

Qualitative Analysis Of The Impact Of Market Revitalization On Increasing The Income Of Traditional Vendors: A Case Study Of The Traditional Market In Boneoge Village

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Abstract

This study qualitatively analyzes the impact of the revitalization of Boneoge Village Traditional Market on traditional traders' income. Employing a qualitative case study design, data were collected through in-depth interviews with traders, observations, and documentation. The findings indicate varied impacts: two traders, a staple goods vendor and a clothing vendor, experienced significant income increases, reporting approximately 25-30% rise and increased turnover, respectively, due to improved market appeal, cleanliness, organized stall layouts, and better supporting facilities like spacious parking, drainage, and adequate lighting. These enhancements attracted more customers and boosted transaction frequency. Conversely, two other traders, a vegetable vendor and a fish vendor, reported a decline in income. The vegetable trader saw a 20% decrease due to stall relocation to less strategic areas, leading to a loss of regular customers. The fish vendor experienced reduced income from customer loss during construction and increased operational costs post-revitalization. This study extends the understanding of market revitalization by highlighting that positive impacts are only achieved when strategic planning considers relocation aspects, communication, and socio-economic support for traders. In conclusion, successful revitalization necessitates a holistic approach that not only focuses on physical infrastructure but also on fair stall relocation management and continuous support for traders. The implication is the need for more comprehensive revitalization planning to ensure equitable benefits for all traditional traders.

Keywords: Market revitalization, Trader income, Traditional market, Socio-economic impact, Case study

INTRODUCTION

Traditional markets play a crucial role in local economies by serving as centers for transactions and providing employment opportunities for communities (Adityanto & Paselle, 2024). These markets facilitate direct interaction between producers and consumers, contributing to local economic circulation and cultural preservation. Despite their significance, traditional markets frequently face challenges such as negative perceptions regarding cleanliness, disorderliness, and intense competition from modern retail establishments like malls and supermarkets (Lubis et al., 2021; A. Rohman & Larasati, 2023). This decline in competitiveness often leads to reduced trader income and the marginalization of traditional market functions. Recognizing these issues, government initiatives through market revitalization programs aim to enhance the appeal and functionality of traditional markets, thereby ensuring their continued existence and ability to compete in the contemporary retail landscape.

These revitalization efforts are essential to prevent the collapse of traditional businesses and support the livelihoods of many informal sector participants (Lubis et al., 2021). Furthermore, enhancing physical infrastructure and management systems is critical for improving market performance and, consequently, trader incomes (Lubis et al., 2021). Without such interventions, many traditional traders risk business failure due to a lack of competitive advantage. Efforts to revitalize traditional markets are frequently part of national priority programs, reflecting a broader commitment to supporting local economies (Nurak et al., 2023). These programs typically involve comprehensive structural overhauls, aiming to create more comfortable and modern environments for both traders and customers (A. Rohman & Larasati, 2023).

The implementation of revitalization often includes not only physical improvements but also strategic innovations such as trader education and digital payment systems to foster adaptation to modern business practices (A. Rohman & Larasati, 2023). Such extensive changes are intended to improve market conditions, which subsequently can affect various social aspects, including the organizational structure and management within trader communities (Nurak et al., 2023). However, the success of these programs in consistently delivering positive outcomes for all traders remains varied. Studies on market revitalization indicate mixed results regarding its impact on trader income. For instance, research in Pasar Tanggul Surakarta revealed that after revitalization, sales volume and trader income decreased, although labor absorption increased (Silitonga & Mulyadi, 2021).

Conversely, other findings suggest that improved infrastructure and better market management can lead to increased sales and overall income for traders (Syahrul et al., 2023). The diverse outcomes observed highlight that revitalizing traditional markets does not automatically guarantee an increase in trader welfare, pointing to the complexity of the factors involved (Badrika & Widiyana, 2023). Factors such as strategic stall placement, effective communication during relocation, and sustained customer retention play a significant role in determining whether revitalization translates into improved financial performance (Adityanto & Paselle, 2024). In the context of Kelurahan Boneoge, the traditional market underwent a revitalization process aimed at improving its infrastructure and overall appeal. Preliminary observations and interviews with traders in Pasar Tradisional Kelurahan Boneoge reveal a discrepancy in the impact of this revitalization on their incomes.

