

## Transformation of local cultural values in the modernization of architectural and interior design of traditional market buildings in Bali

Ni Made Emmi Nutrisia Dewi\*<sup>ORCID</sup>, I Kadek Pranajaya<sup>ORCID</sup>,  
Ni Kadek Yuni Utami

Master of Design Study Program, Interior Studies Program, Institut Desain dan Bisnis  
Bali, Indonesia



ARTICLE INFO	ABSTRACT
<p><i>Article history:</i> Received April 17, 2024 Received in revised form May 02, 2024 Accepted June 07, 2024 Available online August 01, 2024</p> <p><i>Keywords:</i> Buildings Culture Design Local Markets Modernization Traditional Values</p> <p>*Corresponding author: Ni Made Emmi Nutrisia Dewi Master of Design Study Program, Interior Studies Program, Institut Desain dan Bisnis Bali, Indonesia Email: <a href="mailto:emminutrisia@idbbali.ac.id">emminutrisia@idbbali.ac.id</a> ORCID: <a href="https://orcid.org/0000-0001-6561-4183">https://orcid.org/0000-0001-6561-4183</a></p>	<p><i>Traditional markets in Bali reflect the richness of local culture closely related to people's daily lives. Along with the times and demands for progress, these markets are transforming through the modernization of architectural and interior design. This modernization impacts local cultural heritage, changing how people interact with markets and the traditional values that Balinese people have long upheld. Therefore, research on the transformation of local cultural values in the modernization of architectural and interior design in traditional Balinese markets becomes relevant to understanding the implications and evaluating the preservation and adjustment efforts needed to maintain a unique cultural identity. The main focus is on changes in building design that influence the user experience of the building and the sustainability of cultural heritage as well as providing insight into emerging challenges and opportunities as well as an understanding of efforts to preserve local cultural values. This study will use a qualitative methodology to investigate changes in aesthetic and cultural dimensions. The results of this study demonstrate that cultural values change due to modern buildings being constructed in Bali's traditional marketplaces. The building's modernization has an impact on everyday activities, including the waning of the bargaining culture, the consumer behavior when visiting the upper floors, the traders' behavior regarding the interior conditions of the market, the culture that elevates buyers to the status of kings, and the transactional atmosphere typical of traditional markets. The contribution involves active participation from local communities with solutions in the form of efforts to maintain cultural heritage that can be aligned with implementing innovations that have a positive impact. By involving traders and market owners, solutions can be found to modernize facilities while maintaining local cultural values.</i></p>

### Introduction

Bali is a well-known tourist destination with a rich cultural legacy that includes distinctive and vibrant traditional markets (Pranajaya, Rijasa, and Dewi 2023). With their reflection of deeply

ingrained customs and values, these markets have emerged as the focal point of Bali's cultural and economic life (Saputra, Herwindo, and Kusliansjah 2020; Gunawan 2017). In addition to serving as shopping destinations, Bali's traditional market buildings are emblems of the rich and



varied local cultural legacy. Conventional markets serve as an example of public areas that facilitate socio-cultural interaction and include artistic and commercial activity (Aliyah 2017). However, modernization has altered Bali's traditional markets' appearance recently.

There has been building revitalization at many of Bali's traditional markets. The renovation of buildings at Bali's traditional markets complies with Republic of Indonesia Minister of Trade Regulation No. 37/M-DAG/5/2017, which aims to preserve the existence of traditional markets by enhancing their physical attributes, sociocultural aspects, infrastructure, and trade-supporting amenities. The efforts made by the Bali regional government to renew, repair, or revive various aspects of the region following the provisions stated in the applicable Regional Regulation can be referred to as the revitalization program based on the Bali Regional Regulation (*Perda*), according to Darsana and Juliarta (2016). These revitalization programs may cover a variety of areas, such as infrastructure, tourism, culture, environment, economy, and so on, depending on the priorities and needs identified by local governments and local communities. The goals can include improving community welfare, preserving culture and the environment, and increasing the attractiveness of the Bali region as a tourist and investment destination.

However, revitalization has changed the traditional market building into a more modern one. Modernization in the architectural and interior design of traditional market buildings has resulted in a significant shift in the appearance and function of these markets. The market building, which was originally simple and traditional, has now undergone significant changes in the architectural and interior design of the building. These developments include grandiose building forms, the use of more modern building materials, changes in layout, and improvements in the facilities offered.

This is reinforced by research conducted by Saragih and Meak (2022) which states that there are different perspectives due to changes in layout, facade, and interior, especially in the social and cultural characteristics of a traditional market. The impact of modern architecture and interior design on regional cultural values associated with traditional markets, such as tradition, sustainability, and Balinese cultural identity, is a significant question that is imposed by this.

