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Development of Rancahiyang Traditional Market as a Digital-Based Cultural and Creative Economy Tourism Destination in Pasirtanjung Village

Nurlaela Shofwan¹, Arif Fatuhir Rahman², Sopi Pitriani³, Muhammad Syadad Al Payyadh⁴, Deni Ramdani⁵, Bayu Permana Haryono⁶, Tia Sulistiani⁷, Eka Wahyuningsih⁸, Alya Lutfia Efendi⁹, Tutut Mutiara Putri¹⁰, Aan Yuliyanto^{11*}

¹ Bimbingan dan Konseling Pendidikan Islam, Universitas Pelita Bangsa

^{2,3,5,6,7,8,9,10} Manajemen, Universitas Pelita Bangsa

⁴ Bisnis Digital, Universitas Pelita Bangsa

¹¹ Pendidikan Guru Sekolah Dasar, Universitas Pelita Bangsa

E-mail: aanyuliyanto@pelitabangsa.ac.id

ABSTRACT

The Rancahiyang Traditional Market in Pasirtanjung Village is a digital-based cultural and creative economy tourism destination. This service activity is carried out using the Community Based Tourism (CBT) approach. This activity was carried out in a qualitative-participatory descriptive manner and involved KKN students, the community, MSME actors, and market managers from July to August 2026. The procurement of ten garbage cans, the installation of Sundanese cultural literacy boards, the digitization of six MSMEs through QRIS and business banners, the application of aquaponics with catfish, kale, and pakcoy, and the Grand Opening as market branding activities are some of the programs implemented. For 16 respondents, evaluations were carried out through observations, interviews, documentation, and Google forms. The results of the evaluation showed that the response was very positive, with an average overall score of 4.84 on a scale of 5. Most of the participants (81.25%) stated that they were very satisfied, and 18.75% stated that they were satisfied. Literacy boards strengthen Sundanese cultural identity, garbage can procurement programs support market cleanliness and comfort, digitalization helps MSMEs adapt to digital transactions, and aquaponics become educational innovations as well as additional attractions. Overall, this action encourages the development of Rancahiyang Market into a community-based place for economic, social, cultural, educational, and tourism. Facility maintenance, supervision of the use of QRIS, aquaponics management, and increased promotion and cultural activities are necessary for the sustainability of the program.

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1. INTRODUCTION

The traditional market is one of the important spaces in people's lives because it not only functions as a place for buying and selling activities, but also as a space for social interaction and part of the cultural life of the community. The existence of traditional markets cannot be separated from people's lives, because in this market various food and clothing needs are sold (Saskara et al., 2022). Traditional markets also have great potential to become tourist destinations, their development is often hampered by various challenges (Sulistiyo et al., 2025). However, in the midst of the progress of the times and the current of globalization, the traditional market still maintains its existence as a vital local economic center (Firda Febrianti et al., 2024). This is in line with research conducted by Sari & Wijaya (2023) One example of a form of effort to conserve socio-cultural values is by organizing traditional markets to be revived through the process of modification into events, festivals or tourism.

This condition shows that traditional markets not only have an economic function, but also have social and cultural values that can be an attraction for the public and visitors. In traditional markets, visitors are not only buyers, but can also be sellers. In fact, every individual has the opportunity to sell his merchandise in these traditional markets (Ajeng Novianti et al., 2024). Therefore, the development of traditional markets can be directed not only to increase trade activities, but also to strengthen local identity and create community-based tourist attractions Nengsih et al. (2021). He said that the function of traditional markets is to be a meeting center, information exchange center, folk art activities, and even a tour package offered. However, there are several problems that are often faced, namely the limitations of supporting facilities, such as accessibility, cleanliness, and other supporting facilities, which can reduce the comfort of visitors. This shows that the aspect of cleanliness and the availability of facilities is a part that needs to be considered in an effort to improve the quality of the market as an economic space as well as a tourist space. Thus, the provision of cleaning facilities can be one of the first steps to create a more orderly, comfortable, and supportive market environment.

In addition to environmental aspects, local cultural identity is also an important element in the development of traditional markets as tourist attractions. Through the development of creative cultural tourism, local traditions and cultural heritage can be preserved in a sustainable manner because the community as cultural owners is directly involved in the process of developing and promoting tourist destinations (Zulhuda et al., 2025). Based on the diversity of cultural products and the local atmosphere, it is an attraction of traditional markets as a tourist destination. This shows that the cultural character of the community can be displayed in the market environment through various information media and activities that introduce local culture. In the context of Pasirtanjung Village, which is located in the Sundanese cultural environment, the introduction of Sundanese culture through literacy boards can be one of the simple efforts to strengthen local identity while providing educational value for the community and market visitors.

