

Comparative Placemaking Studies in Pedestrian Access Between Beringharjo Market and Grand Bazaar as a Tourism Market

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ABSTRAK : Pasar Beringharjo and Grand Bazaar are a market that established since hundreds years ago as main supports for people's needs and economy during that era. As the modernization happens, tourism Industry which is increasing over time, has made these markets to also become tourist destinations. Even though both markets have similarities in historical value and tourist attraction, they have a different placemaking approach. This study comparing the placemaking of pedestrian access in the Grand Bazaar and Beringharjo Market as a tourism market. This research shows the similarities and the differences of the placemaking in both markets using the parameter of PPS.

Keywords : placemaking, pedestrian, tourism market

INTRODUCTION

Humans are social creatures. They need each other to make ends meet. That way, many social activities occur as human efforts to fulfill their lives. One of them is buying and selling. Buying and selling is the process of getting an item and exchanging it for other items of equal value. When humans have started living permanently, a place devoted to buying and selling appears. That place is the market. Along with the continuing economic activity, the market becomes the economic wheel of a region and becomes an essential component of a group of lives.

The Ottoman Empire was one of the great sultanates that had been established since the 13th century. The historical event recorded from this sultanate was when the Ottomans under Sultan Mehmed II's leadership stop the Eastern Roman Empire by conquering Constantinople or what is now known as Istanbul's city. Since then, the Ottoman custom made Constantinople the center of government. Furthermore, it began preparing its elements one by one, including the Grand Bazaar, as the primary market that would support Istanbul's people's welfare.

Not much different from the Ottomans, The Yogyakarta Palace (Kraton Yogyakarta) is one of the largest kingdoms in Nusantara, resulting from the Mataram Kingdom's division by Giyanti Agreement in the 18th century. Along with establishing the Yogyakarta Palace, some elements to support the people's prosperity began to build; one of them is Pasar Gedhe or better known as Pasar Beringharjo. With the establishment of this market, it is hoped to help the economy of the Yogyakarta region.

Along with the modernization, Beringharjo Market and Grand Bazaar, which play the economy's center, are increasingly crowded. As cities where the Beringharjo Market and Grand Bazaar are located, Yogyakarta and Istanbul are known as cities with the most tourists in their respective countries. So it is not surprising that the two markets have become tourist destinations with many visitors. In 2016, visitors to Beringharjo Market monitored 147,326 visitors per day, and each year continues to increase (ANTARA, 2016).

Meanwhile, the Grand Bazaar monitors visitor numbers between 250,000- 500,000 per day. In 2014, Grand Bazaar was named a tourist attraction with enormous visitor numbers that reach 91,250,000 visitors per year. (STAFF, 2014)

The pedestrian is the only access for visitors to explore the market. With the increase in tourism activities, the pedestrian is the space where tourists' various social interactions in both markets occur. Even though both markets are built against the same background, the two markets still have different placemaking processes given their location, influencing its users' socio-cultural side.

This research will begin by examining pedestrians' placemaking in both markets, which focuses on tourism activities. Then, proceed by comparing the phenomena that occur. With the study, planners or policymakers can understand the existing interaction space's positive and negative value. Then, with a comparison, it is hoped that we can see the symbolic aspects that appear as a representation of the community's interaction space in both markets so that they can be a consideration in presenting solutions for the construction of similar buildings.

Problem Formulation

In this research, the problem formulations are:

- 1) How the placemaking in pedestrian Pasar Beringharjo and Grand Bazaar as the tourism market?
- 2) How do the differences in the pedestrian path between Pasar Beringharjo and Grand Bazaar support the tourism aspect?

Aims & objectives

This research analyzes the Beringharjo Market and Grand Bazaar pedestrian place-making and discusses the similarities and differences.