Research on the transformation of local cultural values in the modernization of architectural and interior design of traditional market buildings in Bali is relevant to understanding the impact of modernization on local culture and the extent to which efforts to preserve Balinese cultural values can be realized in the architectural design of these markets (Idedhyana and Rijasa 2022; Wijaya, Warnata, and Mustika 2022). This study aims to examine the historical background and contextualization of modifications made to Bali's traditional market design, as well as the effects of this modernization on the cultural values that have long been a feature of the island's traditional markets. Saragih and Meak (2022) researched the community's viewpoint on the revitalization of traditional markets. Their study, "Post-revitalization of traditional markets in a marketing perspective," explores how the community's viewpoint has changed as a result of the modernization of the Badung Bali traditional market. Meanwhile, Chandra and Hantono (2021)'s study, "Study of Ethnic Architecture in Traditional Market Buildings," published in 2021, focused on the modernization of traditional market architecture (Case Study of Badung Market in Bali).

The novelty of this research can be seen from the differences between previous studies, where this research will focus on the Transformation of Local Cultural Values in the Modernization of Architectural and Interior Design in Traditional Market Buildings in Bali and has several important reasons that underlie the urgency of this research. First, the selection of objects in the form of traditional markets in Bali is because they are part of public facilities which are the cultural and economic heart of Balinese society. The traditional market is not only a place to shop but is also a center for social and cultural interaction which plays an important role in the daily lives of residents. As a result, modifications to the arrangement of traditional markets may directly affect Balinese cultural identity and the long-term viability of the regional economy. This is supported by the statement that traditional markets have history, identity, and meaning that can characterize the place (Yuliani, Sudarsono, and Wijaya 2016).

Second, the modernization of the architecture and interior of traditional markets in Bali reflects broader dynamics, namely the intersection between tradition and contemporary developments. Traditional markets are created

through the sale of goods produced in nearby fields, open spaces, and roads; They are located close to the community (Provencher 1989). According to Geertz (1963), there is a social institutional structure of formalism, status awareness, ties, and social systems in traditional markets (Aliyah 2017). The physical form of traditional markets is changing due to modernization, so this study is significant because it attempts to address important questions regarding how Bali strikes a balance between upholding traditional cultural values and satisfying the ever-evolving needs of society. It also demonstrates the tensions that can develop when trying to strike a balance between tradition and modernity.

Third, the transformation of local cultural values is an important issue that needs serious attention in the context of modernizing the architectural and interior design of traditional market buildings in Bali. To comprehend the effects of modernization on cultural heritage and local identity, research on the evolution of local cultural values is essential in two respects. To safeguard and preserve cultural values that have long been an essential aspect of Balinese life, this understanding is the first step. Furthermore, this study offers insightful information about how to incorporate regional cultural components into contemporary architecture to produce structures that both reflect and preserve the distinctiveness of Balinese culture. Maintaining a place's features and identity can be accomplished through the integration of regional cultural elements into architecture (Chandra and Hantono 2021). Thus, this research is not only about preserving the past but also confirming the value of local culture as a valuable asset in designing a sustainable and competitive future.

Finally, this research has larger implications in the context of preserving traditional culture and architecture around the world. With many regions facing similar challenges in the face of modernization, this research can provide valuable guidance on how to preserve local cultural heritage while accommodating contemporary developments. Therefore, this research can provide important insights for stakeholders in the preservation of traditional culture and architecture.

This study describes how modernization has affected Bali's traditional markets, resulting in changes to the buildings' exterior and interior architecture. The impact of these developments

on Bali's cultural legacy and the attempts to preserve regional cultural values in the architecture of more contemporary traditional markets will also be examined in this study. This research attempts to shed light on the opportunities and challenges associated with preserving Balinese culture's sustainability in the face of continuous modernization by gaining a deeper understanding of this problem.

## **Methods**

This research uses a qualitative approach to understand the transformation of local cultural values in the context of modernizing the architectural and interior design of traditional market buildings in Bali. A qualitative approach was chosen to support an in-depth understanding of experiences, perceptions, and cultural values involving humans and the surrounding environment.

This study aims to investigate the subtleties and cultural background that underpin the changes in Bali's traditional markets' interior and architectural styles. A qualitative approach can capture a range of viewpoints and narratives that are challenging to quantify through interviews and field observations. Moreover, this methodology could prove advantageous in furnishing an all-encompassing depiction of cultural transitions, pinpointing subjective elements that might influence the approval or disapproval of modernization, and linking these qualitative elements to particular design elements in traditional markets.

