

Batik Jetis as a Local Wisdom Market Concept in Porong Market, Sidoarjo Regency

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ABSTRACT

The Type A traditional market in Porong Subdistrict, Sidoarjo Regency, still has facilities that do not meet standards, such as limited parking areas, unseparated entry and exit points, non-functional reweighing stations and security posts, and a lack of basic facilities such as toilets, hand washing stations, and trash bins. This condition does not align with the provisions of Ministry of Home Affairs Regulation No. 21 of 2021 and SNI 8152:2021, which require the presence of various supporting facilities such as an administrative office, breastfeeding rooms, health rooms, places of worship, fire suppression systems, and waste and clean water treatment facilities. This study aims to evaluate the condition of market facilities based on these two regulations and formulate a restructuring strategy to improve market quality. The method used is quantitative descriptive with an Importance Performance Analysis (IPA) approach, involving 96 market visitor respondents. The results show that six sub-variables fall under the High Priority category: parking area, toilets, handwashing stations, trash bins, security posts, and vehicle access. These findings serve as the basis for formulating a market revitalization plan rooted in local wisdom, integrating the cultural elements of Batik Jetis as the regional identity. This study is expected to contribute to socio-cultural urban planning through a traditional market revitalization model that not only improves facility quality but also supports the preservation of local culture and promotes economic growth for the community in Sidoarjo Regency.

Keywords: Batik Jetis, Importance Performance Analysis, Local Wisdom, Traditional Market, Spatial Revitalization

ABSTRAK

Pasar rakyat Tipe A di Kecamatan Porong, Kabupaten Sidoarjo masih memiliki fasilitas yang belum memenuhi standar seperti area parkir terbatas, akses keluar – masuk yang tidak terpisah, pos ukur ulang dan pos keamanan yang tidak berfungsi, serta kurangnya fasilitas dasar seperti toilet, tempat cuci tangan, dan tempat sampah. Kondisi ini belum sesuai dengan ketentuan dalam PERMENDAGRI No. 21 Tahun 2021 dan SNI 8152:2021 yang mensyaratkan keberadaan berbagai fasilitas penunjang seperti kantor pengelola, ruang menyusui, ruang kesehatan, tempat ibadah, sistem pemadam kebakaran, hingga sarana pengolahan limbah dan air bersih. Penelitian ini bertujuan untuk mengevaluasi kondisi fasilitas pasar berdasarkan kedua regulasi tersebut dan merumuskan strategi penataan untuk meningkatkan kualitas pasar. Metode yang digunakan adalah deskriptif kuantitatif dengan pendekatan *Importance Performance Analysis* (IPA), dengan melibatkan 96 responden pengunjung pasar. Hasil penelitian menunjukkan 6 sub variabel berada pada kategori Prioritas Utama, yaitu area parkir, toilet, tempat cuci tangan, tempat sampah, pos keamanan, dan akses kendaraan. Temuan ini menjadi dasar bagi perumusan penataan pasar berbasis kearifan lokal yang mengintegrasikan elemen budaya Batik Jetis sebagai identitas daerah. Penelitian ini diharapkan dapat memberikan kontribusi dalam perencanaan perkotaan berbasis sosial-budaya melalui model revitalisasi pasar tradisional yang tidak hanya meningkatkan kualitas fasilitas, tetapi juga mendukung pelestarian budaya lokal serta mendorong pertumbuhan ekonomi masyarakat di Kabupaten Sidoarjo.

Kata kunci: Batik Jetis, *Importance Performance Analysis*, Kearifan Lokal, Pasar Tradisional, Revitalisasi Spasial

1. INTRODUCTION

Porong Market is a Type A public market located in Porong District, Sidoarjo Regency. It is one of the largest and most comprehensive markets in Sidoarjo District and is not only visited by local shoppers but also by shoppers from Pasuruan and Mojokerto districts because the market is located on the southern border of Sidoarjo District. The people's market in Porong Sub-district is in high demand by middlemen or buyers because the prices of goods, vegetables and other necessities in this market are relatively cheap compared to selling prices elsewhere.