LITERATURE REVIEW

Placemaking

Spaces shape us, yet we also contribute to the shaping of these spaces through placemaking. Placemaking is fundamentally a continuous process. It is a way of shaping spaces to create meaningful experiences (in, of, and for) people (Hes & Hernandez-Santin, 2020; Wyckof, 2014). Lefebvre's seminal work, *The Production of Space*, posits that space was produced and reproduced through people's intentions in how they plan to live (Hes & Hernandez- Santin, 2020; Lefebvre & Nicholson-Smith, 1991). In a broader sense, placemaking could be interpreted as a process of change aiming to improve the quality of places and the quality of the life of the people that live work, have fun, and learn in those places.

Pedestrian as an interaction space

Pedestrians function as a link between areas, buildings, or facilities (Sukasta & Winandari, 2020). Pedestrian access inside the market is an essential part of supporting the market activity. It became a space that supports the buyers to reach and interact with the sellers. By that, a pedestrian path can be included as a public open space because the pedestrian path can also be used as a facility for socializing between individuals (Mauliani

et al., 2013) Söderholm argues that pedestrians could be seen by 3 points. An architect would see it from the physical viewpoints and one of the city's elements, economist and shop owners will see from the commercial aspect. In contrast, sociologists will see it as a social place where people could interact (Söderholm, 2008). This argument is related to PPS statements. PPS is a non-profit organization dedicated to creating and sustaining public spaces built by a community.



Figure 1. PPS Diagram

Source:

<https://www.pps.org/article/grplacefeat#:~:text=In%20evaluating%20thousands%20of%20public,one%20where%20people%20meet%20each>

A place cannot be judge by its visual design alone. PPS argues that the value of public space, which in this paper is pedestrian, can be seen from four aspects, namely accessibility, what activities take place, the social influence, and the comfort they provide. (PPS, 2003)

Access and linkage

Accessibility will be able to judge by its associations to its environment, both visual and physical. A successful open space is simple to induce and get through.

Comfort and Image

Whether a space is comfortable and presents itself well, includes a great picture, is key to its victory. Consolation incorporates recognitions, almost security, cleanliness, and places' accessibility to sit.

Uses and Activities

Activities are the fundamental building pieces of certain places. They are reasons why people visit within the first put and why they proceed to return. They are moreover what makes a put uncommon or unique. When there is nothing to do in a put, it will sit purge and unused—a beyond any doubt sign something must alter.

Sociability

It is a quality that a place can achieve, but it becomes a specific feature once it reaches it. When people meet and greet their neighbors and feel comfortable with strangers, they tend to feel a more substantial place or attachment to their community - and to a place that encourages this type of social activity.

RESEARCH METHOD

This research was carried out in Pasar Beringharjo, Yogyakarta, and Grand Bazaar Istanbul. The primary data for the Grand Bazaar, Istanbul, are taken from the author's experience when he came to the place firsthand. The author came to this place when she attended the 2020 Student's Mobility Program in Istanbul and spent six months there. Inadequate observational data will be complements by secondary data taken from secondary observations via Google Street View with a selection of sources not less than three years old and related journals.

Meanwhile, the Beringharjo Market data were taken through the author's observations on December 9, 2020, from 12 PM to 2 PM. Where, according to Google data, this hour is the busiest hour of Beringharjo Market. Inadequate observational data will be complements by secondary data taken from secondary observations via Google Street View with a selection of sources not less than three years old and related journals.

In this research, variables observed are based on (PPS, 2003) include the accessibility of the pedestrian, the use and activities of the pedestrian, pedestrian parts to the social activities, and pedestrian physical comfort and image.

There are several indicators of variables to be observed by the research:

Variables	Indicator
Access and linkage	Pedestrian linkage to surrounding tourism building
	Accessibility of the pedestrian
Comfort and image	Pedestrian comfort to the user
	The comfort of space organization by pedestrian
	Pedestrian identity/image related to the representative location
Activity and uses	Activity happens in the pedestrian
Sociability	Social interaction happens in the pedestrian

The observation occurred during the pandemic COVID-19, so there is a limitation for observing social activities and also limited in time.

After conducting the observation, the data described thoroughly and compared using a descriptive qualitative approach.