With this approach, it is hoped that it can provide a deeper and more contextual understanding of the transformation of local cultural values, making an important contribution to understanding the dynamics of architecture and interior design that continue to develop in Bali.

Primary data were gathered using a variety of techniques, including surveys, interviews, and field observations. Interviews with ten sources were completed. The selection of a trading location, the kind of product being sold, and the informant's availability for participation are factors that determine the informants. To gather perspectives on how local cultural values are changing in traditional market design, ten informants traditional market traders were selected as samples and interviewed using

structured interviewing methods and pre-prepared interview guidelines. Qualitative descriptive analysis is the method employed for analysis. After the data has been analyzed, subjective factors that impact the acceptance or rejection of modernization are revealed through interpretation. Interpretation steps include: (1) Deepening Perceptions and Experiences: Interpreting how the interviewee views and experiences design changes; (2) Identifying Influence Factors: Identifying factors underlying acceptance or resistance to change. Then, the results of the analysis are presented in descriptive form, which describes the transformation of local cultural values holistically and contextually.

## Results and discussion

Bali's traditional markets, which have long served as hubs for trade and social interaction, are an essential part of the island's culture. However, maintaining regional cultural values has become more difficult as a result of Bali's traditional markets modernized interior design and architecture. The identification and analysis of changes in local cultural values brought about by the modernization of Bali's traditional market buildings' exterior and interior architecture will be covered in this chapter. The topic will therefore be fragmented into three sections: modern building architecture and interior design, the recent change in local cultural values, and strategies or attempts to counteract this change in values.

### 1. Local cultural values in Balinese traditional markets

Balinese traditional markets are not just a place to trade but are also a reflection of the rich and varied local cultural values inherited from generation to generation. Balinese traditions, beliefs, and customs are deeply entwined with the merchandise that is bought and sold here. The community's character determines the social culture of the market (Effendi 2017). The way vendors and customers interact, as well as the architectural design of the buildings, all reflect the respectful and helpful nature of Balinese daily life. In Bali, traditional markets are also referred to as people's markets. One piece of local wisdom discovered in Bali's people's markets is that all market activities are predicated on Hinduism and

the Tri Hita Karana school of thought (Made and Putu 2021).

In traditional Balinese markets, values such as cooperation, togetherness, and trust in local wisdom are emphasized. For example, the cultural landscape of traditional market traders in Menanga Village is that traders still attach importance to the Tri Wara tradition and have maintained it from generation to generation (Christiawan and Lestari 2015). Apart from that, the local arts and crafts offered in the market are also an important symbol of Bali's rich cultural heritage. Through traditional markets, Bali's young generation can learn and strengthen their cultural identity, while tourists can experience the uniqueness and authenticity of Balinese culture that has been preserved for centuries. Traditional market bargaining activities between sellers and consumers can be used to attract tourists (Saskara, Wirawan, and Ardiassa 2022). Thus, Balinese traditional markets are not only places for transactions but also centers of social and cultural life that preserve and enrich local cultural heritage.

Local cultural values are strongly reflected in the architecture and interior of traditional Balinese market buildings. These market buildings are often designed with traditional Balinese architectural principles in mind, such as the use of natural materials, ornaments depicting Balinese beliefs and mythology, and layouts that follow functional and spiritual principles. Markets can function as a platform for the expression of national identity in the Bali region by expressing Balinese culture through the architecture of market buildings, ensuring the preservation and sustainability of Balinese culture locally (Chandra and Hantono 2021). The interior of the market, which has been designed to accommodate both traditional rituals performed in the market and buying and selling activities, is another way that it demonstrates the diversity of the local culture. In addition, the selection of materials and interior design frequently pays homage to traditional wisdom by utilizing hues and patterns that capture the essence of Balinese nature and everyday life. The three main potentials of traditional markets are diversity in terms of ethnicity and culture between buyers and sellers, local knowledge that emerges from traditional market actors who define it, and creativity in overcoming challenges posed by globalization, diversity, and changing times (Amelia 2020). Thus, the architecture and interior of Balinese traditional market buildings

are not only a form of visual beauty but also a strong symbol of the sustainability and richness of local culture that has been preserved to this day. Markets can be used to read the 'culture' of the local community (Moersid 1995).

Local values reflected in socio-cultural activities have a strong influence on the architecture and interior of Balinese traditional market buildings. Socio-cultural activities, such as traditional ceremonies, religious rituals, and local festivals, provide deep inspiration in the design and arrangement of market spaces. For example, market layouts are frequently adapted to local community social interaction patterns, such as the habit of interacting in a busy and open environment. Social relations in traditional markets uphold tolerance and cooperation, as well as good relations between buyers and traders, thus creating a mutually beneficial ecosystem (Andriani and Ali 2013).