The Type A people's market in Porong Sub-district has an old type of market building that does not have a roof on each interarchios break, causing this market to often experience flooding when it rains which causes inconvenience to visitors when shopping at the market. In addition, this market also still allows two-wheeled vehicles to enter the market area due to the limited availability of parking lots, causing the market to be jammed with two-wheeled vehicles, especially during market peak times. Then this people's market also has facilities with inadequate conditions such as prayer rooms, parking lots, and bathrooms which are basic facilities in meeting the needs of market users. This people's market also does not have proper trash bins for each stall in it so that garbage is scattered and causes unpleasant odors. Meanwhile, Sidoarjo Regency Regional Regulation No. 1/2018 concerning the Arrangement, Management and Empowerment of People's Markets states that people's markets must be equipped with supporting facilities and infrastructure, at least in the form of bathrooms, worship rooms, parking lots, management offices, security posts, re-measurement posts, breastfeeding rooms, fire extinguishers, and temporary waste storage.

The people's market as referred to in the Regulation of the Minister of Trade of the Republic of Indonesia Number 21 of 2021 concerning Guidelines for the Development and Management of Trade Facilities, must be equipped with at least supporting facilities and infrastructure in the form of: management offices, toilets, re-measurement posts, security posts, breastfeeding rooms, health rooms, worship rooms, fire fighting facilities and access, parking lots, temporary waste storage, wastewater treatment facilities, clean water facilities, and electrical installations. According to Mangeswuri & Purwanto (2010), a market with proper conditions is a market that meets criteria such as, buildings that are suitable for use, trade stalls that meet standards, good kiosk aisles, wide enough main roads, clean and maintained toilets, adequate clean water, large enough parking lots, ready fire extinguishers, and good waste management (Adrianus Adu & Jaya Yogyakarta, 2023).

The people's market as a trading facility must be visited by many visitors to fulfill their daily needs, therefore, improvements to market facilities are needed to support buying and

selling activities in it (Manoppo et al., 2018). According to Sukandi (2020), consumer or visitor satisfaction is influenced by the availability of facilities provided by market managers (Saragih et al., 2016). Development or revitalization of trade facilities, according to the Regulation of the Minister of Trade of the Republic of Indonesia Number 21 of 2021 concerning Guidelines for the Development and Management of Trade Facilities is an effort to improve or empower the physical facilities and infrastructure of the market. Sidoarjo Regency Regional Regulation No. 1/2018 concerning the Arrangement, Management, and Empowerment of People's Markets states that the physical development/revitalization of people's markets is an effort to improve and repair the physical facilities and infrastructure of people's markets based on the Indonesian National Standards for People's Markets.

The Sidoarjo District Spatial Planning Regulation No. 4 of 2024-2044 states that Porong Sub-district is included in the PKL Settlement Center System (Local Activity Center), which functions as a center for industrial and service activities serving the district scale or several sub-districts in Sidoarjo District. The direction of Sidoarjo District's spatial use in the trade sector includes a program to improve and repair traditional market facilities.

The improvement or arrangement of traditional markets that have been carried out in Sidoarjo Regency is the improvement of the Larangan Market with a Modern concept (Monica, 2015). Many market arrangements with modern concepts have been found, one of which is in the Larangan Market, Candi District, Sidoarjo Regency. However, the arrangement with this modern concept raises the concerns of traders in the market because of the reduced number of visitors caused by the market arrangement that has not been maximized by the presence of traders selling in the area outside the market so that visitors or buyers are more interested in buying merchandise from nearby sellers (Jatim, 2024). On the other hand, the arrangement of the market with the concept of local wisdom in the Bendungan Hilir Culinary Market, Jakarta has a positive impact in the form of increasing the aesthetics of the city environment and regional livelihoods because the effect of the arrangement of the market with local wisdom makes Bendungan Hilir Market an important point for the City of Jakarta (Sutandi et al., 2024). Previous research entitled "Analysis of the Conformity of SNI 8152 People's Market Quality in 3 Markets in Kutai Kartanegara" by Heru Suprpto and Ince Raden only examined the conformity of markets with SNI People's Market (Suprpto & Raden, 2022). Furthermore, research by Luksi Paryatno, Ernan Rustiadi, and Netti Tinaprilla titled "Evaluation of the Conformity of Traditional Markets in Bogor Regency Based on User Needs" also evaluated the conformity of traditional markets with SNI using the Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods (Paryatno et al., 2020). Then, the study

