between traders and market administrators. Through robust collaboration, traditional markets can endure the challenges posed by modernity and swift socio-economic transformation. Moreover, via collaborative efforts to tackle difficulties and devise solutions, traders and market managers can guarantee the ongoing success and sustainability of the market. This collaborative method cultivates a sense of community and mutual respect, so enhancing connections and establishing trust among all stakeholders. The capacity to adapt and evolve in response to shifting conditions is essential for the survival of traditional markets amid economic, social, and technological transformations.

Figure 5.

The cooperation level of market traders, the traders' association, and the market head

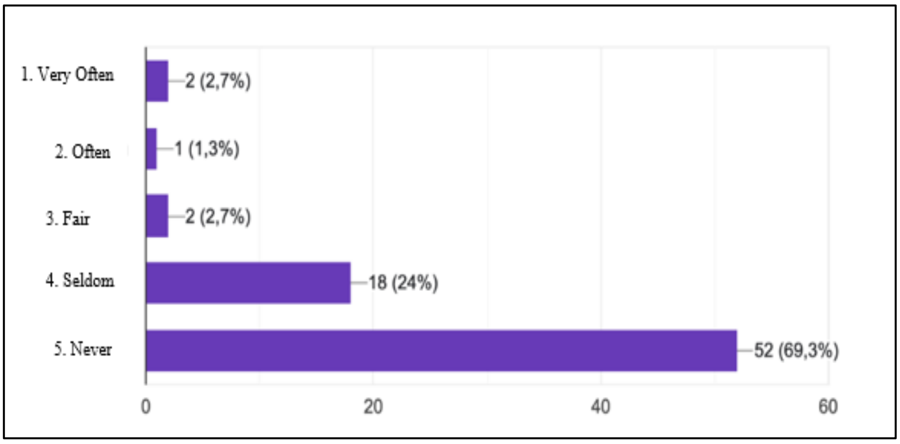


Sources: Research Data, 2024.

The data in Figure 6 illustrates the importance of family values in traditional market management. In family-run markets, values such as honesty, hard work, mutual respect, and a sense of responsibility towards the community are highly upheld. Traders involved in family-oriented traditional markets tend to have a stronger sense of togetherness and mutual support. These values not only shape the relationships between traders, but also create a friendly and comfortable market atmosphere for consumers, who feel connected to the market community. As the market develops, these values become an important binding force that maintains market stability.

Figure 6.

Family-Based Values

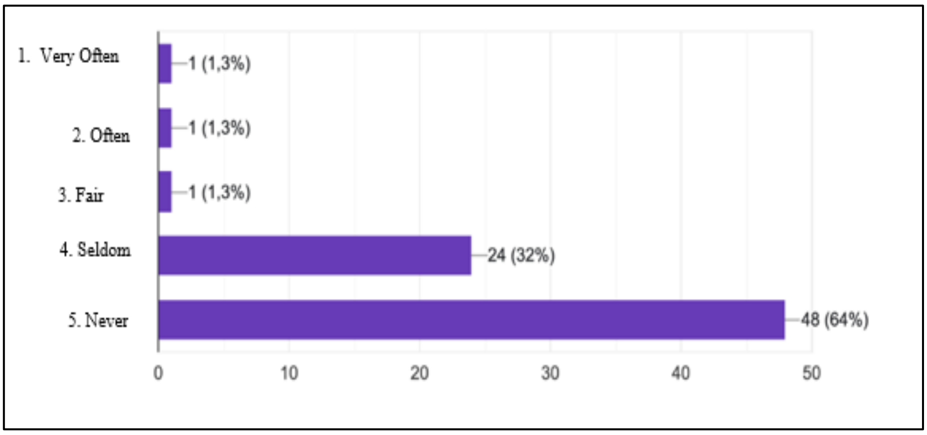


Sources: Research Data, 2024.

The data in Figure 7 illustrates how local cultural values play a role in the life of traditional markets in Yogyakarta. Traditional markets are not only places for transactions, but also spaces where cultural values such as hospitality, mutual respect, and mutual cooperation are practised on a daily basis. Market traders and visitors uphold existing local traditions, which make the market a comfortable social space full of healthy social interaction. These cultural values help shape the identity of the market.

Figure 7.