From the results of interviews with traders at the Badung market, most of them said that the architecture of the market buildings reflects the symbols of Balinese beliefs and mythology, with ornaments depicting elements of nature and daily life. Several concepts from traditional Balinese architecture that can be applied to Balinese architecture include: (1) The concept of cosmos balance; (2) Rwabhineda concept; (3) Tribhuana-triangga concept; (4) The concept of harmony with the environment, such as Tri Hita Karana (Wijaya, Warnata, and Mustika 2022). Tri Hita Karana is a concept that teaches humans to maintain harmony and be able to adapt to their environment under any circumstances.

The opinion of traders at the Badung market about Balinese market architecture that stands out is the presence of a gate when entering a building. The gate is called kori Agung or angkul-angkul. Apart from that, there are many decorative variations in Balinese buildings. Examples of decorations that are usually applied to buildings in Bali are Karang Hasti decorations (carvings of elephant face), Karang Tapel (carvings of giant faces), and also natural decorations.

## 2. Representation of the modernization of architectural and interior design of traditional market buildings in Bali

In this discussion, we will explore how modernization can affect the characteristics of traditional markets which have long been a symbol of Balinese culture. Modernization Representation comes from the word

"Representation" which shows the way modernization is reflected in market design. This means how modern elements appear and are represented in the architecture and interior of that market. Representations of modernization can influence the way people and visitors see markets as cultural and economic spaces. Thus, this subchapter explains how modernization influences the design of traditional markets in Bali and how these changes are reflected in the face and visual representation of the market (figure 1).



**Figure 1.** One example of the transformation of building design in a traditional market in Bali

Modernization has brought significant changes in the architectural design of traditional markets in Bali. Buildings that once reflected traditional Balinese architecture rich in local cultural values are now predominantly replaced by more sterile modern structures. Currently, the architecture of traditional market buildings in Bali has seen changes in the appearance of the buildings. Structures that previously had characteristics of traditional Balinese architecture, such as thatched roofs, ponds, and traditional ornaments, are now being replaced by modern buildings with metal roofs and a more minimalist appearance. In the appearance of the building, you can see the shape of the market which stands majestically and is made of multi-story construction like a mall or modern market building (figure 2).



**Figure 2.** Example of a magnificent traditional market building

The interior design of traditional markets has also changed, which is decoration, and traditional elements such as wood carvings, statues, and local fine arts are increasingly rarely seen. This was replaced by a more minimalist and functional design and modernization occurred in the decoration and space arrangement in the market. In contrast, market interiors that follow modern trends may tend to be more sterile and less rich in local cultural elements. Apart from that, the arrangement of trading stalls which are separated by partitions looks neat but creates a distance between traders thereby minimizing the intensity of socialization ([figure 3](#)).



**Figure 3.** Example of a minimalist traditional market interior and a separate arrangement of trading stalls

Modernization in the architectural and interior design of traditional market buildings in Bali occurred as a result of several factors that influenced the development and change of traditional markets in the region. One of the main factors is the demand for better functionality. To meet increasingly complex market needs and increasingly modern customers, traditional markets must adapt their designs to become more efficient and practical.

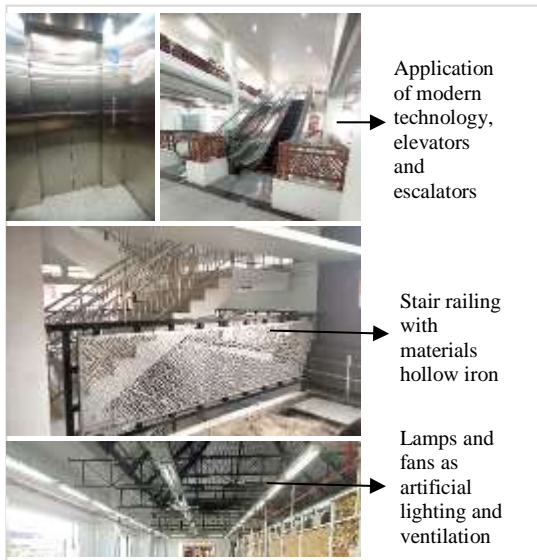
Economic growth in Bali, especially through the tourism sector, has created a demand for more modern and cleaner markets ([figure 4](#)). To attract tourists and a more discerning clientele, traditional markets have adopted more contemporary design elements.

In addition, the influence of globalization has created greater access to international trends in design and architecture. It includes the use of more modern materials and technologies that are frequently used in modern markets around the world.