On the economic side, the development of digital technology has provided opportunities as well as challenges for traditional markets and Micro, Small, and Medium Enterprises (MSMEs). explained that the digitalization of traditional markets in Indonesia can open up opportunities for MSMEs to adapt to the development of the digital economy, but the process still faces challenges in the form of limited digital literacy, motivation, and sustainability of mentoring. The findings show that it is not enough to digitalize traditional markets only by providing technology, but also needs to be accompanied by assistance so that business actors are able to use this technology in their economic activities Suyatna et al., (2026). One form of

digitalization that can be applied to MSMEs is the use of *the Quick Response Code Indonesian Standard* (QRIS) as a means of payment. The implementation of digital payments can be the first step for MSME actors to follow changes in people's transaction patterns. In the context of traditional markets, the application of digital payment technology can also support the process of adaptation of MSMEs to the development of the digital economy. There MSME actors are required to use technology to reach a wider market and increase the competitiveness of their business (Ulum & Syafii, 2025). This is in line with findings that show that digital transformation in traditional markets requires capacity building and continuous support to be implemented effectively. The digitalization of MSMEs also needs to be followed by strengthening business identities so that the existence of business people is easier to recognize by consumers. The use of visual media such as banners can function as a means of information about business and product identities. Putra et al. (2025) In his research, it is emphasized that maintaining a consistent and well-designed visual identity is very important in building brand trust and fostering a positive attitude of consumers. In the context of Pasar Rancahiyang, the creation of banners for MSMEs is a simple form to strengthen business identity that can support the existence of business people in the market environment. The combination of QRIS as a means of digital transactions and banners as a visual identity is a relatively simple form of intervention, but in accordance with the basic needs of MSMEs in dealing with the development of digital-based economic activities Suyatna et al., (2026).

The development of market potential can also be done through the use of aquaculture technology that integrates the fisheries and agricultural sectors. One of the technologies that can be applied is aquaponics, which is a system that integrates fish and plant cultivation in one system. The application of aquaponics can be an alternative to diversify the business for catfish farmers because fish farming waste can be used as a source of nutrition for plants. The aquaponics system is the most profitable system for plants and fish (Dawolo et al., 2026). In the empowerment activities they carry out, the introduction of aquaponics technology is carried out through need identification, socialization, training, and operational assistance. This shows that aquaponics can not only be seen as a cultivation technology, but can also be a means of empowerment and resource utilization in a more integrated manner Yuliana et al., (2024). The selection of catfish, kale, and pakcoy in aquaponics activities at the Rancahiyang Market also has relevance to previous research. There is a study that examines the use of kale and pakcoy plants in an aquaponic system integrated with Sangkuriang catfish. It shows that both plants can be used in aquaponic systems and play a role in phytoremediation processes in aquaculture systems. Thus, the use of catfish, kale, and pakcoy in service activities at Rancahiyang Market has an empirical basis from previous research and can be an example of the application of integrated cultivation technology on a community scale (Alfatihah et al., 2024). The application of aquaponics in community service activities also has relevance to efforts to utilize local potential and develop productive activities. In the catfish farming group, it can be an alternative to diversify business while helping to reduce the potential for pollution from fish farming waste. By integrating fish and plants, aquaponics systems allow for a more integrated use of resources. Therefore, the application of aquaponics at Rancahiyang Market can be part of the development of environmental potential as well as an educational medium for the community about simple and productive cultivation technology (Yuliana et al., 2024).

Based on the results of observations in the implementation of KKN activities, Rancahiyang Market in Pasirtanjung Village has potential that can be developed through strengthening environmental, cultural, economic, and innovation aspects. However, this potential still requires the support of facilities and activities that can strengthen the function of the market

as an economic space as well as a social and cultural space for the community. This condition is the basis for KKN students of Universitas Pelita Bangsa Pasirtanjung Village to carry out the Rancahiyang Market development program with an approach that combines several of these aspects. The programs implemented include the procurement of 10 garbage cans, the creation of literacy boards with the theme of Sundanese culture, the digitization of 6 MSMEs through the creation of QRIS and business banners, and the implementation of an aquaponics system that integrates catfish with kale and pakcoy plants. The four programs have different goals but support each other. The procurement of garbage cans is directed to strengthen aspects of environmental cleanliness, literacy boards to strengthen cultural identity and education, digitalization of MSMEs to support technology-based economic activities, while aquaponics is directed to the utilization of local potential and the introduction of aquaculture innovations. The activity also received a positive response from the community based on observations during the implementation of the program. Community involvement in receiving and utilizing the results of activities is an important factor in the sustainability of the program. Although this activity has not used survey instruments to measure the level of community satisfaction quantitatively, the positive response seen during the activity is an indication that the program provided is in accordance with the needs and conditions of the local community.