FINDING AND DISCUSSION

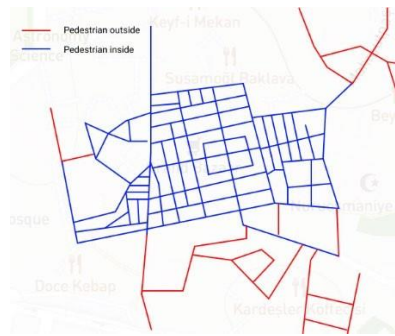


Figure 2. Grand Bazaar pedestrian access (Author, 2020)

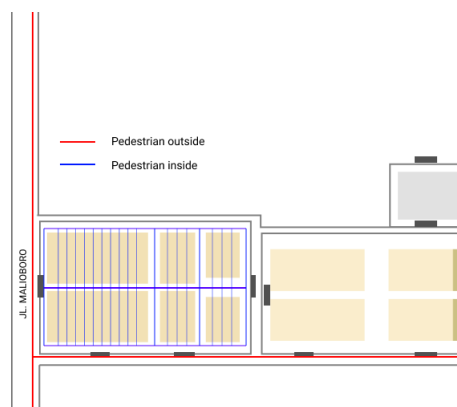


Figure 3. Bringham Market Pedestrian Access (Author, 2020)

In this study, two types of pedestrians can be discussed. The first is the pedestrian located outside the building, and the second is the pedestrian passage inside the building.

Access and Linkage



Figure 4. Outer pedestrian in Grand Bazaar (left), Outer pedestrian in Beringharjo (right).
(Google Maps, 2019)

If we observe from its location, the Grand Bazaar is located within surrounding urban structures where its existence is located in the middle of an urban settlement. With urban planning that has implemented a complex TOD like other cities in Europe, local people of Istanbul and tourists mostly choose to walk to access a destination rather than private vehicles. Thus, pedestrian access to the Grand Bazaar through the small streets leading to the entrances is friendly enough for pedestrians to pass; there is clarity of

pedestrian functions to maintain user safety. There are no obstacles that interfere with pedestrian circulation.

Meanwhile, at Bringharjo Market, the majority of visitors come using private vehicles. The market locates on Malioboro Street, which is separated by the western market sidewalk. The southern part also has a road for motorized vehicles, and pedestrians separate the building in the form of a smaller sidewalk. However, on this south pedestrian route, visitors do not use the sidewalk as a pedestrian path. Why? Because there are many obstacles in this route, such as plant pots, road dividers, sellers, or pedicab drivers.

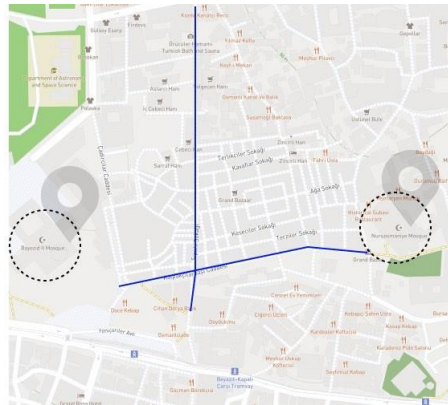


Figure 5. Inner pedestrian in Grand Bazaar connecting two mosques (Author, 2020)

In essence, the Grand Bazaar has a strong relationship with the religious buildings that surround it. This religious building includes two old mosques; Nuruosmaniye and Beyazit Mosque. Those mosques are right on the east and west sides of the market. They are connected by pedestrian access inside of the building.—pedestrian access built-in a passage that stretches from east to west.

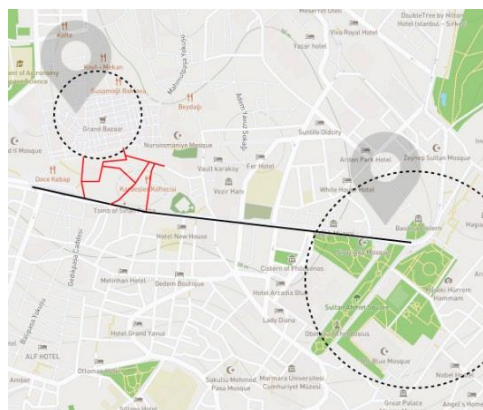


Figure 6. Relations of pedestrian connecting Grand Bazaar to Sultan Ahmet Complex (Author, 2020)

The southern pedestrian outside the Grand Bazaar building is connected to the main road and public transport transit. The main road and the transit are the main accesses to the Sultan Ahmet complex, where Topkapi Palace and Hagia Sophia are also part of the complex.