**Figure 4.** An example of a lobby designed with a modern concept and clean atmosphere

Investment in market infrastructure development is another factor influencing design modernization. Developers and market owners see modernization as a way to increase its attractiveness and profitability. Another factor is that technological developments in construction and interior design have allowed the market to adopt more modern elements. Technology has opened up new opportunities in terms of lighting, cooling, and monitoring market hygiene (figure 5).



**Figure 5.** Traditional market interior designed with a modern concept

Changes in people's lifestyles also contribute to market modernization. An increasingly busy society may want a more convenient and efficient shopping experience, so market design must adapt to meet these needs. Efforts to improve the cleanliness and environment of markets, especially amidst hygiene and health issues, have

driven changes in interior design and market structure.

All these factors together with the drive to keep the market relevant in the current context are the cause of the modernization of architectural and interior design of buildings. While modernization can bring benefits in terms of efficiency and market attractiveness, it is important to note that these changes can also impact local cultural identity and traditional Balinese heritage. Therefore, it is important to strike the right balance between modernization and cultural preservation.

According to Ibrahim and Mahendra (2019), the architectural typology of traditional markets plays a role in forming the character of a place. In the opinion of traders in the market, the market is a forum or place for the largest social interaction on a city or village scale as a place for the process of transactions for goods or services. Space organization and decoration strategies can also be deployed to continue to create positive interactions, such as circulation patterns that are more open and interconnected.

### 3. Marginalized culture: Challenges and impact of shifting values on the modernization of traditional market buildings in Bali

The direct impact of this modernization is the loss of most local cultural values. The cultural transformation that occurred shows that traders are actually active actors, always provide meaning, and have logical choices in acting and interpreting actual culture (Supangkat, Alfian, and Iskandar 2021). This shift in values has affected elements that were previously considered expressions of local wisdom or typical of Balinese culture. Some markets are experiencing a loss of their strong local cultural impression and are increasingly resembling modern markets.

The influence of globalization on shifting cultural values, namely the use of more common materials, design concepts that are often found in modern markets around the world, and the influence of international design trends have caused traditional markets in Bali to be increasingly influenced by external elements. This can blur the boundaries between traditional markets and modern markets (malls/supermarkets) in Bali.

This shift in values also has an impact on local cultural identities that have existed for centuries in traditional markets. Amelia (2020) stated that traditional markets have a role as pillars of

cultural civilization, local wisdom, and creativity for all elements of society. Traditional markets are a representation of the people's economy as a place where small and medium traders depend and a meeting place for producers such as farmers, breeders, craftsmen, and suppliers. The market is a space of miniature culture as a space for diversity and then lined up side by side through small stalls in traditional markets. Each trader has his unique way of trading and offering his wares, but harmonization with the principle of tolerance has become the culture of traders. Traders have a way of enticing buyers to offer merchandise, as well as buyers by greeting sellers to get a better price Brata (2016). This interaction is part of the local cultural form, as a form of appreciation and also the desire to be part of this cultural heterogeneity. Local wisdom in the form of tolerance, and solidarity where traders help other traders is also seen in the identity of traditional markets.

The identity of traditional markets, which used to be a reflection of Balinese culture, is now increasingly difficult to recognize. This also impacts the way the public and visitors view the market as a cultural and economic space.

The shift in values associated with the modernization of architectural and interior design has led to the loss of Balinese cultural elements that previously characterized these markets. Loss of traditional cultural values in traditional markets can lead to a reduction in cultural heritage and local identity. It can also reduce the attractiveness of the market for tourists who are looking for experiences in market buildings that are rich in cultural values. A decrease in buyer interest can result in a decrease in income for traders in traditional markets, who depend on their sales.

Shifting values in building design can reduce the attractiveness of traditional markets for tourists and especially residents, which can harm market revenues and sustainability. This is because traditional market consumers are generally dominant from local communities from the lower middle class. Modernization of buildings in traditional markets shapes the public's perception that the products sold have high selling value. Apart from that, the traditional design of the market is part of Bali's cultural heritage. Design changes can threaten the sustainability and integrity of this culture. Below are several explanations regarding the relationship between the modernization of

traditional market-building designs in Bali and the shift in local cultural values that has occurred.

- a. The relationship between magnificent building design and increased interaction between sellers dan buyers (bargaining culture)

The design of magnificent buildings in traditional markets in Bali can have an impact on interactions between sellers and buyers. A market is a place where sellers and buyers meet, goods and services are available for sale and there will be a transfer of property rights (Swastha 1996). Meeting sellers and buyers allows for social interaction. In buying and selling transaction activities, each individual, both seller and buyer, will convey social relationships that are influenced by the socio-cultural context that develops in community life.