Cultural values in market life

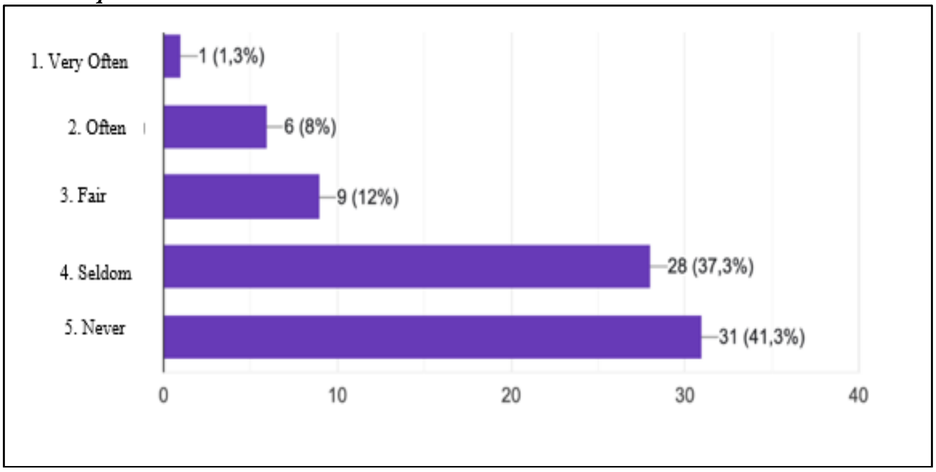


Sources: Research Data, 2024.

In traditional markets in Figure 8, trader associations play an important role in voicing the interests of traders to market managers. This data shows how the level of representation of trader associations greatly determines how market policies and decisions are accepted by all traders. Good representation ensures that the interests of traders, whether economic, social or cultural, are properly accommodated.

Figure 8.

The Representation Level of Traders' Associations on Market Interests

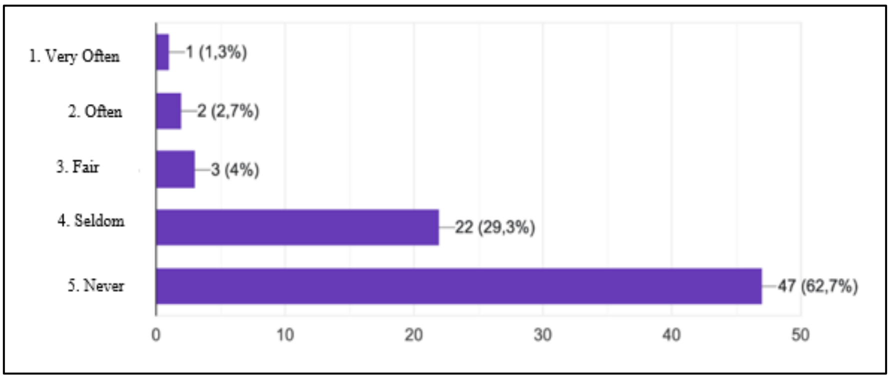


Sources: Research Data, 2024.

Trust among traders in Figure 9 is key to maintaining harmonious relationships in traditional markets. This data illustrates the level of trust between traders as an important element in creating a conducive market environment. This trust enables traders to work together in facing common challenges, both in terms of business competition and in carrying out mutual cooperation activities in the market. High trust also reduces the potential for conflict, facilitates transactions, and improves the quality of social relations between traders, which leads to the sustainability of the traditional market itself.

In addition to trust, communication plays a crucial role in maintaining harmonious relationships in traditional markets. Effective communication allows traders to exchange information, share ideas, and address any issues that may arise in a timely manner. By fostering open and transparent communication channels, traders can work together more efficiently and effectively, leading to a more cohesive and cooperative market environment. Furthermore, communication helps to build strong relationships based on understanding and mutual respect, ultimately contributing to the overall success and longevity of the traditional market.

Figure 9.
Mutual trust between traders



Sources: Research Data, 2024.

The results of both interviews and questionnaires show that traditional markets in Yogyakarta still apply family-based principles to market life. Almost all elements related to the management of Traditional Markets still adhere to and are influenced by local wisdom or family-based values(Nurhayati, 2014). This is in line with the market management objectives issued by the Government of Sleman Regency, which aims to enhance the role of the People's Market as a productive economic entity, a medium for social and cultural interaction(Peraturan Daerah (PERDA) Tentang Pengelolaan Pasar Rakyat, 2021). This is implemented in morning gymnastics, mutual aid, and joint decision-making processes.