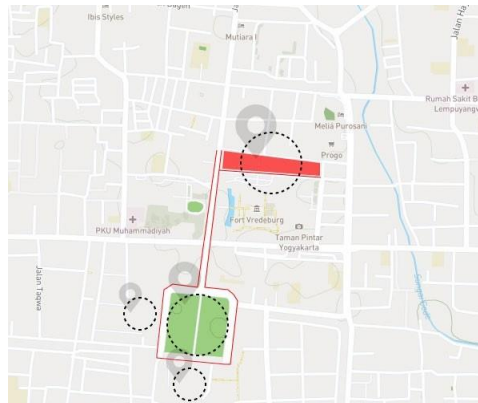


Figure 7. Relations of the pedestrian in Beringharjo connected to Kraton complex; Alun-Alun, mosque, and palace. (Author, 2020)

Pedestrian in Beringharjo Market has a character not much different from that of the Grand Bazaar pedestrian. The only difference is that the pedestrian that connects the market with the royal heritage building is the pedestrian outside the building. The pedestrian is nearly connected to other historical buildings such as Malioboro Street, Vredenburg Fort, Alun-Alun Utara, Masjid Gedhe, and even the Yogyakarta Palace (Keraton Yogyakarta). The connectivity of the pedestrian gives possibilities for the market to be tourism destinations for the tourist.



Figure 8. Inner pedestrian of Grand Bazaar (Google Map, 2019) (left), inner pedestrian of Beringharjo Market (Author, 2020)(right)

Meanwhile, for the inner pedestrian in both market are indoor passageways that are accessed by the visitors. They are permanent as their building, and the arrangement of the stalls is also permanent. It is continuous access from the outer pedestrian by several gates that spread around the building.

Comfort and Image



Figure 9. Beringharjo Market pedestrian condition (Author, 2020)

As discussed earlier in the previous discussion, pedestrians outside the Beringharjo Market have their comfort disturbed due to sellers, plant pots, and road dividers. That makes pedestrians walk on the road area, thus endangering their safety. Some traders claim part of the pedestrian's width in the western part, thus closing the existing guiding block (figure 9). That way, the comfort for users with disabilities were disturbed.



Figure 10. Seating area in Beringharjo Market pedestrian (Google Map 2019)

Apart from that, on the pedestrian path outside of Beringharjo Market, some chairs can be used as a place to rest. On the western pedestrian, the seats are in the Malioboro area so that users can rest and enjoy the atmosphere of Jogja.



Figure 11. Comparing the smallest pedestrian size, Grand bazaar (Google Map, 2019)(left) and Beringharjo Market (Author, 2020)(right)

For pedestrians on the inside of the market, cleanliness looks well maintained. Its area for the main corridor itself (the middle lane) could be defined as comfortable access because there are no jostling visitors. However, on the access side, it has a narrower width of only two meters. Moreover, transaction activities occur on the pedestrian route due to the stalls' size that can only display the stuff without letting the buyers go in.



Figure 12. Inner pedestrian in Beringharjo market 2nd Floor

However, this can only be found on the first floor. The second and third floors have larger kiosk sizes so that there is no disturbance of access to the pedestrian paths.

The Beringharjo Market building was developed into a modern market. Jogja's typical patterns are difficult to find in either exterior or interior of the building. It is unfortunate because good visuals can become marketing strategies to attract visitors.

The pedestrian outside of the Grand Bazaar is a small alley where visitors can find stalls selling various souvenirs on the side (figure 4.). Because it has been developed based on its lifestyle, this outside pedestrian has an exact function as a pedestrian path and is also well maintained.

