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SUSTAINABLE DEVELOPMENT ISSUE IN THE RELOCATION POLICY AT PETERONGAN MARKET, SEMARANG CITY

Mira Esti Kusumaningrum

Universitas PGRI Semarang, Semarang, Central Java, Indonesia, esti.mira13@gmail.com

Tiya Juliani

Universitas PGRI Semarang, Semarang, Central Java, Indonesia, tiyajuliani31@gmail.com

Khairul Amri

Universitas PGRI Semarang, Semarang, Central Java, Indonesia, khairulamri3195@gmail.com

Muhammad Alfian Silamon

Universitas PGRI Semarang, Semarang, Central Java, Indonesia, oemar.adja@gmail.com

See next page for additional authors

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Authors

Mira Esti Kusumaningrum, Tiya Juliani, Khairul Amri, Muhammad Alfian Silamon, and Fenny Roshayanti

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Mira Esti Kusumaningrum^{1*}, Fenny Roshayanti¹, Tiya Juliani¹, Khairul Amri¹, and Muhammad Alfian Silamon¹

¹Universitas PGRI Semarang, Semarang, Central Java, Indonesia

*Corresponding author: e-mail: esti.mira13@gmail.com

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Abstract

In 2015, Peterongan Market was one of the traditional markets in the city of Semarang which was widely discussed there because of its relocation according to new government sustainable development policy. This study aims to determine the social, cultural, economic, and environmental impacts of that relocation. It follows a qualitative descriptive approach using qualitative data obtained from interviews with various sources such as traders, buyers, and parking attendants, who were most directly affected, as well as field observations and literature studies from various relevant journals and newspapers. Furthermore, qualitative data analysis uses three activity streams in the form of data condensation, presentation, and conclusions. The results of the study show that the environmental aspects of the new market look dirty because it has not been matched by adequate relocation preparations for traders. On the economic side, the lack of preparation of the proposed locations that are more feasible and accessible to buyers will likely cause a loss in trader income. From a sociocultural perspective, the lack of comprehensive justice in the policy has lost profits for traders and buyers even before they have moved. If the policy is balanced with better preparation, the market environment will look neater, cleaner, and more secure. The proposal to relocate the market is an appropriate strategy for supporting sustainable development in the city, but it must be accompanied by better preparations so that it is easy to socialize and is not rejected by the recipient of the policy.

Keywords: economic; environmental; market; relocation; sustainable development.

1. Introduction

Community markets are one focus of the concept of sustainability transition in the socio-institutional/socioeconomic network, in addition to the transformation of agencies, structures, power relations, multi-actor networks, social innovation, culture, worldview, and paradigms (Schlaile & Urmeter, 2019).

Traditional markets, according to Wicaksono in [Dwi \(2017\)](#) are places where sellers and buyers meet and are characterized by direct transactions. Buildings usually consist of stalls or outlets, booths, and open bases which are opened by sellers or market managers. The process that occurs in the market is one of buying and selling, which is usually through a process of bargaining. The price given for an item is not fixed and is still negotiable ([Latif, 2015](#)).

Traditional markets are places where people from various walks of life obtain daily necessities at relatively affordable prices that are often cheaper relative to those offered by modern markets. They have four basic economic functions ([Endrawanti & Wahyuningsih, 2014](#)). They: act as a pillar of economic support for small communities; are relatively more accessible to poorer citizens, who occupy the majority position in the society; and are a source of local revenue, through user fees collected from traders. Finally, the accumulation of buying and selling activities in markets are an important factor in calculating the level of economic growth, both on a local, regional, and national scale.

Besides having an economic function, traditional markets also have a social function (Blokosuto in [Endrawanti & Wahyuningsih, 2014](#)). The social function is as a space for people to meet one another face-to-face and carry out social interactions and exchange information on all their various issues. The environment and society are important and with the decision to improve traditional markets to reflect that, the assumption of perfect market competition shifts to one of sustainability from the standpoint of model structure, cost structure, and income. Improving traditional market pricing mechanisms to reflect environmental and socially-friendly costs, while at the same time shifting to a more sustainable model, where markets are purged by sustainable market prices and sustainable producers and consumers respond to sustainable market price signals that guide the work of perfect sustainability market competition ([Muñoz, 2019](#)).

To tidy up the region, to optimize local assets by supporting transactional convenience for buyers, the local government, in 2018, issued a market relocation policy. However, the relocation policy has been consistently rejected by the community and even caused an apparent economic decline for stakeholders ([Sukmayeti, 2018](#); [Samsuddin et al., 2019](#)). In any relocation policy, [Morckel \(2018\)](#) and [Barbieri et al. \(2019\)](#) state that the determination of replacement locations is considered key, and the results of the market economy are greatly improved by moving from isolated locations on the outskirts of the city to the city center.