Modern and clean buildings such as stall dividers between sellers that are too high, formal arrangement of goods, or a circulation scale that is too large can create an atmosphere that is too formal and far from the traditional market atmosphere (figure 6). Based on interviews conducted by several traders at the Badung market, they said:

According to Mrs. Nengah "At Badung Market, the shape of the market building is very minimalist and modern and I feel comfortable because of the wide circulation paths, the parking area is regular and organized" In line with Mr. Ketut's opinion as a Badung Market Fish Trader who is now at Badung Market with good and orderly building form from rubbish, waste disposal, and regular cleaning. Likewise, Mr. Adi, a grocery trader, "In my opinion, in this market, in terms of the design of the building, the light that comes in is very good, so this building doesn't use too many lights, this building maximizes sunlight so that it can minimize the use of lights." Likewise, with Abdul, as a meat and chicken trader, "I think the building model adopts elements of Balinese culture, it is clean, the disposal is organized which makes me comfortable and because of the presence of cleaning staff."

The same as Mr. Murdana, who trades both dry and "In my opinion, there have been a lot of changes to Badung Market, such as the structure of the building design but not forgetting Balinese culture, as well as circulation conditions for pedestrians and the disabled and there is also routine maintenance so that Badung Market is maintained."



**Figure 6.** Image of a traditional market building that resembles the design of a magnificent modern mall/market building

Shopping activities in traditional markets lead to negotiations between traders and buyers in determining price agreements when there is a process of bargaining for goods (Subhani et al. 2021). This bargaining activity is an ongoing interaction that forms a culture in traditional markets. There is a public perception that in traditional markets it is permissible to bargain, whereas in modern markets the price of goods is fixed so it is not possible to carry out such bargaining activities.

The mismatch between the modern market building design and the interaction of sellers and buyers such as a simple bargaining culture can prevent visitors from truly experiencing the authenticity of the traditional market shopping experience in Bali. Therefore, a good balance is needed between attractive building design and maintaining elements of a strong bargaining culture to continue to promote and preserve the unique culture of Bali's traditional markets.

b. The relationship between multi-storey building construction design and consumer behavior culture

According to Pamardhi (1997) in Aliyah (2017), the function of traditional markets, apart from being distribution, product organization, value determination, and price formation, is also a meeting center, information exchange center, folk art activity, and even offers tourist packages. Thus, traditional markets are a means of gluing social relations in society. The formation of traditional markets, both spatial and building layout, is closely related to the culture that develops in the communities that form them. As in Bali, traditional markets are part of the Catus

Patha layout concept. Catus Patha is the concept of a meeting of four roads (crossroads) which then becomes the center of the village around which there is a castle/palace as the residence of the king/government, a market/transaction place, a wantilan or cultural/entertainment center, and a public open space as a recreation park (Aryawan, Kohdrata, and Bawono 2019). It is also supported by a statement from Werner 1987 where traditional markets are placed in open spaces, close to settlements, with permanent and non-permanent traders, resulting in the emergence of many non-permanent kiosks or traders who only display their wares without a kiosk. Traditional markets are generally only on one floor, close to the road, and have easy access to all traders.

The modernization of traditional markets then gave rise to market designs that had multi-storey building construction which was significantly different from the identity of traditional markets that had been attached to society. The construction design of multi-storey buildings (figure 7) in traditional markets in Bali can influence the culture of consumer behavior and interest in shopping on the top floor for the reason that it is less efficient in terms of energy and requires enough time to climb the stairs to the top floor, therefore the design of the Badung market is designed with modern but does not eliminate elements of Balinese culture by adding life and escalators to pamper and make it easier for consumers to shop. Multi-storey buildings that are efficient in terms of accessibility, such as having lifts and escalators, can motivate consumers to explore the upper floors.





**Figure 7.** An overview of a multi-storey traditional market building is presented with the appearance of the building and signage indicating the type of space for each floor

This can increase the potential for visitors to explore the entire market and limit exposure to the variety of products that may be located on the upper floors. Therefore, the construction design of multi-storey buildings must consider comfort and ease of access for consumers to stimulate interest in shopping on all floors, thereby creating a more enjoyable shopping experience and supporting Bali's rich bargaining culture.

c. The relationship between spatial planning and availability of interior facilities with trader behavior culture (territorial system)

According to Djumantri (2010), in the traditional market space, there are kiosks, stalls, stalls, tents, outlets, and stalls. In its development, the function of traditional market space has been supplemented with modern functions such as parking lots, management rooms, and other spaces. Apart from that, because traditional markets are related to local culture, there will be spaces that accommodate activities related to local beliefs, such as the Melanting Temple in a traditional market in Bali.