Some traders, particularly those selling basic necessities and clothing, reported a significant increase in income, citing improved cleanliness, better organization, and enhanced facilities like parking and drainage that attracted more customers. For example, a sembako trader noted an income increase of 25–30% due to improved market conditions. However, other traders, such as those selling vegetables and fish, experienced a decline in income. This reduction was attributed to factors like relocation to less strategic areas within the market or loss of customers during the temporary displacement required for construction. A vegetable trader, for instance, reported a 20% income decrease after being moved to a less visible spot.

This inconsistency in outcomes within the same market post-revitalization underscores a critical gap in understanding

the nuanced impacts of such interventions. While previous studies have examined the effects of market revitalization on trader income (Badrika & Widiana, 2023; Lubis et al., 2021; Syahrul et al., 2023) few have qualitatively explored the specific mechanisms and contextual factors that lead to divergent outcomes for different groups of traders within a single revitalized market. The existing literature often focuses on the general impact or quantitative assessments, overlooking the detailed individual experiences and underlying reasons for varied success. This research specifically addresses this gap by conducting a qualitative inquiry into the experiences of traders in Pasar Tradisional Kelurahan Boneoge, aiming to uncover the multifaceted aspects that shape their income trajectories post-revitalization. The study seeks to provide a deeper understanding of how physical improvements, spatial reorganizations, and operational changes differentially affect traders, contributing to a more comprehensive view beyond aggregate statistical measures.

This qualitative approach, focusing on individual narratives and perceptions, offers a robust methodological framework for discerning the complexities of social and economic changes resulting from urban development initiatives. This research endeavors to analyze qualitatively the impact of market revitalization on the income improvement of traditional traders, specifically focusing on the case of Boneoge Neighborhood Traditional Market. It seeks to understand the diverse experiences of traders and the contextual factors influencing their income post-revitalization. RQ1: What are the perceived positive impacts of market revitalization on the income of traditional traders in Pasar Tradisional Kelurahan Boneoge? RQ2: What are the perceived negative impacts of market revitalization on the income of traditional traders in Pasar Tradisional Kelurahan Boneoge?

RQ3: What factors contribute to the varied income outcomes among traditional traders after the revitalization of Pasar Tradisional Kelurahan Boneoge? The novelty of this research lies in its specific qualitative exploration of the varied impacts of market revitalization on trader income within a single market context, focusing on the underlying mechanisms and individual experiences that lead to both increases and decreases in income. Unlike previous studies that often present generalized findings or quantitative correlations, this research employs in-depth qualitative analysis to unravel the nuanced social and economic dynamics at play. The study thereby offers a distinctive perspective by detailing the micro-level experiences and contextual factors that differentiate successful from less successful adaptations to market revitalization, moving beyond mere assessment of overall impact. This research contributes in three key ways.

First, theoretically, it enriches the understanding of urban development impacts on local economies by highlighting the heterogeneous responses of different trader groups to revitalization initiatives. Second, practically, it offers actionable insights for local governments and market managers to design more inclusive and effective revitalization policies that address the specific needs and challenges of all traders. Third, methodologically, it demonstrates the utility of a qualitative case study approach in providing a rich, in-depth understanding of complex socio-economic phenomena, which might be overlooked by purely quantitative methods.

LITERATURE REVIEW

The government strategically initiated the revitalization of traditional markets to enhance their appeal and function. These efforts aim to ensure the sustainability of the market's role in the local economy. Revitalization activities typically include the modernization of interior areas, facade improvements, the development of culinary centers, and careful arrangement of public spaces. All these elements are designed to improve the market environment and attract more customers (Hidayani & Setiawan, 2024). Such programs are crucial for the continuity of traditional businesses, especially amidst intense competition from the modern retail sector and online shopping platforms that often divert customers from conventional markets (Siahaan & Bila, 2024).

Government intervention aims to address declining popularity and ensure traditional markets remain vibrant centers of trade and community interaction. Government policies, including revitalization schemes, also strive to optimize economic potential by creating conditions that support business growth, as seen across various sectors (Lubis et al., 2021). This broader commitment reflects the understanding that well-maintained traditional markets contribute significantly to local economic circulation. Improvements in infrastructure and more organized spatial planning are expected to directly enhance the trading environment, supporting local economic stability.