To achieve a successful relocation policy with a balanced, comfortable, and convenient development for marketers, public perception is needed. In their research, [Akinyode et al.](#)

(2018) concluded that the government must assist in making provisions for essential infrastructure facilities to ensure a comfortable market environment for marketers, regardless of their level of education and income. One of the traditional markets under discussion for relocation in the city of Semarang is Peterongan Market. Based on direct observations at the current Peterongan Market, located at Jalan Peterongan Tengah Raya, in the South Semarang District of Semarang City in Central Java, the buildings are simple, semi-permanent stalls that are used to sell various daily needs, goods, or other furniture. The kiosks have been widened along the MT. Haryono is used to sell fruits, vegetables, fish, meat, etc. As a result of the location, highway traffic is disrupted. In addition, a lot of trash is scattered and piled up, often causing unpleasant odors. When it rains, the market looks muddy and dirty.

Upon seeing this condition, the Semarang City government relocated the market. The market relocation has been an ongoing development effort by Law Number 17 the Year 2007 concerning the national long-term development plan for 2005-2025 that will realize an advanced, independent, and fair use of natural resources and the environment. It must be managed in a balanced way to ensure the sustainability of national development (Kemendiknas, 2010).

This relocation is a local government policy that attempts to realize the 17 UN Sustainable Development goals, namely, to eradicate poverty, end hunger, achieve good health and well-being, quality education, gender equality, access to clean water and sanitation, clean and affordable energy, decent work and economic growth, industrial infrastructure and innovation, reduce inequality, build sustainable cities and communities, achieve responsible consumption, mitigate climate change, protect marine ecosystems, protecting terrestrial ecosystems. Add to that, peace, justice, and strong institutions, and partnerships to achieve goals. The seventeen goals have three important perspectives, namely social, economic, and environmental.

Sociocultural aspects are expected to offer more comfortable and safe interactions between traders and buyers. For the economic aspects, traders' income is expected to increase, and the environmental aspects will be cleaner and healthier market conditions. The legal basis of the sustainable development policy is Law Number 32 of 2004, concerning regional government and PP Number 38 of 2007, concerning the division of government affairs between the government, provincial regional government, and district/city governments, providing each region the right to regulate and manage themselves.

The intent and purpose of the Semarang City Government in relocating the Peterongan Market is the right step because it is in line with the goals of sustainable development.

However, in reality, on the ground, the policy raises many pros and cons. The traders even refused, although finally, the relocation is still ongoing. The phenomenon of the relocation of the Peterongan Market is very interesting for researchers to study its impact through the perspective of sustainable development.

Various studies on market relocation have been carried out and have had mixed results, one of which was from [Nasution and Siahaan \(2018\)](#) who called the relocation design in Jambi "Neo Vernacular," meaning that the design was created to achieve a balance between buildings, nature, and users. Various impacts due to relocation can occur, as in the study of [Asiah et al. \(2020\)](#) which states that while there are social impacts, namely interactions between traders, that are well established, the environmental impacts of some locations do not pay much attention to cleanliness. While the economic impact of declining merchant income is due to lack of visitors, most traders require capital loans from banks to keep their businesses open so they have no savings and their volume of business traders decreases.

In other similar cases, such as the Muntilan Market relocation ([Yunitasari & Nasiwan, 2019](#)), the market relocation affected the social conditions of traders. Specifically, a) social interaction intensity was reduced; b) facilities and infrastructure are still lacking and not maintained; c) security and convenience in temporary market relocation sites according to some traders are not safe; d) conflicts occur over stalls for trading; and e) there was too much price competition for the same types of merchandize. Meanwhile, the impact of market relocation on the economic conditions of trader were: a) market relocations played a strong role in employment opportunities for the surrounding community; b) most traders stated that their income fell at the new locations; c) consumption by traders of food, shelter, clothing, electricity, internet, and transportation all rose; and d) most traders complained they could not save.

Other market relocation activities, such as described in the [Rakinaung et al. \(2019\)](#) study on the Halmahera Tobelo Market, found that the long term grand design of regional economic development, had not run smoothly. The policy objectives for the market relocation program was to enhance the beauty of the city of Tobelo, and the comfort of the community by the regional spatial plan. In fact, traders who had moved to the new market location in Wosia ended up returning and selling at the old market location.

Based on the presentation of various prior research results, it can be seen that the activities of market relocation are a long-term goal to improve economic, social, and environmental arrangements. Despite the lack of success caused by poor physical preparation and socialization

from the government to traders and buyers, to date, various studies have still not yet studied sustainable development. Therefore, researchers are interested in exploring sustainable development research studies, specifically with regards to the impact of the relocation of the Peterongan Market.