In Balinese traditional markets that are experiencing building modernization, the role of spatial planning and the availability of modern interior facilities becomes very significant, especially in the context of the cultural behavior of traders, especially those from the lower middle class who experience difficulties in adapting. This transformation reflects the challenges and opportunities for traders from lower economic backgrounds to integrate with more modern market design changes. Based on field observations and interviews, lower-middle-class traders accustomed to the traditional layout find the new spatial layout (figure 8) uncomfortable and difficult to navigate. Due to the new spatial

arrangement, merchant kiosks have been moved or rearranged for particular objectives, non-permanent stalls have been removed, and previously located shops have had their locations altered. In general, some traders find it challenging to adjust to modifications in the market structure, particularly when those changes result in higher expenses or major alterations to the locations of their stalls. These shifts may manifest as adjustments to territory, modifications to how retailers deal with consistent customers, or adjustments to the social and economic landscape. For traders who rely on old layouts as part of their identity and trading strategy.



**Figure 8.** Description of the interior conditions of traditional market buildings undergoing modernization

The availability of modern interior facilities is also a critical point, especially for traders who may have difficulty updating their equipment. Although modern facilities can improve efficiency and service quality, lower-middle-class traders may face financial obstacles in adapting. Therefore, efforts or support programs need to be provided to traders to help them adapt to more modern interior facilities, as well as the potential impact on the sustainability of their livelihoods.

d. The relationship between high display table design and the culture of respecting buyers

According to [Anggraeni and Irviani \(2017\)](#) research, the Indonesian National Standard for People's Markets is 60 cm, while markets typically have a kiosk height of 80 cm with a table height of 60 cm. Tall displays on table designs could be a sign of a shift in market design priorities away from the local values of personalized and comfortable service. Tall display tables have the potential to create both physical and visual barriers between retailers and customers, reducing the personal communication that characterizes cultures that value their customers. This custom places a strong emphasis on the close relationships and private shopping exchanges between vendors and consumers. The sense of community and familiarity that has long drawn people to traditional markets may be lost in designs that forbid direct interaction ([figure 9](#)).



**Figure 9.** Design illustration of a display table that is too high

Apart from that, a high display table can also create a sense of hierarchy which may not be in line with the concept of glorifying the buyer as king. Designs that raise display tables to a certain height may create the impression that the merchant is prioritizing the presentation of merchandise rather than serving buyers well. This can damage the traditional concept where service and togetherness have high values. Therefore, this design change influences traders' behavior and buyers' perceptions of traditional markets.

e. The relationship between the appearance of the building and the condition of the space with the transaction atmosphere that is formed

Based on research conducted by [Setiadi and Junaedi \(2018\)](#), the results of observations and evaluations, it can be seen that user behavior due to market revitalization tends to be ignored because of its appearance, which lacks the originality that attracts attention and fails to convey its identity as a people's market. An unappealing display of items encourages vandalism and sloppy advertising. Facade processing that offers general market perception, perception of surrounding buildings, and sight guidance (numbers and figures) may be beneficial for buildings with dynamic environments of social contact and economic activity to prevent giving away the building's appearance. The environmental perception design is subsequently employed to process the shape design and appearance elements as architectural elements. This can lead to the creation of a marketable product that has personality and appeals to consumers. The focus of attention is on how the architecture and contemporary areas in traditional markets have changed. This change may result in the loss of the distinct transactional environment associated with traditional markets. Modern architectural and interior design which is synonymous with a clean, structured, and minimalist aesthetic appearance has resulted in the disappearance of typical traditional market elements that exude daily life and activities. The overly modern appearance of the building creates a sterile impression that is not in line with the busy and colorful atmosphere that is usually found in traditional markets in Bali ([figure 10](#)).





**Figure 10.** A comparative description of the transaction atmosphere in traditional markets due to building modernization

Modern spatial conditions can also eliminate the nuance of togetherness and social interaction that is characteristic of traditional markets. Modern facilities such as air conditioning or artificial lighting that is too strong also create an atmosphere that is less warm and intimate. Therefore, traders and buyers feel like they are losing the social connectivity that is usually enjoyed in a traditional environment. Changes in the appearance of buildings and spatial conditions affect the way transactions and interactions occur in traditional markets. This provides an overview of how to preserve local cultural elements in modern design to maintain an authentic transaction atmosphere, shopping experience, and traditional market transaction culture in Bali.

#### 4. Heritage preservation: Efforts to overcome shift in local cultural values in the modernization of traditional market buildings in Bali

The shift in local cultural values in the modernization of architectural and interior design of traditional market buildings in Bali is an important issue. Awareness of the importance of maintaining local culture in traditional market design is increasing. Educational programs and cultural campaigns have helped increase public understanding of local cultural values.