titled “Development of Traditional Markets to Increase Visitor Interest at the Boyolangu Traditional Market, Boyolangu District, Tulungagung” by Angkasawati and Devi Milasari on examined the factors influencing visitor interest (Angkasawati & Devi Milasari, 2021). Previous studies have generally focused on evaluating the complicate of traditional markets with SNI standards and the factors influencing visitor interest, but none have specifically integrated market facility assessments based on SNI standards with a locally-based approach as the foundation for traditional market revitalization planning. Therefore, market arrangement with the concept of local wisdom is an interesting topic because it can introduce the identity or culture of a region to a wide audience. One culture that has been preserved for generations in Sidoarjo Regency is the Nyadran or Petik Laut tradition. Another form of local wisdom in Sidoarjo Regency is the Milkfish Auction Tradition and Batik Jetis, which depicts milkfish and shrimp patterns as the mainstay of fish farming in Sidoarjo Regency (Sugiantoro, 2022).

With these problems and improvement concepts, it is necessary to evaluate the quality of facilities in Porong Market to support buying and selling activities there. Therefore, this research aims to describe the evaluation of the condition of market facilities based on the Indonesian National Standard 8152: 2021 concerning People's Markets and the Regulation of the Minister of Trade of the Republic of Indonesia Number 21 of 2021 concerning Trade Facilities and Infrastructure in order to find structuring efforts that can be implemented to improve the quality of market facilities. Thus, this research can produce solutions in the form of local wisdom-based traditional market arrangements that are expected to encourage better economic activities in the market while preserving local wisdom culture in Sidoarjo Regency.

2. METODOLOGI

In this research, the author uses a quantitative descriptive method, which is a method to obtain an in-depth description of the market's existing conditions (Angkasawati & Devi Milasari, 2021). The descriptive method comes from direct observation by describing the existing condition of the market, the suitability of infrastructure facilities, cleanliness, security, and market accessibility. The quantitative method uses IPA (Importance Performance Analysis) to calculate the level of satisfaction and importance of each variable determined based on the opinions of market visitors.

In this study, the population used is market visitors in a sub-district scale traditional market, Porong Market, Sidoarjo Regency. Because this traditional market is a sub-district scale market, and market visitors do not only come from Porong District, the population size is not known with certainty.

The sampling technique in this study uses Accidental Sampling which is obtained from respondents from market visitors in Porong Market, Sidoarjo Regency randomly. In this study, the sampling technique was carried out using the Lameshow formula approach because the number of market visitors was not known with certainty (Riyanto & Hatmawan Andhita, 2020). The following is the Lameshow formula:

$$n = \frac{z^2 \sum_{1-\alpha/2}^2 P (1 - P)}{d^2}$$

Description:

n = Number of samples

z = Z score at 95% confidence = 1.96

p = Maximum estimate of 50% = 0.5

d = 10% error rate = 0.1

Thus, 96 respondents were obtained with the following details:

$$\begin{aligned} n &= \frac{z_{1-\alpha/2}^2 x P (1 - P)}{d^2} \\ n &= \frac{1,96^2 x 0,5 x (1 - 0,5)}{0,1^2} \\ n &= \frac{3,8416 x 0,5 x 0,5}{0,01} \\ n &= \frac{0,9604}{0,01} \\ n &= 96,04 \\ n &= 96 \end{aligned}$$

The data collection method in this research is divided into two, namely primary data collection by distributing questionnaires, interviews to the Sidoarjo Regency Industry and Trade Office and the Sidoaro Regency Education and Culture Office and field observations, while secondary data collection is obtained through literature review in the form of reference journals, applicable traditional market regulations, namely SNI 8152: 2021 concerning People's Markets and Regulation of the Minister of Trade of the Republic of Indonesia Number 21 of 2021 concerning Guidelines for the Development and Management of Trade Facilities.