What underlies the importance of the policy from the perspective of sustainable development, is that purpose of the relocation is in line with the goals of sustainable development. Heads of State and Government, senior UN officials and representatives of civil society gathered in September 2015 as part of the 70th session of the UN General Assembly and adopted the Sustainable Development Goals (SDGs). These goals, described above, form a sustainable, universal and ambitious development program, a people's program, by the people and the people, arranged with the active participation of UNESCO (UNESCO, 2019a).

Contributing to sustainable development, especially in the business world, is not only oriented to the market and stakeholders (Heikkurinen & Bonnedahl, 2013). There is also the need for innovative activities to create favorable conditions for companies to engage in science and technology, support businesses, including small and medium businesses, and create market segmentation (Odinokova et al., 2018; Walz et al., 2017). One of the innovations that can be done is eco-innovation, also known as environmental innovation, to support sustainable entrepreneurship and regional (national) development (Prokop et al., 2012).

Based on data from UNESCO, more than half of humanity - 3.9 billion people - currently live in cities. By 2050, cities will hold 2.5 billion more city dwellers, making the world almost 70% urban. UNESCO is committed to improving the sustainability of cities through policy advice, technical assistance, and capacity building, and by utilizing its longstanding normative and operational experience in the fields of education, science, culture, communication, and development (UNESCO, 2019b).

As explained in UNESCO's commitment to building sustainable cities, one of the ways to do that is through education. In this research, the researcher will try to provide a solution regarding the problem of market relocation by studying Education for Sustainable Development. The hope is to offer input for the development of government policies that are currently still not acceptable to merchants, such as the Peterongan Market traders, about relocation. The focus of this study goes back to the presentation at the beginning, how the successful relocation of the Peterongan market in Semarang can be accomplished through education about sustainable development.

2. Methods

This study takes a qualitative descriptive approach. The subject is the impact of relocation on social, cultural, economic, and environmental aspects, using qualitative data obtained from interviews with various sources such as traders, buyers, and parking attendants, field observations, and literature studies from various relevant journals and news. The method is the same as in [Wijayanti \(2012\)](#) research on the “Implementation of Sustainable Development Policy Innovations in Surakarta City: Relocation of Street Vendors in Banjarsari Monument Park to Pasar Klitikan Notoharjo,” using a descriptive qualitative approach. Data collection techniques are the most important step in research because the main goal in research is to obtain data (Sugiyono, 2018). After obtaining the data, the next technique of data analysis uses techniques from [Miles and Saldana \(2014\)](#), namely qualitative data analysis with three activities in the form of data condensation, data presentation, and concluding. The final step, in the form of checking the validity of the data with internal validity, is the extension of observation, increased perseverance in research, triangulation, and discussion with colleagues ([Sugiyono, 2018](#)).

This research has been carried out at the relocation site of Peterongan Market which is located at Jalan Peterongan Tengah Raya, South Semarang District, Semarang City, Central Java. The research took place on Sunday, December 15, 2019, 06.30–08.30 WIB. The population of this research are traders, buyers, and parking attendants at Peterongan Market. The subject is sustainable development and the social, cultural, economic, and environmental impacts of relocation. The research instrument used was an interview sheet for traders, buyers, and parking attendants obtained from three studies of sustainable development.

3. Results and Discussions

3.1. Peterongan Market Relocation

Peterongan Market is one of the markets in the city of Semarang. The market is located at Jalan Peterongan Tengah Raya, Peterongan, District of South Semarang. In the last three months of 2019, the city government announced a policy to relocate the market and the market traders were relocated to a new location.

Local traders gave a variety of reactions, as reported by [Yulianti \(2019\)](#). All of the traders refused to be relocated. They even made a large banner and unfurled it in the market area: "we trade market travelers reject market relocation". Nevertheless, the government acted decisively and gave the traders time to dismantle their shanties. The traders were transferred to the market and given free shanties. However, the buyers complained that the new place was difficult to

reach. That was what made them reluctant to move. The city government insisted that traders must move immediately order and occupy an empty market area. They allowed traders to determine their own deadlines that gave them sufficient time to clear the stalls outside the market (Purnama, 2019).

3.2. Research Results Data on Peterongan Market Condition Before Relocation

Data from this study were obtained based on interviews with traders who had been relocated from the intersection of Metro Road to Jalan Peterongan Tengah. They had followed the rules of relocation to areas within the new market but returned to Jalan Peterongan Tengah.