Achieving a balance between modernization and cultural preservation requires a comprehensive approach to the architecture and interior design of traditional markets. Design must preserve cultural elements while taking into account the requirements of the surrounding communities and market functions. A focus on the necessity of striking a balance between modernization and cultural preservation through community-driven design, overcoming the shifts in regional cultural values brought about by Bali's

modernization of its traditional market structures through a variety of all-encompassing initiatives. One of them is the preservation of culture via market building designs that honor customary features like architecture, décor, and arrangement that acknowledge Bali's singularity. The restoration and maintenance of historic buildings is also an important step in preserving cultural heritage.

Sustainable change efforts and a focus on preserving local cultural values must be pursued to ensure that traditional markets in Bali remain a valuable heritage that reflects the identity and richness of Balinese culture. In this effort, the role of local communities, governments, and developers is very important to achieve a balance between modernization and cultural preservation. The efforts made by these related parties are to formulate solutions that can combine modernization with local cultural values. One example could be designing a market building design that reflects traditional Balinese elements such as architecture, fine arts, and religious rites so that it still maintains local identity.

Furthermore, a sustainable and inclusive approach to market management, involving local communities in decision-making and running market activities, can help maintain and respect local cultural values. Building design modifications that align with the interests and cultural values of the surrounding community can be achieved by taking into consideration aspirations and viewpoints when making decisions about market development. Education initiatives that foster comprehension and recognition of the significance of regional cultural and historical heritage may encourage respect for traditional design. This can be directed at the general public, tradespeople, and architects.

Preserving local cultural heritage in overcoming changes in values that arise due to the modernization of traditional market buildings in Bali is a very relevant challenge. Traditional markets' appearance and functionality can undergo dramatic changes as a result of modernization, which frequently affects regional cultural values. However, maintaining a balance between innovation and tradition depends on the preservation efforts of cultural heritage. Reinterpreting traditional designs is another action that can be completed. By preserving classic architectural features that honor regional culture, market building designs can be modernized. This can involve using architectural

elements like thatched roofs, conventional ornamentation, and traditional floor plans that are reminiscent of traditional Balinese constructions. Reviving cultural values in a way that is both modern and appealing to tourists can be achieved through incorporating local fine arts and creativity into market design. This can involve the participation of parties in the world of education such as lecturers and students in the fields of architecture and interiors. With efforts like these, modernizing the design of traditional market buildings can create a healthy balance between rich local cultural values and the needs of modern development.

## Conclusions

The modernization of interior and architectural design has resulted in a transformation of local cultural values in Bali's traditional markets, which represents a significant shift in the paradigm for architectural and design development. Traditional markets' design, organization, and aesthetics have undergone substantial changes as a result of this modernization, which has an impact on how people use and perceive public space. Bali's traditional markets serve as both a venue for the expression of cultural identity in a contemporary setting and as centers for trade due to advancements in technology and sophisticated consumer demands.

This research resulted in findings that there are several links between the modernization of traditional market building designs in Bali and shifts in local cultural values. One of these connections is the decline in the culture of bargaining due to the magnificent building designs in traditional markets in Bali and the consumer behavior culture of shopping on upper floors is reduced due to markets being designed with multi-storey construction. In addition, there is a connection between lower-class traders and their inability to adjust to the evolving nature of contemporary market designs. High-display table designs have the effect of reducing social interaction between vendors and buyers in terms of interiors, preventing it from falling under the cultural reflection that exalts vendors as kings. The discordant atmosphere typically present in Bali's traditional markets is reflected in the modern building design.

The solution to overcoming these challenges is that the government and related parties can work together to support projects to revitalize traditional markets, update infrastructure, maintain distinctive traditional design elements, and promote markets as unique tourist destinations. This can help maintain the sustainability and value of traditional markets amidst changes in an increasingly modern market environment.

Therefore, modernizing traditional markets in Bali can be a means of maintaining rich cultural heritage, while still meeting the economic and development needs of local communities. By involving local communities, respecting cultural values, and designing wisely, these markets can be positive examples of how to maintain cultural heritage while still leveraging positive innovation. Shifting values can encourage the development of innovation in traditional market-building design. Traders and market owners can look for ways to modernize facilities while maintaining important traditional elements.

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#### Author(s) contribution

**Ni Made Emmi Nutrisia Dewi** contributed to the research concepts preparation, methodologies, investigations, data analysis, visualization, articles drafting and revisions.

**I Kadek Pranajaya** contribute to the research concepts preparation and literature reviews, data analysis, of article drafts preparation and validation.

**Ni Kadek Yuni Utami** contribute to methodology, supervision, and validation.

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