Furthermore, the analysis methods used in this research include descriptive analysis to describe the existing conditions of Porong Market, Sidoarjo Regency, IPA (Importance Performance Analysis) analysis to obtain an overview of market user satisfaction with the performance of market facilities in Porong Market, Sidoarjo Regency, space and site program

analysis to obtain an overview of block plans that are useful for structuring Porong Market, Sidoarjo Regency, triangulation analysis to obtain the accuracy of local wisdom aspects in Sidoarjo Regency and the concept of developing IPA priority variable I, and design methods to describe the proper arrangement of local wisdom markets according to the results of the analysis using SketchUp software tools. Although the analytical approach used is quantitative, cultural dimensions are still accommodated through data triangulation with documents analysis and the integration of visual design elements to represent the symbolic meaning of Batik Jetis in context.

3. RESULT AND DISCUSSIONS

a. Overview of the Research Area

Physical Condition and Market Facilities

Pasar Porong has stalls, re-measurement posts, loading and unloading areas, management offices, toilets, worship rooms, and electrical installations and does not yet have health posts, smoking areas, sanitation rooms, and greening areas with a distribution that can be seen in the following figure (Figure 1).

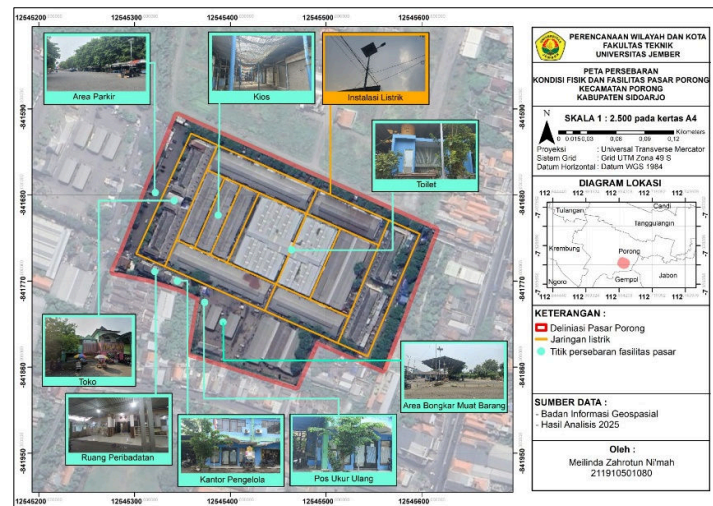


Figure 1. Distribution Map of Physical Conditions and Market Facilities
 Source: *Analysis results, 2025*

Zoning

Porong Market has a grouping of zones into food zones and non-food zones. The food zone is divided into dry food zone and wet food zone with the distribution that can be seen in the following figure (Figure 2).

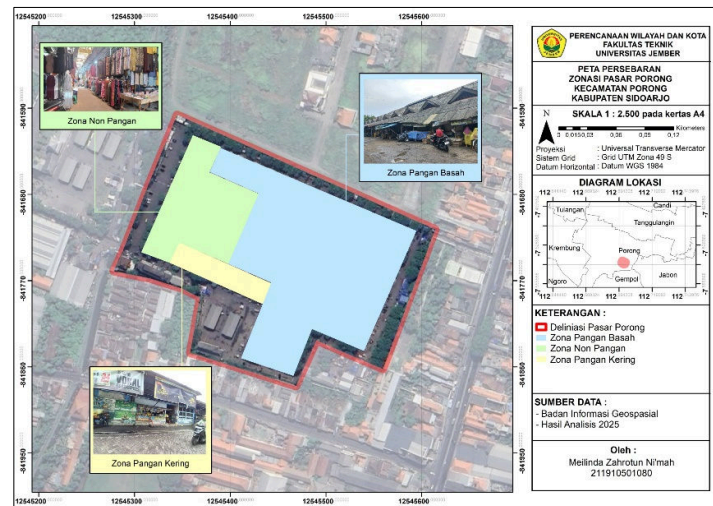


Figure 2. Market Zoning Distribution Map
 Source: *Analysis results, 2025*

Hygiene

Pasar Porong has uneven availability of handwashing stations and trash bins, TPS that are separated from the market building, and a wastewater management system in the form of open and closed drainage that is filled with garbage with a distribution filled with garbage with the distribution of which can be seen in the following figure (Figure 3).