The impact of revitalization efforts on the income of traditional traders can be complex and varied. The success of revitalization depends not only on physical improvements but also on strategic management and promotion. For example, in the tourism sector, revitalization strategies encompass physical upgrades, enrichment of cultural attractions, and digital promotion to restore lost appeal (Susanty & Murianto, 2025). Similarly, the success of market revitalization is often linked to increased efficiency, productivity, and service quality through strategic innovations, including technology adoption (Ismail & Bahgia, 2021). Digitalization, for instance, has become a vital strategy for micro, small, and medium enterprises (MSMEs) to sustain economic activity and generate value, especially during difficult periods (Arfah et al., 2021).

This integrated approach highlights the multifaceted nature of revitalizing economic centers, with the potential to enhance business sustainability. Although efforts have been consistent, challenges such as inadequate facility maintenance, poor trader organization, and limited promotional activities can hinder the success of revitalization projects, potentially leading to a decline in market activity (Adityanto & Paselle, 2024).

While market retribution revenue may increase annually, achieving maximum regional revenue targets often remains a challenge due to various constraints (Yulianda et al., 2022). Optimizing the utilization of regional assets, including market facilities, is crucial for increasing local revenue, yet its implementation can face obstacles leading to a decrease in revenue. These findings affirm that the effectiveness of revitalization in boosting income is not solely guaranteed by infrastructure improvements. External factors, such as the rise of e-commerce, also contribute to challenges for traditional markets by reducing customer numbers and sales volumes, and increasing price competition (A. Rohman & Larasati, 2023). The influence of policy implementation and local government spending on community welfare and local economic indicators shows a direct relationship between strategic investment and development outcomes.

Issues such as untracked online transactions and less favorable revenue-sharing schemes can complicate revenue generation and tax collection, even for modern businesses. These varied results indicate that the impact of revitalization is highly context-dependent and requires comprehensive evaluation beyond physical renovation. Understanding the interaction of these diverse factors is essential to ensure that revitalization efforts genuinely benefit all stakeholders. The specific market conditions, trader demographics, and effectiveness of supporting policies meticulously shape the ultimate success of such programs. Experiences in various contexts demonstrate that a nuanced approach, considering both physical and socio-economic aspects, is crucial for sustained improvement.

This research aims to address these complexities within the unique context of Boneoge Village. The researchers provide a qualitative analysis of the diverse impacts experienced by traditional traders. This study seeks to fill a gap in understanding the heterogeneous effects of revitalization, moving beyond aggregate statistics to explore individual trader experiences. The researchers will investigate how factors such as kiosk placement, customer accessibility, and government support during and after renovations contribute to the varied income outcomes among traders, distinguishing between those who experienced increases and those who faced declines. A synthesis of previous research, as detailed in the following table, highlights the need for a qualitative investigation into these localized impacts.

Tabel 1 Literature Review

Author (Year)	Fokus Kajian	Hasil Ringkas	Research Gap	Posisi Penelitian Ini
Syahrul et al. (2023)	Perception change post-revitalization	Increased visitors, improved perceptions due to placemaking.	Specific income impacts on individual traders not detailed.	Examines specific income changes and qualitative impacts on traders.

Susanty & Murianto (2025)	Revitalization strategies for cultural tourism market	Identified physical, cultural, management, digital promotion needs.	Direct income correlation for traditional traders not the focus.	Focuses on income changes and underlying socio-economic factors.
Siahaan & Bila	E-commerce impact on traditional market sustainability	Decreased customers/sales; digital adaptation offers opportunity.	Detailed qualitative effects of revitalization itself on trader income.	Analyzes qualitative impacts of physical revitalization on trader income.
Arfah et al.	Regional revenue role in market economic growth	Increased retribution but missed income targets due to constraints.	How revitalization specifically influences individual trader income variability.	Investigates heterogeneous income impacts and contributing factors.
Rohman & Budiantar a	Optimizing regional asset utilization for local revenue	Utilization faced obstacles leading to revenue decrease.	Direct link between market revitalization and individual trader income.	Explores the varied experiences of traders regarding income post-revitalization.
Ismail & Bahgia	Digitalization as MSME revitalization strategy	Digitalization crucial for business continuity during pandemic.	Qualitative insights into physical revitalization's direct income effects.	Focuses on physical revitalization's impact, considering varied outcomes.