Table 1. Interview data results relating to the state of the market before relocation

Questions	Results
Social Conditions	
Where was the original location before being relocated?	The subject's name is Mrs. Yani, one of the traders at Peterongan Market. She explained that places for traders to peddle their wares from before the relocation process took place. Before the relocation, merchants sold along the road in front of Sri Ratu to the traffic lights at the Metro intersection. Then, they were moved to Peterongan Tengah Raya street so as to not disrupt trade and traffic flow. They relocated back to occupy an area within the market, but back again on Jalan Peterongan Tengah.
Economic Situation	
How was business income before the relocation?	Based on interviews with Peterongan Market traders, the relocation policy influenced their economy. The traders and parking attendants expressed that before relocation, they made more income, enough to meet their daily needs. The traders did not mention the exact amount, only that they felt the difference before and after being relocated.

Questions	Results
What did you spend in business capital that before the relocation?	Business capital issue is adjusted to the income obtained, in this case, more profitable.
State of the environment	
How was the cleanliness of the environment at the previous location?	Before the relocation, the market was valued by traders as cleaner and neater, because trash was immediately transported by the city sanitation department.
How was the security and comfort in the previous location?	The same goes for market security and convenience. Traders felt more comfortable because their merchandise was more accessible to buyers, although security was considered lacking because it is on the edge of the highway.

Source: Author (2019)

Table 1 shows the state of the market before being relocated, including the state of the market environment. Broadly speaking, traders were comfortable with the market environment at the Metro crossing to Jalan Peterongan Tengah Raya. This is because it was more strategic to be reached by buyers so that the business income obtained could be maximized and thus return the business capital that has been spent.

3.3. Research Results Data on Peterongan Market Condition Before Relocation

Data from this study were obtained based on interviews with the same traders after having been relocated from the intersection of Metro Road to Jalan Peterongan Tengah and had followed the rules of relocation to areas within the market but returned to Jalan Peterongan Tengah.

Table 2. Interview data results relating to post-relocation market situation

Questions	Results
Social impact	
Where is the location of the relocation determined by the government?	Mrs. Yani explained how the condition of the stalls or places provided for traders were affected by the relocation. Other traders were of the same opinion as

Questions	Results
	Mrs. Kasmi, that the place provided was not strategic. The city government relocated Peterongan Market traders to the inner market area. However, according to traders, even though the new stalls were free, the location provided was not strategic because it was located on the 2nd floor of the market.
Economic Impact	
How is business income after relocation?	The relocation policy dramatically decreased the income of the market traders and parking attendants. Some even changed their merchandise, which were originally necessities, into tofu and tempeh.
What is the business capital released after relocation?	The decrease in income was felt by traders, making them lose capital.
Environmental Impact	
How is the cleanliness of the environment at the relocation site?	The market looks dirty. The remains of the destroyed building were left behind. Not only that, the rest of the merchants merchandise is also left behind instead of being cleared by the city janitors.
How was the security and comfort in the previous location?	According to the traders, moving the place of sale made them safer because it was farther from traffic, which could endanger the buyers.

Source: Author (2019)

Based on Table 2, it can be seen how the impacts of relocation were felt by traders. The location on the 2nd floor provided by the government was not considered strategic, although it was free. This affected the attractiveness of the market because buyers were reluctant to go up to the 2nd floor. Besides, it was thought that the new market could even endanger traders and buyers. This was related to the social impact that showed changes in subscriptions, i.e. the replacement of a regular buyer (subscription) who usually buys at one trader. After relocation they became buyers at another trader. This impacted only the traders located on the side of the road affected by relocation, not those in the traders' stalls.

The next social impact regarded waste management. Market waste, in general, has a great influence on the environment around a market. The volume and amount of rubbish that is in

landfills on the market are quite large. From observations made there was rubbish thrown to the side of the vendors, and even in front of them. The lack of awareness of traders to collect the remnants of their wares so as not to scatter it, made the market dirtier.

On the economic aspect, the relocation policy decreased the income of traders and parking attendants dramatically. Some even changed their merchandise, which was originally necessities, into tofu tempeh. The decrease in income was felt by the traders, making them lose capital. Even when they replace the merchandise, they did not need capital because the merchandise was on deposit or deposited from people to sell.

The environmental aspects of the former evictions of traders who were destroyed on the banks of the market area left debris in the buildings that made the market look dirtier. Not only that, but awareness of traders in maintaining cleanliness was still lacking. This was evidenced by the piles of garbage that they collected and left in their last place to sell. With regard to safety and comfort, according to the traders, relocating the place of sale made them safer because the new site was farther from traffic that endangered the buyers. However, because the new place was more difficult to reach, the buyers preferred traders who still sold alongside the road. Thus, those sellers' incomes decreased. The pro and con views of the market relocation policy also occurred in the relocation of Mranggen markets (Soelistiyono et al., 2018). Research found the impacts to be the same as in Peterongan markets. Unclean locations and environment were unclean and unfavorable, traders said, leading to the turnover of traders.