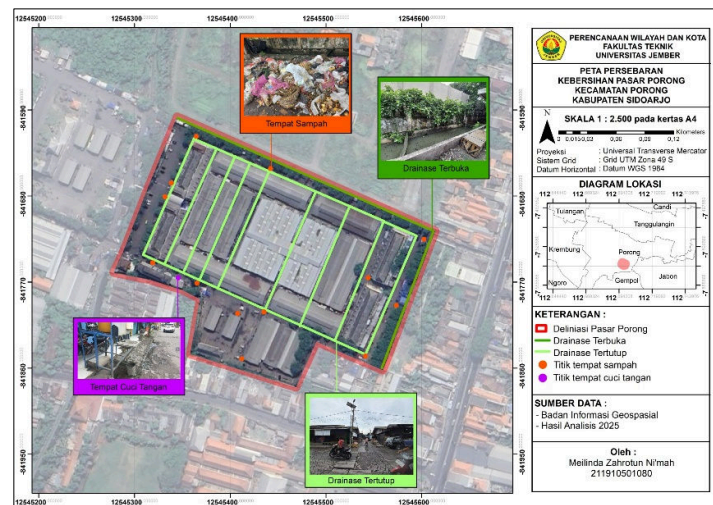


Figure 3. Market Cleanliness Distribution Map
 Source: *Analysis results, 2025*

Security

Pasar Porong has CCTV and security posts that are no longer functioning, evacuation routes, and fire extinguishers that are placed in hidden locations making it difficult to find them. The distribution of market security can be seen in the following figure (Figure 4).

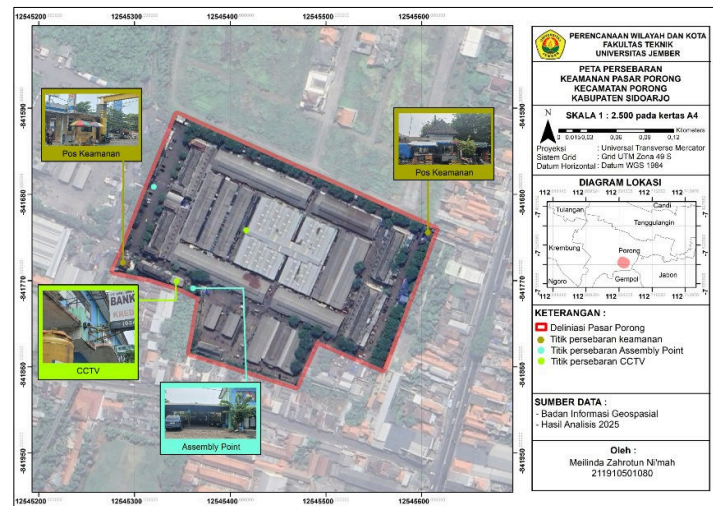


Figure 4. Market Security Distribution Map
 Source: *Analysis results, 2025*

Market Exit and Entry Access

Pasar Porong has an access in and out of the market in the western part of the market, but the exit area is not separated and there is an unofficial lane in the eastern part of the market that causes irregular circulation in the market. The distribution of access to and from the market can be seen in the following figure (Figure 5).

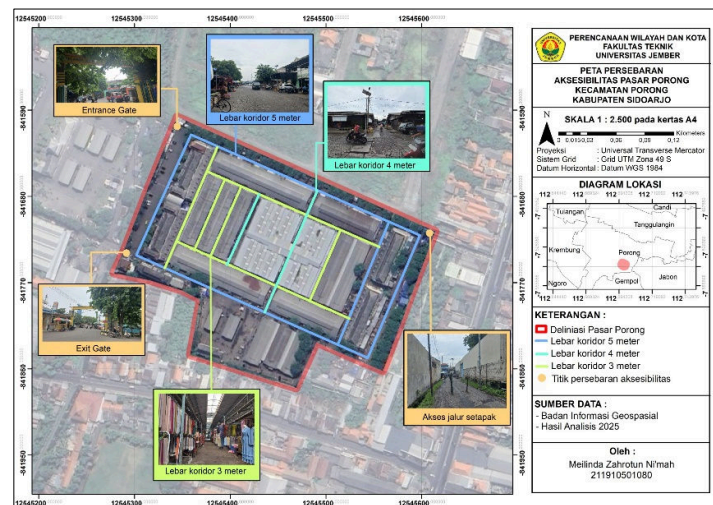


Figure 5. Market Accessibility Distribution Market
 Source: *Analysis results, 2025*

b. Importance Performance Analysis (IPA)

After analyzing the existing conditions of the market, IPA calculations were carried out based on the results of questionnaires to market visitors who obtained sub variables that can be seen in Figure 6. obtaining sub variables can be seen in the following figure (Figure 6).