This synthesis indicates that previous studies broadly acknowledge the benefits and challenges of market revitalization. There is a significant research gap in deeply exploring its nuanced qualitative impacts on individual traditional traders' incomes, particularly concerning varied experiences. Existing literature often focuses on broader economic indicators, visitor perceptions, or overall market sustainability. The authors do not highlight the specific and heterogeneous income changes experienced by different groups of traders post-revitalization. This research aims to address this by offering an in-depth qualitative analysis of how revitalization efforts in Boneoge Village Traditional Market manifest different income outcomes for traders. The researchers highlight various factors contributing to these varied experiences and provide a more detailed understanding of the socio-economic effects of revitalization.

RESEARCH METHOD

This qualitative research employed a case study approach to thoroughly investigate the impact of market revitalization on the income of traditional traders in Boneoge Village. The case study design is highly suitable for exploring complex phenomena within real-life contexts, providing an in-depth understanding of specific situations. This approach allowed for a detailed examination of the revitalization process at the Boneoge Village Traditional Market, focusing on the unique experiences and perceptions of the traders. The study aimed to uncover various dimensions of how infrastructure improvements and policy changes affected their economic activities and livelihoods. The utilization of a qualitative framework ensured that the nuances and diverse outcomes experienced by different traders could be captured and analyzed.

Participants and Data Collection This study involved four traditional traders operating in the Boneoge Village Traditional Market, selected through a purposive sampling technique. This method ensured that participants were chosen based on specific criteria relevant to the research question, such as their direct experience with market revitalization and willingness to share their perspectives. Purposive sampling is a qualitative research method used to select information-rich cases that provide in-depth insights into the phenomenon under investigation. The

selection included traders with varied experiences post-revitalization, encompassing both those whose incomes increased and those whose incomes decreased, in order to capture a comprehensive view of the impacts. Data collection was primarily conducted through in-depth semi-structured interviews.

These interviews allowed for flexible exploration of themes while ensuring that key aspects of the research were covered. The interviews were conducted to obtain detailed narratives regarding their business conditions before and after revitalization, their perceptions of market changes, and the direct effects on their income and operational costs (Ferdiansyah et al., 2021). Additional data were collected through observation of the market environment. These observations focused on physical improvements, stall organization, and the overall atmosphere post-revitalization. Documentation, such as local government reports on the revitalization project and available market data, supplemented the interview findings.

This multi-method approach to data collection, known as triangulation, enhanced the credibility and trustworthiness of the research findings by comparing information from various sources. All interviews were audio-recorded with participant consent and then transcribed verbatim to facilitate detailed analysis. The data collection process continued until theoretical saturation was reached, meaning no new themes emerged from additional interviews, affirming the sufficiency of the participant number. Data Analysis and Trust worthiness Data analysis was conducted manually using a thematic analysis approach. This analysis involved systematically identifying, analyzing, and reporting patterns (themes) within the data.

The transcribed interview data were first read multiple times to achieve a deep understanding and obtain an overall picture of the participants' experiences. Initial coding was then performed, where relevant phrases and sentences were highlighted and assigned descriptive codes. These codes were subsequently grouped into broader categories based on similarities in meaning and patterns. This process ultimately led to the identification of themes that addressed the research questions. This manual process allowed for close engagement with the data, ensuring that the emergent themes accurately reflected the participants' perspectives and experiences.

The researchers implemented several steps to ensure the trustworthiness of the findings. Credibility was enhanced through member checking, where summaries of interview transcripts and initial findings were shared with participants for verification and feedback. This process ensured that their voices were accurately represented. Triangulation of data sources, involving interviews, observations, and documentation, further strengthened the credibility of the interpretations. Dependability was addressed by maintaining a detailed audit trail of the research process, including interview notes, coding decisions, and thematic development, which provided transparency and allowed for external examination. Confirmability was built by ensuring that the findings were grounded in the data. Researchers minimized bias through reflective journaling and peer debriefing during the analysis process.