The Grand Bazaar consists of only one floor of the building. The inside of the Grand Bazaar has a wide enough width in various sizes of access. No visitors are having difficulty or cramming on the path in the building. Buying and selling activities also occur in bazaar stalls because the spacecraft is still adequate. On this trail, visitors can tell they are in Turkey by looking at the ceiling covering the pedestrian path.



Figure 13. (Left) The decorative ceiling of Grand Bazaar (Google Map, 2019) compared to (right) ceiling in Spice Bazaar, Istanbul (Author, 2020)

Its high ceilings are decorated with arches, and patterns are a distinct identity of buildings in Turkey. On the right side (Figure 13), a similar ceiling with an arch and decorative pattern in Spice Bazaar, another old bazaar in Istanbul. Visuals that are typical of pedestrians can be original and more attractive. It is not uncommon for visitors to make this the object of photography. Unfortunately, it is not easy to find a seat to rest on the pedestrian paths inside and outside the Grand Bazaar building.

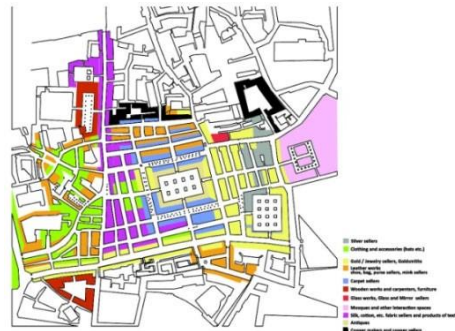


Figure 14. Grand Bazaar map (Edgu et al., 2016)

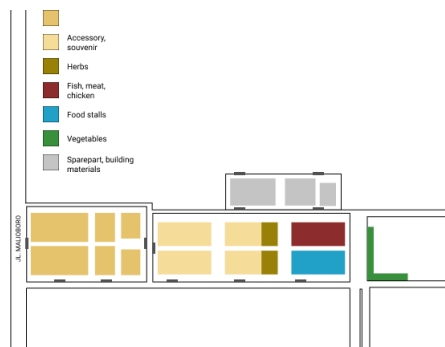


Figure 15. Beringharjo Market 1st floor map (Author, 2020)

In his book, Ching divides the spatial organization into five parts; centered, linear, radial, cluster, and grid (Ching, 1996). The plan shows regularity and continuity of patterns as Ching defined in the grid space organization in both markets. It affects the accessibility of pedestrian users in the building to get clarity of orientation and circulation (Ching, 1996).

Both markets also classify sellers based on what they sell at a particular location. As in the Grand Bazaar, sellers are divided into gold, carpet, textiles, bronze sellers, etc. At Beringharjo Market, sellers are also grouped based on the items they sell, such as batik cloth, clothing, herbs, groceries, etc. With combined space allocations in grids and seller groupings, market accessibility makes it easier for visitors to find what they are looking for more efficiently with more exact circulation and orientation. It tells that both markets' spatial organization positively impacts both markets as a tourism market. (Edgu et al., 2016)

Activity and Uses

In the author's observations, the main activity that occurs in pedestrians in both markets is mobility. Visitors walk along the pedestrian path while looking at the items they are looking. The stalls put up the items they sell to be seen when visitors walk down the passage. This is in accordance with the pedestrian function as a link from one place to another.



Figure 16. Food stall on Bringharjo outer pedestrian (Author, 2020)

At Beringharjo Market, another activity found on a pedestrian is eating local culinary from Yogyakarta. An example is a gudeg seller who trades on the pedestrian on the west side of the market. There, buyers can order and eat the food in the middle of the crowd on Malioboro Street. Others choose to be wrapped and eat it in a nearby sitting area. This area becomes culinary tourism for the visitor.

This reaps the pros and cons because, on the comfort side, it will disturb pedestrian users. However, on the other hand, there is a unique experience with eating these foods on the spot. Moreover, its location, which is located on Malioboro Street, buyers can eat while enjoying the atmosphere of Malioboro.