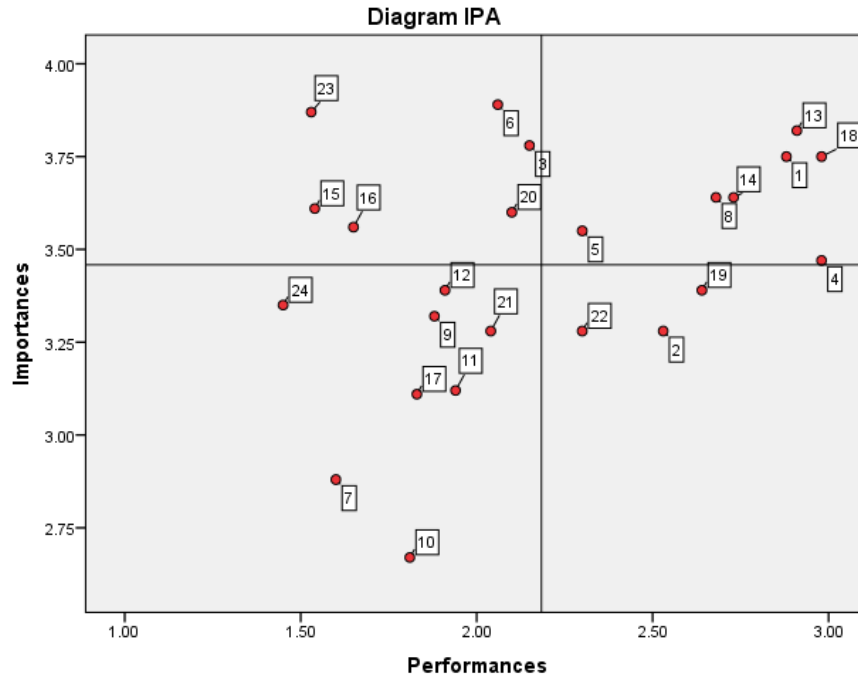


Figure 6. IPA Quadrant Results
 Source: SPSS, 2025

The following is a table describing the sub variables for each quadrant (Table 1).

Table 1. Explanation of IPA Quadrant

Quadrant I Top Priority	X3. Parking area X6. Toilets X15. Hand washing station X16. Garbage bin availability X20. Security post X23. Vehicle access and egress
Quadrant II Maintain Achievement	X1. Stalls X4. Loading and unloading area X5. Management office X8. Worship room X13. Electrical installation X14. Food and non-food zoning X18. Waste water management
Quadrant III Low Priority	X7. Breastfeeding room X9. Health post X10. Smoking area X11. Sanitization room X12. Greening area X17. Temporary waste disposal site (TPS) X21. Evacuation path X24. Corridor/Gangway width
Quadrant IV Excessive	X2. Re-measurement post X19. CCTV (Closed Circuit Television) X22. Fire extinguisher

Source: Analysis results, 2025

c. Block Plan

After conducting IPA analysis and analysis of space and site programs, the Block Plan concept is obtained which considers various alternatives that arise after analysis. The form of linear building arrangement extends from west to east because the dominating wind direction comes from the south and north of the site so that airing can be maximized and the direction of sunlight illuminates the east and west of the site so that during the day, the market building is not too exposed to light. shines on the east and west of the site so that during the day, the market building is not too exposed to rays that can cause excessive heat. The Block Plan can be seen in the following figure (Figure 7).



Figure 7. Block Plan of Porong Market Site
 Source: *Analysis results, 2025*

d. Grand Design

The grand design concept is obtained based on triangulation analysis which results in the conclusion that the wisdom of Batik Jetis becomes the main design in the concept of structuring traditional markets with local wisdom in Porong Market, Sidoarjo Regency. The scheme of the grand design of local wisdom can be seen in the following figure (Figure 8).