RESULTS

Market Revitalization efforts at the Boneoge Village Traditional Market were initiated as a strategic government intervention aimed at enhancing its appeal and functionality. These comprehensive programs are designed to ensure the market's sustained role within the local economy and to support the livelihoods of numerous informal sector participants (Lubis et al., 2021). The revitalization typically encompasses modernizing interior spaces, improving facades, developing culinary centers, and arranging public areas to create a more inviting environment for customers (Hidayani & Setiawan, 2024). Such initiatives are crucial for the continuity of traditional businesses, particularly given the intense competition from modern retail and online shopping platforms that often divert customers from conventional markets (Siahaan & Bila, 2024). The commitment reflects an understanding that well-maintained traditional markets can optimize economic potential by fostering conditions conducive to business growth across various sectors.

The Boneoge Village Traditional Market, prior to its revitalization, faced common challenges such as perceptions of inadequate cleanliness, disorderliness, and significant competition from contemporary retail establishments.

These issues often contributed to diminished trader income and the marginalization of the market's traditional functions (Lubis et al., 2021). The government's policy to revitalize such markets aims to counter these negative trends, thereby preventing the collapse of traditional businesses and preserving their critical role as centers for transactions and community employment (Adityanto & Paselle, 2024). Enhancing the physical infrastructure and overall market environment is therefore a key objective of these programs. The market serves as a vital hub for direct interaction between producers and consumers, contributing significantly to local economic circulation and cultural preservation.

Impact of Market Revitalization on Trader Income The revitalization of the Boneoge Village Traditional Market has yielded varied impacts on the income of traditional traders, with experiences differing significantly based on individual circumstances and new stall placements. Two interviewed traders reported an increase in their income, directly attributing this positive change to the improved market conditions. For example, a sembako (staple goods) trader noted a substantial increase in income, stating, "Before the market was repaired, buyers were not too crowded because the market conditions were less comfortable. After revitalization, many people returned to shop here. My income increased by about 25–30 percent compared to before."

" This enhancement was further supported by improved supporting facilities such as more spacious parking, better drainage, and adequate lighting, which collectively made shopping more comfortable for consumers and consequently boosted daily transaction frequency. Similarly, a clothing trader observed an increase in sales, especially during weekends, due to the more organized layout of the stalls. This trader highlighted, "Now it's easier for shoppers to get to the market because the aisles are wider and the stalls are neater. My sales have gone up because there are more visitors."

The improved accessibility and aesthetic appeal of the market, stemming from the revitalization, played a significant role in attracting more customers and facilitating easier navigation within the market premises. These findings align with general observations that infrastructure development, including market improvements, can substantially impact community income (Agustina et al., 2022). Such improvements often lead to increased visitor satisfaction and a more conducive trading environment (Sari et al., 2022). Conversely, two other traders experienced a decline in their income following the revitalization, primarily due to issues related to stall relocation and customer retention. A vegetable trader reported a decrease in income, explaining, "Setelah pasar selesai diperbaiki, saya ditempatkan di bagian belakang."

Many of my long-time customers don't know my new location, so my revenue has dropped by about 20 percent". This highlights a critical challenge where strategic placement of traders is crucial for equitable distribution of visitors across the market. The lack of proper communication or guidance for customers regarding new stall locations can detrimentally affect established businesses. Another trader, selling fish, explained that the temporary relocation of trading activities during the revitalization construction caused a significant loss of customers.

This trader lamented, "Waktu pembangunan berlangsung, kami kehilangan banyak pelanggan. Setelah kembali ke pasar baru, pembeli belum seramai dulu sehingga pendapatan masih turun". Additionally, this trader noted an increase in operational costs due to higher retribution and cleaning fees post-revitalization, further impacting their net income. These cases underscore the importance of considering the socio-economic aspects alongside physical improvements during revitalization projects to ensure benefits are distributed equitably (Cahya et al., 2024).

The varied outcomes suggest that the success of market revitalization is not solely dependent on infrastructure enhancements but also on effective policies regarding stall allocation, accessibility for customers, and government strategies to sustain economic activity during and after the renovation process. The experience of the vegetable and fish traders indicates that disruptions during construction and suboptimal relocation strategies can lead to a loss of customer base and

increased operational burdens. This emphasizes the need for a holistic approach that addresses both the physical market environment and the socio-economic welfare of the traders. Therefore, evaluating revitalization initiatives must encompass both the physical and socio-economic dimensions to ensure that the benefits of development are realized uniformly by all traders (Cahya et al., 2024). The findings from Boneoge Village Traditional Market reveal a complex interplay between physical improvements and the socio-economic dynamics of traditional trading.