3.4. Data on Community Views on Peterongan Market Management Policies

Various reactions from traders and buyers in the Peterongan Market also influenced the relocation policy of the Peterongan Market. Some agreed, some disagreed. The following is an explanation of the results of interviews from traders, buyers, and parking attendants at the Peterongan Market in response to the new Peterongan Market management policy.

Table 3. Data on community views on Peterongan market management policies

Questions	Results
What is your response regarding the relocation policy implemented by the government?	Some traders agreed because they were aware of the government's good intentions for urban planning. However, some disagreed if it has not been implemented fairly between the morning traders and night traders. Mrs. Kartini was one of the traders who

Questions	Results
	agreed with the relocation policy but said that the absence of fair action made the traders reluctant to move to the new place. They questioned the night traders who were still allowed to sell around places that should not be allowed to trade there.
What is your income after the relocation policy?	When trying to sell on the 2 nd -floor area in the market, traders received minimal business income. Some even got Rp. 6,000. Mrs. Kasmi, who sold petai, explained that she had followed the suggestion to move to the 2 nd floor market provided by the government, but in one day she only received Rp6,000.
What do you think about the stalls that have been provided by the government?	The kiosk provided is free, but it is not appropriate to use because there is a collapsed part.
What do you expect in the future for this relocation policy?	The traders hope this relocation policy can be fairly applied to all traders. Before the next relocation is carried out, the stalls should be addressed first to the traders. If, in the end it will be transferred to other markets, such as Banyumanik Market or Dargo Market, traders will ask for a guaranteed place to sell there.

Source: Author (2019)

Based on Table 3, regarding traders' views on market management, it can be seen that the policy is well-intentioned. However, it has not yet been followed up by sustainable plans. It is only limited to moving, without properly preparing a new location. They have just destroyed the stalls, without tidying up the leftovers. Whereas, if a policy for sustainable development is well prepared, the results will be good. [Agboola et al. \(2018\)](#) argued that improving the quality of a market square through better planning, management, and design would increase the sense of community and market sustainability in rural areas. Views of the pros and cons of the

Peterongan market relocation policy can be seen from the results of direct interviews with traders.

Based on the interview with Mrs. Yani, it can be concluded that the reason why traders do not want to be relocated is the lack of proper space provided by the government, the loss of customers with reduced business revenue, and unequal relocation of all traders. There are other responses, of course, on the order of rejecting the Peterongan Market relocation policy, like that of Mrs. Kasmi, a Pete and vegetable seller, and Mrs. Kartini, a gethuk seller. In line with the opinions of Mrs. Yani, Mrs. Kasmi and Mrs. Kartini felt that relocating the market reduced their incomes. Mrs. Yani said she would follow the rules more if other traders followed them. In terms of cleanliness of the place, according to Mrs. Yani, lack of responsibility after the demolition of the shanties make the market dirtier. Opinions that disagreed with government policies were also expressed by other traders.

A chicken trader named Mrs. Sularsih agreed with Mrs. Yani and Mrs. Kartini, that the relocation had an impact on her income. She did not yet get a place to change her stalls and instead her market would be moved, which required Mrs. Sularsih to find new customers. Market communities also participated in the study, not only traders. But there are also buyers and parking attendants who help secure market conditions. They also participated in the opinions of the government relocation policy.

Mrs. Das and Mrs. Suharto were buyers at the Peterongan Market. According to them, it was not acceptable to have to go up and down to the 2nd floor of the market. However, if they want to be more comfortable, all traders will have to be more compact. Then the buyers will follow them. Meanwhile, Peterongan Market parking attendants also gave their opinions. According to Pak Supardi as a parking attendant, the government policy is considered good because it aims to reorganize the city. However, if it is not entirely ready, that can cause problems. Pak Supardi says he was affected too by a 40% decline in his usual income.

3.5. Sustainable Development Study on the Impact of Peterongan Market Relocation

The World Commission on Environment and Development report defines the concept of sustainable development as 12 things. First, the fulfillment of human needs and aspirations is the main goal of development: The main needs of most people in developing countries include food, clothing, shelter, and work. A world where poverty and inequality are endemic will always be vulnerable to ecological and other crises (Listiawati, 2010).

According to Ngoyo (2015), by definition, sustainable development is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. This term was first popularized in “Our Common Future,” a report published by the World Commission on Environment and Development (WCED) in 1987.