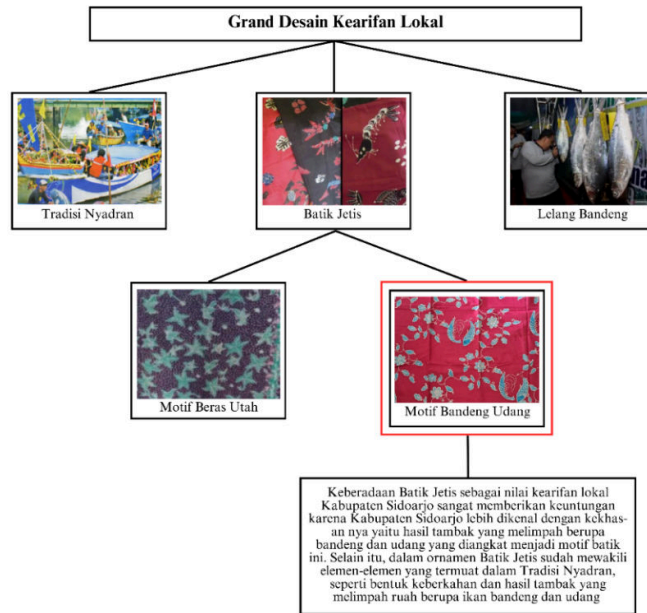


Figure 8. Grand Design of Local Wisdom
 Source: *Analysis results, 2025*



Figure 9. Grand Design of Batik Jetis
 Source: *Analysis results, 2025*

The meaning of the elements in the illustration of Batik Jetis Motif is as follows:

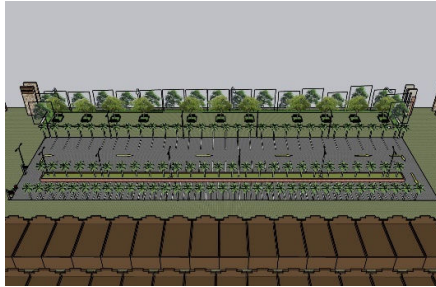
1. Milkfish and shrimp are symbols of superior pond fishery commodities owned by Sidoarjo Regency.
2. Flowers and knick-knacks symbolize offerings or gratitude for the great fertility and abundance of nature as well as describing the offerings made by the community during the Nyadran Tradition.
3. The dominant brown color depicts the traditional nuances of Batik Jetis coloring.

The use of Batik Jetis visual elements – such as shrimp and milkfish motifs – does not merely serve as aesthetic ornamentation, but also contains symbolic values that represent local identity. The presence of these motifs plays a role in activating the collective memory of the community, strengthening emotional attachment to the space, and maintaining the continuity of regional culture in the context of traditional market space design.

e. Priority Design

The priority design is prepared based on the results of the IPA Quadrant I analysis and adjusted to SNI 8152: 2021 concerning People's Markets which are described as follows.

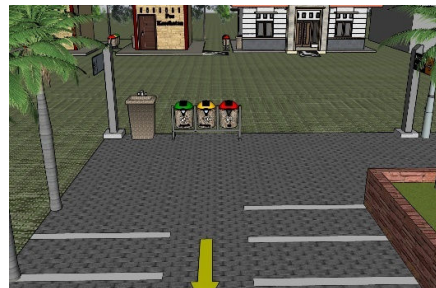
1. Parking Area



(a) Separate between vehicle types



(b) Have clear markings



(c) Equipped with a closed trash can

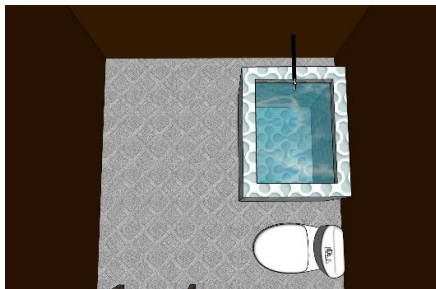
2. Toilets



(a) Separate male and female toilets with clear markings



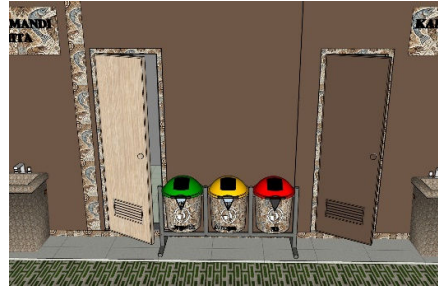
(b) Toilets for persons with disabilities are available