While enhanced infrastructure, cleanliness, and organization generally attract more customers and boost sales for some traders, issues such as disadvantageous stall relocation and temporary displacement during construction can lead to significant income reductions for others. Effective revitalization programs, therefore, require comprehensive planning that includes strategic stall arrangements, clear communication with both traders and customers, and support mechanisms to mitigate negative impacts during transitional phases. Such a balanced approach is essential to maximize the positive outcomes of revitalization and ensure the sustainable growth of traditional markets and the livelihoods of their traders. The study ultimately highlights that while modernization is beneficial, it must be accompanied by thoughtful social and economic considerations to achieve widespread positive impact.

DISCUSSION

Market revitalization initiatives, despite their overarching goal to bolster the traditional economy, often yield diverse outcomes for individual traders, as evidenced in the Boneoge Village Traditional Market. The study's findings reveal that while some traders experienced significant income growth, others faced a decline following the revitalization efforts. These varied impacts underscore the complexity inherent in large-scale urban development projects, where improved infrastructure does not uniformly translate into positive economic benefits for all stakeholders (Lubis et al., 2021).

Traders who benefited from the revitalization, such as the sembako and clothing vendors, reported a notable increase in income, with one sembako trader citing a 25-30 percent rise. This improvement was directly linked to enhanced physical market conditions, including better cleanliness, organized layouts, and improved comfort for shoppers. The provision of adequate parking, effective drainage, and sufficient lighting also played a crucial role in attracting more visitors and subsequently increasing transaction frequency. Such findings align with existing literature indicating that physical improvements are key to enhancing market appeal and drawing more customers, thereby supporting trader livelihoods (A. N. Rohman & Budiantara, 2024).

These positive outcomes resonate with studies elsewhere that document the beneficial influence of market revitalization on trader income and welfare. For instance, research by Syahrul et al., (2023) highlights a positive relationship between market revitalization and the income of traders, emphasizing the potential for such interventions to stimulate economic activity within traditional market settings. Similarly, Badrika & Widiana, (2023) observed that revitalized traditional markets could improve traders' welfare by addressing issues of disorganization and inadequate facilities. The strategic enhancement of physical market environments can, therefore, foster an improved trading atmosphere that directly contributes to commercial success.

Conversely, some traders experienced adverse effects, with a vegetable vendor reporting a 20 percent decrease in income. This decline was primarily attributed to unfavorable kiosk relocation, where traders were moved to less strategic areas, making it difficult for established customers to locate them. During the revitalization period, temporary displacement further exacerbated the situation, leading to a loss of customer base that had not fully returned post-redevelopment (Adityanto & Paselle, 2024). Additionally, increased operational costs, such as higher retribution and cleaning fees, placed an added burden on some traders, impacting their overall profitability.

These challenges are consistent with findings from other revitalization projects where implementation issues hindered the intended positive impacts. Noted that despite revitalization efforts, many problems within traditional

markets remained unresolved, indicating that physical changes alone are often insufficient. Furthermore, changes in market governance and increased financial obligations can disrupt long-standing business models and affect trader income negatively. The competitive pressure from modern retail and online platforms, also acknowledged as a challenge for traditional markets, can further complicate the recovery of customer bases lost during revitalization (Badrika & Widiana, 2023; Hidayani & Setiawan, 2024).

The divergent experiences at Boneoge Village Traditional Market highlight that the success of revitalization extends beyond mere infrastructure upgrades; it critically depends on holistic planning and effective stakeholder engagement. Income is the primary concern for vendors, so effective market management and modern infrastructure improvements are expected to increase vendors' income and support traditional markets (Silitonga & Mulyadi, 2021). Without these considerations, revitalization efforts risk marginalizing some traders even as they uplift others, underscoring the need for a comprehensive approach that integrates both physical and socio-economic dimensions for sustainable market development.

This study's findings contribute to the understanding of market revitalization by illustrating the complex interplay between physical improvements and the socio-economic realities of traditional traders. It demonstrates that while revitalization can indeed enhance market appeal and boost trader income, its efficacy is deeply contingent upon meticulous planning that addresses the unique needs and vulnerabilities of individual traders (Hasrullah et al., 2024). The Boneoge case enriches the theoretical framework by showcasing how practical implementation decisions, particularly regarding trader placement and transitional support, can significantly mediate the economic outcomes of such large-scale projects. The nuanced results highlight that revitalization is not a one-size-fits-all solution, but a dynamic process requiring continuous adaptation and responsiveness to local conditions.