On this basis, it underlies an effort to develop a concept of sustainable development initiated by the United Nations. In 2000, the Millennium Development Goals (MDGs) were officially initiated. In 2015, the MDGs aimed at achieving people's welfare and community development, with various goals and targets, namely: 1) Eradicating extreme poverty and hunger; 2) Realizing basic education for all; 3) Promoting gender equality and empower women; 4) Reducing child mortality; 5) Improving maternal health; 6) Combatting HIV/AIDS, malaria and other diseases; 7) Ensuring environmental sustainability; and 8) Developing global partnerships for development. The eight development achievements reached their deadline in 2015. There are still many things that have not been fully achieved.

After the MDG era ended in 2015, a new development document was prepared to continue the achievements that had not yet been realized, while perfecting more relevant targets to carry out sustainable development for the people. Therefore, the post-2015 development is being compiled by overcoming various obstacles to progress on issues of inequality, effective and inclusive governance, peaceful society, and several other issues. These improvements gave birth to goals and targets arranged in 17 goal points and 169 SDGs, targets that will be valid until 2030 (UNESCO, 2019). Avelar et al. (2019) state that MDGs focus on universal primary education, while SDG address the relevance of education at all levels as a strategy to promote sustainable development.

Sustainable development can be bridged through education channels; that is how a concept called Education for Sustainable Development (ESD) was born (Rohmah, 2014). Education gives awareness and ability to all people, especially future generations, to contribute better to sustainable development in the present and future. Meanwhile, according to Retno in Rohmah (2014), ESD is a new paradigm in the field of education, whether formal, non-formal or informal, that considers three dimensions, namely economic sustainability, social justice, and, simultaneously, environmental sustainability, both balanced and sustainable.

ESD means an effort to empower people to change the way they think and work in facing a more sustainable future. The studies cited here focus on three pillars in sustainable development – *sociocultural, economic, and environmental* – as follows. *Social culture*, based

on the [Kemendiknas \(2010\)](#), a sociocultural perspective is an understanding of social institutions and the role of humans in change and development. The components of the social culture include human rights, security, gender equality, cultural diversity, health, HIV/AIDS, and governance. In this research, a sociocultural perspective is examined for relocation policies, among others, which can be described as follows.

3.5.1. Sociocultural

The expression sociocultural framework" grasps three ideas: society, culture, and system. A general public is various reliant creatures of similar species. A culture is the scholarly practices that are shared by the individuals from a general public, along with the material results of such practices. The words society and culture are melded to frame "sociocultural".

Human rights – Trading and shopping are the rights of everyone. Enjoying a comfortable, safe, and clean market is also the right of every trader and buyer. Therefore, the need for socialization is important in maintaining market conditions. Before the relocation policy is formulated, it is necessary to prepare everything. For example, the problems with the stalls that have been expressed by the traders are not feasible.

Having a decent kiosk is also the right of every trader, so before a kiosk demolition or relocation to an area within a market is carried out, the focus should be on improving the market area first, so that the rights to trade and shop comfortably are not taken away unjustly. Here is the meaning of sustainability; it is something that is not moved in a moment when it raises problems but continues to interact comfortably in the market. Whether between traders and buyers or traders and buyers.

Figure 1. Dirty market situation due to demolition

Source: Author (2019)

Figure 1 is an example of policy unsustainability. These pictures were taken directly from the market location, due to the forced demolition of traders' stalls. Until the day the research was carried out, the building debris and its scattered rubbish had not yet been cleared. As the traders described, these conditions disturb the beauty and cleanliness of the market environment.

Security – Security is a human right. Therefore, the government needs to provide a secure system for the market community, whether by using human security, or other equipment such as accident management tools.

Gender equality – Gender equality in the market is no stranger. Both men and women have the same rights to trade and shop. In addition, both are equal in maintaining market hygiene. Gender equality here means that each gender is obliged to maintain its own environment. So, it is not just women who are obliged to maintain cleanliness.

Cultural diversity – The culture that is currently still attached to the community is the culture of littering and using excess plastic. For the sake of realizing sustainable development in the market, the government needs to socialize traders and buyers to dispose of waste in the places that have been provided and disseminate information about plastic reduction and its replacement with cloth shopping bags and baskets. It is possible for the government to make posters that are placed in the market environment so that the public becomes more aware.

Health – The need for socialization from the government to the market community in order to increase self-awareness to live clean, with a healthy mind and body. One of them is by increasing awareness in maintaining the cleanliness and health of the market environment. The last is Governance – There is a need for public life services for the market community, such as education on the importance of maintaining personal and environmental health, providing health services such as health checks specifically for the market community, welfare in the form of proper kiosks at no charge, convenient public transportation for buyers directed toward the market, etc.