(c) Toilets, water reservoirs, and floors that are non-slip, watertight, and easy to clean are available



(d) Handwashing sinks are available



(e) There is a watertight trash can

3. Handwashing Station



(a) Placed at each stall



(b) Placed at each shop



(c) Placed in the management office



(d) Placed in the milk room

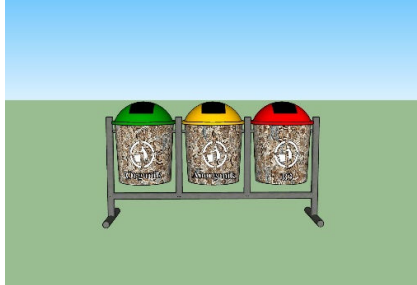


(e) Placed in the smoking area



(f) Placed at the health post

4. Availability of Trash Bins



(a) Separated by type, inorganic, organic, and hazardous waste



(b) Placed at each stall



(c) Placed in every shop



(d) Placed in the manager's office



(e) Placed in the milk room



(f) Placed in the smoking area



(g) Placed at the health post

5. Security Pos



(a) Garbage bins available



(b) CCTV equipped

6. Vehicle Entry and Exit Access



(a) Entrance Gate



(b) Exit Gate

Unlike the trend of market modernization, which often standardizes design for the sake of efficiency – as discussed in the study on the revitalization of historic markets (Stobart & Van Damme, 2016) – this research uses a placemaking and heritage-sensitive planning approach, integrating motifs from the local wisdom of Batik Jetis to strengthen both the functional and symbolic spatial qualities. This study offers a revitalization model rooted in local cultural values as an effort to strengthen spatial identity. Drawing on placemaking theory, public spaces like markets are not only viewed through their economic functions but also as arenas for the formation of social and cultural meanings embedded in the local community. This approach aligns with the concept of vernacular design, which emphasizes the importance of using local forms, motifs, and materials to create harmony between design and the social-cultural context (Lindarto & Solihin, 2020). In the context of the Porong Traditional Market, the integration of Batik Jetis motifs such as milkfish, shrimp, and flowers not only enriches the market's visual appeal but also acts as a symbol of the collective memory of the Sidoarjo community. This approach reflects the principle of heritage-sensitive planning (Carr & Servon, 2008), which emphasizes the importance of preserving local identity in the planning and design of spaces so that spatial transformations do not erase cultural heritage but rather strengthen it. Thus, this concept of market revitalization based on local wisdom not only improves physical aspects but also reinforces symbolic values that can strengthen the emotional connection between the community and their space.

5. CONCLUSION

Based on the results of the analysis of existing conditions, the Importance Performance Analysis (IPA) method, and a review of the spatial and site program, it can be concluded that the facilities at Porong Traditional Market are fairly complete but have not been managed optimally. Several facilities, such as security posts, parking areas, and re-measurement posts, have experienced functional deviations or damage. Additionally, there are still facilities that do not meet the standards of SNI 8152:2021, such as breastfeeding rooms, health posts, smoking

areas, and green spaces. Six sub-variables that are prioritized for development due to their high importance but have not yet met visitor satisfaction are parking areas, toilets, handwashing stations, trash bins, security posts, and vehicle access points. To address this, the development concept focuses on incorporating local wisdom elements, specifically the Batik Jetis motifs representing the unique culture of Sidoarjo Regency, such as shrimp, milkfish, and flower motifs, into the market's facility elements.

As an implication of this research, it is recommended that stakeholders use the findings as a basis for policy decisions regarding the addition of market facilities that meet standards while strengthening local identity through the concept of local wisdom. Further research is encouraged to evaluate the implementation of the local wisdom concept through comparative studies with similar markets to assess its impact on market identity and appeal. The community is also urged to participate in maintaining market cleanliness and order, as well as supporting the preservation of local cultural values applied, so that the Porong Traditional Market not only functions as an economic hub but also as a venue for preserving region culture.

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