The qualitative data from Boneoge Village Traditional Market underscore the critical importance of strategic kiosk allocation. While the physical enhancements undeniably contributed to a more pleasant shopping environment, a significant disparity emerged based on the traders' new locations. For instance, the vegetable vendor's substantial income decrease directly resulted from being placed in a less accessible area, highlighting that improved infrastructure loses its efficacy if customer flow is disrupted. This phenomenon is consistent with findings from other markets where locational disadvantages can negate the benefits of modernization, emphasizing the need for equitable distribution of prime spots rather than arbitrary placement.

Effective accessibility also encompasses more than just the physical layout within the market; it extends to the continuity of customer relationships. The fish vendor's experience of losing customers during the temporary relocation period illustrates a broader challenge in revitalization projects: maintaining loyalty amidst disruption. Customers, accustomed to certain vendors or locations, may not return if the transition is poorly managed or if alternative suppliers become more convenient (Sari et al., 2022). Therefore, communication strategies and transitional support mechanisms become as crucial as the structural upgrades themselves to prevent customer attrition and ensure business continuity.

The Dual Impact of Operational Cost Changes

Revitalization often involves not only physical upgrades but also adjustments in market management, including fee structures. The increase in retribution and cleaning fees experienced by some traders in Boneoge Village Traditional Market introduces an additional layer of complexity. While enhanced services typically justify higher fees, for traders already struggling with reduced foot traffic or relocation issues, these increased operational costs can erode profit margins and exacerbate financial strain. This highlights a tension between modernizing market operations and preserving the economic viability of its smallest enterprises.

Conversely, for traders experiencing increased sales due to revitalization, these higher fees might be offset by greater revenue, making them a more manageable cost of doing business. However, without a corresponding increase in customer base or sales volume, the burden of elevated fees can become unsustainable, particularly for vendors with traditionally lower profit margins, such as those selling basic necessities. Therefore, a nuanced approach to fee adjustment, potentially phased or differentiated based on sales performance, could mitigate adverse impacts while still funding market improvements.

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CONCLUSION

1. Market revitalization efforts in Boneoge Village yielded diverse outcomes regarding the income of traditional traders. Some traders experienced significant income growth, primarily due to enhanced market infrastructure, improved cleanliness, and better organization of public spaces, which collectively attracted more visitors and increased transaction frequency. These positive effects were particularly noted by traders whose kiosks were strategically located after the renovation, benefiting from increased accessibility and consumer comfort.
2. Conversely, a segment of traders faced a decline in income following the market's revitalization. This reduction was largely attributed to the relocation of their kiosks to less strategic areas, making them less visible or accessible to long-standing customers. Additionally, the temporary displacement of trading activities during the renovation process led to a loss of customer base, and higher operational costs, including increased retribution and cleaning fees, further contributed to the observed decrease in their overall earnings. These disparate outcomes underscore the complexity of revitalization initiatives and highlight the critical role of strategic planning in kiosk placement and operational cost management.
3. The varied impact observed aligns with the broader sociological theories of urban renewal, particularly gentrification's 'displacement and replacement' dynamics, where improvements, while benefiting some, often marginalize others who cannot adapt to the new market conditions or increased operational overheads. This phenomenon necessitates a nuanced approach to market development, moving beyond purely physical improvements to integrate robust social impact assessments that project potential disruptions to existing informal economies. Understanding these distributive effects is crucial for policymakers to design interventions that foster inclusive growth rather than inadvertently exacerbating socio-economic disparities within the trading community.
4. Furthermore, the findings illuminate the intricate interplay between market accessibility and consumer behavior, echoing concepts from retail geography, which posits that store visibility and ease of access are paramount determinants of purchasing decisions. The post-revitalization market, with its altered layout, effectively reshaped customer flow, benefiting traders who found themselves in high-traffic zones while disadvantaging those in peripheral locations.

This underscores the need for pre-emptive spatial planning that involves trader participation to mitigate adverse impacts from reconfigurations, ensuring that the revitalization enhances, rather than disrupts, established trade networks and customer relationships. Future revitalization projects should consider implementing a 'phased transition' strategy, allowing traders to incrementally adjust to new environments and operational paradigms.

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