3.5.2. Economy

The Kemendiknas (2010) says that an economic perspective is a sensitivity to the limitations and potential of economic growth and its impact on society and the environment. The components of the economy include poverty reduction, corporate responsibility, and the market economy. In this study, an economic perspective, when examined for relocation policies, among others, can be described as follows.

Poverty reduction – In the relocation policy, traders were found to move their type of merchandize from groceries to vegetables. This made traders' incomes uncertain because their merchandise is only in the form of deposits. There is a need for government to empower people through cooperatives and other people's businesses. This guarantees that merchants' incomes do not solely derive from selling merchandize. Besides, mass government assistance can be provided after work, either in the form of capital or something else. Meanwhile, the role of market orientation toward sustainable development rests with customers and consumers (Heikkurinen & Bonnedahl, 2013), thus educating customers and consumers for the success of sustainable development.

Market economy – This provides information to traders in mastering market networks and the ability to determine the quality of the products they sell. Providing free shanties needs to be done even though later shanties are properly repaired. This is so as not to affect the selling price to the buyer. Prices are determined by supply and demand between traders and buyers. Completing the policy for all night and morning traders fairly is also the hope of morning traders. When the place is properly prepared, all traders will enter the area within the market. Thus, there is no more expenditure than incomes experienced by traders today.

Yi and Gim (2018) explain that public investment in the physical infrastructure of the market has become the right way to improve their economic performance (income and customer volume). Directing public investment into basic infrastructure can result in higher economic performance, which can attract future investment from the private sector. For the old market to remain sustainable, policymakers must continue to look for strategies to improve their physical condition and develop organizational or operational components.

Sustainable trade, according to Stukalo et al. (2019) in his research on the market for agricultural goods, is able to meet the ecological needs of consumers, produced and processed without environmental damage. It does not lead to negative social consequences, allows the resolution of modern problems, considers the problems of economic development, both social and environmental, in these countries. This can be emulated as a reference to habituation in the Indonesian market, one of which is the Peterongan Market. In addition, the government can further provide additional branding with the concept of "sustainability" and "socially responsible" production on the peter's market name. This is like the study by Escribano et al. (2020), which uses the concept on products in Europe to help increase demand, income, and maintain the benefits they provide for the environment and society.

3.5.3. Environment

Based on [Kemendiknas \(2010\)](#) guidance, environmental perspective is an awareness of natural resources, sensitive physical environment, the impact of human activities, and decision-making related to commitments to create social and economic development policies. The components of the environment include natural resources, climate change, rural development, sustainable urbanization, and disaster prevention and management. In this study, the environmental perspective when examined for relocation policies, among others, can be described as follows.

Market development conducted by the government is in line with [Teng et al. \(2018\)](#) finding that the development of a green building-based market has the most significant and comprehensive direct impact on sustainable development, as well as the ecological environment. Environmental problems in the market are more than the awareness of the market community in maintaining cleanliness. After trading, the rest of the merchandise is left behind and the janitor is expected to transport it. The government should socialize the importance of maintaining cleanliness as a form of education. As a form of culture, the government can provide various types of trash bins in the market area, such as organic, inorganic, paper, glass, and so on.

The government can also provide organic waste pits, which make up the majority of the type of waste left over from traders. From the organic hole, compost can be made. There is a need to create a special team that has been educated to make compost in the market. If compost can be formed, it can be used as fertilizer in the market area where the city park will be built, and the rest can be sold for additional income.

Figure 2. Dirty market situation with remnants of traders' rubbish

Source: Author (2019)

With compost pits, it is hoped that there will be no more trash scattered around the traders, as shown in Figure 2. In Figure 2, the low awareness of traders to protect their environment can be seen. In addition, there is a need for socialization regarding the need to reduce the buying

and selling of plastic, to reduce plastic waste around the market and the world. In [Morozova et al. \(2018\)](#), it was stated that the community was considered not yet ready to implement zero waste, but that this could be minimized by encouraging consumers to use their own packaging.

The market development environment and ecological value have a significant direct and comprehensive impact on sustainable development, one of which is green building (SDGB). Economic values and levels of social participation are the main pathways of SDGB ([Teng et al., 2019](#)). This is in line with [Lotfi et al. \(2018\)](#) opinion that the market for green entrepreneurship has a positive and significant effect on sustainable development.