Nothing like that was seen in the Grand Bazaar. The drinking tea culture, which Turks usually practiced, is not seen in pedestrians either outside or inside the building. Besides shopping, many tourists are also interested in taking photos due to Grand Bazaar's interior, which is very attractive from the pedestrian view.

Sociability

The social interactions between sellers and buyers are similar in the two markets. When walking along the pedestrian path, visitors could hear sellers offering their wares. In Grand Bazaar, it happens in various languages according to the visitors' nationality. For example, when the writer walked through the market, many traders tried to interact with Indonesian to offer their wares. Some sellers do not even use common words but words that are used in everyday life. This interaction is supported by the arrangement of the stall, which opens to the pedestrian. With this interaction, there is a form of hospitality from the sellers. So the visitors could feel the hospitality provided by the market.

Unique interaction happens in Beringharjo Market. Because the sellers' distance in Beringharjo Market is close to each other, the sellers' relationship is also close. Some of them chatting while waiting for the buyers in the small alley.

Table of Comparison

After discussing the placemaking in Grand Bazaar and Pasar Beringharjo, here are the comparison:

Variables	Indicator	Bringharjo Market	Grand Bazaar
Access and linkage	Pedestrian linkage to surrounding tourism building	Pedestrian in Bringharjo Market connected continuously to other tourism building, including the Palace of Yogyakarta	Grand Bazaar's inner pedestrian is a connection between two mosques, and the outer pedestrian is linked to the main route to Sultan Ahmet Complex direction.
	Accessibility of the pedestrian	The outer pedestrian is in the form of a sidewalk located beside the road The inner pedestrian is in the form of indoor passageways, which are permanent	The outer pedestrian is in the form of an alley integrated with the urban structure The inner pedestrian is in the form of indoor passageways, which are permanent
Comfort and image	Pedestrian comfort for walking? <ul style="list-style-type: none"> • Functionality • Safety • Seating area 	Outer pedestrian disturbed by food sellers, plants pot, divider. Outer pedestrian provides a seating area facing Malioboro street.	The outer pedestrian is a pedestrian alley that has no disturbing elements. Either outer or inner pedestrian give no seating area.
Comfort and image	Comfort of space organization by pedestrian	Grid spatial organization and grouping the sellers based on stuff they sell	
	Pedestrian identity/image of themselves	Outer pedestrian gives a view of Malioboro street as the iconic place in Yogyakarta An inner pedestrian is just a passage way inside the building without any decoration	The outer pedestrian only in the form of an alley without any decoration or image of iconic Turkish elements. In inner pedestrian, can be seen decorative elements that are identical to Turkish architecture.
Activity and uses	Activity happens in the pedestrian	Mobility and culinary activity	Mobility activity

CONCLUSION

In this paper's placemaking study, the comparisons made to the pedestrian Grand bazaar and Beringharjo Market have similarities and differences. The differences come from socio-cultural backgrounds, which influence the way of acting in each country. Meanwhile,

the existing similarities come from the function of the building and its historical background.

The pedestrian in the two markets is connected continuously with the royal building, which is the background for forming the two markets. The differences are from the location where Beringharjo has a form of a massive building. By that the pedestrians have a form of a sidewalk. In contrast, Grand Bazaar is located integrated with the urban structure so that the outside pedestrian more like an alley.

In terms of comfort, pedestrians in the Grand Bazaar are more friendly to pedestrians, judging from its breadth, security, and functionality. However, unfortunately, there is no seating area as a resting place as in the pedestrian at Beringharjo Market. The pedestrian at the Grand Bazaar also presents its uniqueness to its interior that decorated with Turkish motifs. The interior is more attractive and comfortable, making the Grand Bazaar activities more centered in the building. Unlike the Beringharjo Market, the inner pedestrian is centered on buying and selling activities. However, with the food stall and seating area on the outside pedestrian, the activities outside the building become lively. In both markets with stalls open to pedestrians, visitors get good hospitality from the interactions that occur between visitors and sellers.

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