The application of the family-based principles in market management is essential. These principles can further strengthen the solidarity and resilience of traditional markets. In addition, applying the principles may further strengthen personal and emotional relationships between traders and buyers through the bargaining process, which becomes the hallmark of a traditional market (Arrazy, 2020). Managing family-based traditional markets can strengthen the existing social capital in society. The policy of managing traditional markets from an economic perspective, especially the family-based principle, is not new and has a strong correlational relationship (Dufhues et al., 2011; Gide, 1967; Iyer et al., 2005; Kharisma et al., 2020).

Local economic growth is supported by binding and bridging social capital, which consists of close ties in small, cohesive communities (Wolleb, 2019). This is very strong and dominant in managing traditional Yogyakarta's traditional markets through routine recitation activities, collaboration, morning exercises, and other collective activities. The study results show that the deliberation level reaches 72%; a sense of family is 85.5%; the *Gotong-royong* (mutual assistance) activity reaches 82%; Family value is 83%; Cultural value is 86%; and confidence level reaches 81%. This becomes social capital that needs to be continuously maintained and revitalised.

These informal activities strengthen trust and family between traders, market managers, and market organisations (results of interviews and questionnaires). Applying the culture, local wisdom, social capital, and family-based principles in Yogyakarta's traditional markets increases the uniqueness of traditional markets in Yogyakarta, such as Bringharjo Market, which becomes one of the research locations. Traditional markets are close to the surrounding culture (Rini et al., 2021).

Not only in Indonesia, but several other countries also make traditional markets tourist landmarks that must be visited. Traditional markets are deeply embedded in the cultural and historical fabric of their locations. For instance, the Sapon market in Abeokuta, Nigeria, is integral to the town's spatial planning and reflects the community's cultural values(Anifowose et al., 2025). Similarly, the Vlali Market in Thessaloniki and the Barzan marketplace in Hail, Saudi Arabia, are pivotal in preserving urban identity and cultural heritage (Kontogianni et al., 2024; Noaime et al., 2022).

Many traditional markets have been revitalized to enhance their appeal to tourists. The Bolhão Market in Porto, Portugal, and the Souq Waqif in Doha, Qatar, are examples where market rehabilitation has made them prominent tourist destinations (Khan et al., 2021; Silva & Carballo-Cruz, 2024). These markets offer visitors an immersive experience through their unique products, physical environment, and cultural authenticity.

Traditional markets serve as vital economic and social hubs. They provide fresh produce and other goods, fostering social interactions and community cohesion. In Indonesia, traditional markets are crucial for local communities, although they face competition from modern markets(Widiyani et al., 2025) . Efforts to attract tourists to these markets are ongoing, with a focus on maintaining their primary function for locals.

The sustainable development of traditional markets is essential for urban regeneration. Markets like the Obor Market in Bucharest and the Al-zall souq in Riyadh are being developed with a focus on sustainability, integrating socio-cultural and environmental aspects (Elsayed et al., 2019; Vijulie et al., 2025). These markets contribute to urban sustainability by promoting local economies and cultural heritage.

Factors influencing visitor satisfaction in traditional markets include the market's physical environment, authenticity, and the overall experience. For example, in the Bolhão Market, product perception and market aesthetics are significant determinants of visitor satisfaction (Silva & Carballo-Cruz, 2024). Similarly, in Suzhou's Shuangta Market, both residents and tourists value the market's social functions, although their specific needs differ (Liu et al., 2025).

Conclusion

This study concludes that the family-based principles in market management have been implemented in 5 Yogyakarta markets, namely Wonosari, Wates, Piyungan, Sleman, and Bringharjo Market. The relationship between traders, traders' associations, and market heads is not only structural and formal but also cultural and informal in recitation activities, morning exercises, training, and other social ties. This positively correlates with the high value of deliberations, which reaches 72%; a sense of family reaches 85.5%; *Gotong-royong* activity is 82%; Family value is 83%; cultural value is 86%; and confidence level reaches 81%. This impacts the existence of Yogyakarta's traditional markets, which still survive and even become tourist landmarks. Research is still very limited in depth and research methods, so future research needs to be expanded and deepened with other methods.

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