Industrial development as a complex socioeconomic system can be considered sustainable if businesses: are able to defend themselves (which has the potential for self-development); can adapt to the effects of the external and internal environment (development provides security); are environment-oriented (preserve the natural foundation of their existence) and do not destroy society; 2) in light of the theory of innovation economics, sustainability occurs only on the basis of products that are implemented consistently, process innovation, are organizational, managerial, and social; 3) in accordance with the paradigm of sustainable development, demonstrate power structures of federal and regional governments, companies, and company-informing strategies, for industrial sustainable development it is very important to remember the failure of industrial policy in the traditional sense of the growth of key economic indicators because economic growth can only be a sign of sustainable development, if aimed at improving the quality of life, preservation of ecological and biological balance, complemented by the latest productive forces, and the development of new technological paths ([Gurieva & Dzioev, 2016](#)).

Based on the presentation of the three perspectives of sustainable development, if it can be implemented properly, it can help achieve the 17 goals of the SDGs, such as eradicating poverty, ending hunger, achieving good health and well-being, quality education, gender equality, access to clean water and sanitation, clean and affordable energy, decent work and economic growth, industrial infrastructure and innovation, reduce inequality, promote sustainable cities and communities, lead to responsible consumption and production, mitigate climate change, protect marine ecosystems, protect terrestrial ecosystems, peace, justice and strong institutional, partnerships to achieve its goals.

According to [Sinakou et al. \(2018\)](#), the concept of Sustainable Development is at the center of ESD. To succeed in government programs that are based on sustainable development, the government can pursue education channels. The education channel in question is the existence of a program that educates directly in the market community, consisting of sellers, buyers, and

other general public through socialization in the market or family welfare development members. In addition, it can also be through formal channels in schools that are implicitly delivered into each subject. This is consistent with the opinion of Isenman et al. (2020) and Vargas et al. (2018) that the implementation of ESD is a multidimensional phenomenon that cannot be quantified and must integrate sustainable development in all fields of activities.

The successful implementation of ESD in schools has proven its results in the research of Nousheen et al. (2019) which states that there is a positive change in the attitudes of teachers and students toward the view of sustainable development in Pakistan. According to Ocetkiewicz et al. (2017), teacher training is needed, as is the importance of increasing teacher awareness about the principles of sustainable development to change their attitudes toward it, not only at the school level but also in everyday life.

Moreover, not only on a small scale, namely in schools, but the government can also hold higher education in the success of sustainable development, especially in this case where it can socialize to the market community through its students. Before entering the community, the implementation of ESD in higher education must, of course, be applied first. Research by Vargas et al. (2019) and Filho et al. (2019) conclude that there are important points for the successful implementation of ESD in higher education, namely the policy framework covering policy issues such as collaboration, partnerships, education, outreach, teaching and learning, staff development, curriculum review, research, operations, and policies on campus that can support the implementation of sustainable development.

4. Conclusion

Relocation policy raises the pros and cons of the community market structure. If viewed from the perspective of sustainable development, it shows that in terms of policy environment, it is appropriate to bring order to cleanliness, neatness, and environmental safety. However, in this case, it was not followed by careful preparation, such that instead it created new environmental problems, such as dirty conditions. In terms of the economy, it should be able to improve the financial condition of traders, but it cannot be achieved if there is a lack of preparation in preparing a more appropriate location, so traders are reluctant to obey government policies. From the sociocultural point of view, it should be able to connect the interactions between buyers and merchants so that they are mutually beneficial, but the lack of comprehensive justice makes traders and buyers lose their respective profits before it even starts.

There is a need for more attention from the government to review the relocation policy before it is further implemented. The study material can be seen from the perspective of sustainable development which consists of three perspectives that have been presented, including provision of appropriate locations one of which is to improve the social life of traders and buyers.

The important thing is socialization, socialization of the importance of understanding the essence of sustainable development, so that between the government and the community one vision is to create a more decent life in the present and future. And then, from this, contribute to the idea of providing compost pits and making posters of hygiene slogans to always remind people of their vision. The idea of making a city park in a market environment is a good idea. However, it is always necessary to socialize public awareness if authors are to guard it. Promoting the use of minimal plastic and replacing it with sustainable shopping baskets reduces the amount of plastic waste, especially since that has been donated significantly by the people of Indonesia.

The limitation of this research is that it only reaches the traders, buyers, and parking attendants in the market, not directly from the government's point of view. Besides, few references deal with relocation policies that are reviewed from a sustainable development perspective to help the discussion in our research, so that in the future it is hoped that there will be research that continues to complement all elements.

Author Contribution

Mira Esti Kusumaningrum contributed on collecting and analysing data. Fenny Roshayanti contributed on presenting the idea, verifying the analysis method and supervising research findings. Tiya Juliani collected data. Khairul Amri developed the idea. Muhammad Alfian Silamon developed the theory.

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