By integrating environmental, cultural, economic, digitalization, and innovation aspects, this service activity is expected to be the first step in developing Rancahiyang Market as a digital-based cultural and creative economy tourism destination in Pasirtanjung Village. Because the use of information technology in the digital era is the key to encouraging economic growth, including in the Village area (Reizza & Ariyah, 2025). The development is not interpreted as a change in the market into an instant tourist destination, but as a gradual process to strengthen the market character through improving environmental quality, introducing local culture, strengthening MSMEs, utilizing digital technology, and developing local potential. Thus, this KKN program is expected to make a real contribution to the community as well as be the first step in building Rancahiyang Market as an economic, social, cultural, educational, and innovation space that has the potential to be further developed.

2. METHOD

Community service activities in Pasirtanjung Village, Central Cikarang, Bekasi Regency, focus on the development of the Rancahiyang Traditional Market as a digital-based cultural and creative economy tourism destination. The implementation of community service uses *the Community Based Tourism* (CBT) approach with a qualitative-participatory descriptive method. According to Arifin, this approach places local communities as an important part of the development process of tourist destinations, both through involvement in planning, implementation, and management of activities (in Atmojo et al., 2024). The *Community Based Tourism* (CBT) approach was chosen because the development of Rancahiyang Market is not only oriented towards improving the physical condition of the market, but also on community empowerment, developing local potential, increasing creative economy activities, strengthening cultural identity, digitizing MSMEs, and creating a market environment that supports the development of cultural tourism destinations. In its application, the concept of community-based tourism must also take into account aspects of environmental, social, and cultural sustainability as a tool to realize sustainable tourism development (Fifiyanti et al., 2023). The tourist destination referred to in this service activity is the Rancahiyang Traditional Market in Pasirtanjung Village, Central Cikarang District, Bekasi Regency, which was developed as one of the economic and social spaces of the community and is directed to support the sustainable improvement of the community's economic potential. Community

service activities are carried out in stages from July to August 2026, with the main implementation of the program on August 9, 2026. The activity involved KKN students of Universitas Pelita Bangsa Pasirtanjung Village as the implementer of the program by involving the community and related parties in the Rancahiyang Market environment. The stages of implementing community service activities are as follows. In the first stage, the needs for the development of the Rancahiyang market are identified and observed through observation of environmental conditions, market activities, MSME actors, supporting facilities, and local potential. In addition, this effort is carried out through coordination and discussions with the village government, market managers, MSME actors, and the community. The identification results are used as the basis for compiling the program in the second stage. Trash can procurement, digitization of small and medium enterprises (MSMEs), aquaponics, literacy boards, and Grand Opening are all programs planned to be used as marketing strategies and market introduction. By involving the community and market managers, planning is carried out in a participatory manner. In the third stage, the community must be empowered and involved in every program. Among these activities are the provision of information and hygiene facilities, digitization of MSMEs, the introduction of aquaponics, and Grand Opening using Sundanese culture as a market identity. In the last stage, a descriptive evaluation was carried out to evaluate the implementation of the program, community involvement, the response of MSME managers and actors, and the utilization of the results of the activity. Data was obtained through observation, interviews, discussions, documentation, and direct engagement. Qualitative analysis is then carried out on this information.

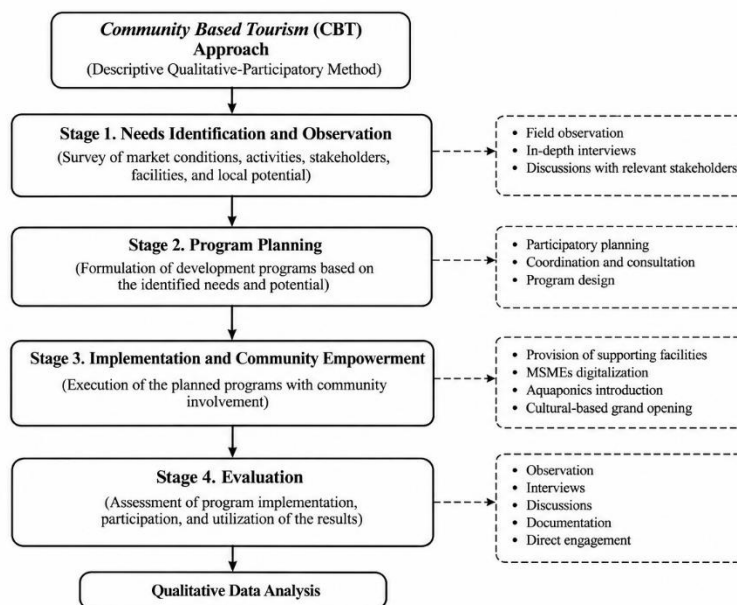


Figure 1. Research Method and Implementation Stages

Source: Researcher, 2026

Program Achievement Indicators

To facilitate evaluation, the program's achievement is seen based on the following indicators:

Table 1. Indicators of the Achievement of the KKN Program in Rancahiyang Market

No.	Programs	Achievement Indicators
1	Procurement of Garbage Cans	There are 10 trash cans available in the Rancahiyang Market environment.
2	Literacy Board	The installation of literacy boards with Sundanese cultural materials.
3	Digitization of MSMEs	6 MSMEs obtained QRIS and business banners.

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No.	Programs	Achievement Indicators
4	Akuaponik	The availability of an aquaponic system that integrates catfish, kale, and pakcoy.
5	Grand Opening	The implementation of the introduction and branding of Rancahiyang Market activities by raising local cultural elements.
6	Community Participation	There is a positive community involvement and response to the implementation of the program.

Source: Processed by the authors, 2026

3. RESULTS AND DISCUSSION

3.1. Implementation of the Rancahiyang Market Development Program

Community service activities were carried out at the Rancahiyang Traditional Market, Pasirtanjung Village, Central Cikarang District, Bekasi Regency, with a Community Based Tourism (CBT) approach. Market development is directed not only at the physical aspect, but also at strengthening cultural potential, empowering MSMEs, utilizing digital technology, environmental cleanliness, and developing innovations that can support market attractiveness. The programs carried out included the procurement of 10 garbage cans, the creation of Sundanese cultural literacy boards, the digitization of 6 MSMEs through QRIS and business banners, the application of aquaponics with catfish, kale, and pakcoy, as well as the Grand Opening/branding activities of the Rancahiyang Market.



Figure 2. Meeting on Preparations for the Development of Rancahiyang Market
Source: PDD Team, KKN UPB 2026

The implementation of the activity received a positive response from the community, MSME actors, and market administrators. This can be seen from the results of the evaluation through Google Form which was attended by 16 respondents, consisting of 11 communities/residents, 3 MSME actors, and 2 administrators/managers of the Rancahiyang Market.

Table 2. Respondent Characteristics

No.	Status Responden	Quantity	Percentage
1	Community/Citizens	11	68,75%
2	MSME Actors	3	18,75%
3	Market Manager/Manager	2	12,50%
Total		16	100%

Source: Authors' field data, 2026

The composition of the respondents shows that the evaluation does not only come from the management, but also includes the community and MSME actors who are directly related to the activities of the Rancahiyang Market. This is important in the CBT approach because

the community is one of the parties that plays a role in the sustainability of destination development. Research on CBT also places community participation, environmental sustainability, local culture, and economic improvement as important elements in community-based tourism development.



Figure 3. The Grand Opening of the Rancahiyang Market
Source: PDD Team, KKN UPB 2026

3.2. Improved Cleanliness and Comfort of the Market Environment

Community service activities were carried out at the Rancahiyang Traditional Market, Pasirtanjung Village, Central Cikarang District, Bekasi Regency, with a Community Based Tourism (CBT) approach. Market development is directed not only at the physical aspect, but also at strengthening cultural potential, empowering MSMEs, utilizing digital technology, environmental cleanliness, and developing innovations that can support market attractiveness. The programs carried out included the procurement of 10 garbage cans, the creation of Sundanese cultural literacy boards, the digitization of 6 MSMEs through QRIS and business banners, the application of aquaponics with catfish, kale, and pakcoy, as well as the Grand Opening/branding activities of the Rancahiyang Market. One of the problems identified in the early stages is the need to improve the cleanliness and environmental facilities of Rancahiyang Market. Therefore, the service activity provides 10 trash cans placed in the market environment. The results of the evaluation showed that the two hygiene-related indicators obtained an average of 4.69 on a scale of 5. This value shows that respondents tend to strongly agree that the procurement of garbage cans helps improve cleanliness and makes the market environment more organized and comfortable. The findings were also strengthened by the results of interviews with market managers. Based on the results of the interview, the market conditions before the program still need to be improved in terms of cleanliness and facilities. The management assessed that the procurement of garbage cans was very helpful in maintaining the cleanliness of the market. The community's response to the open-ended question also showed that the benefits of cleanliness were one of the most felt. Some respondents mentioned that the market environment has become cleaner, waste is more regular, and the community has become more aware of the location of waste disposal. These results show that a simple program in the form of providing cleaning facilities can provide changes that are immediately felt by market users. In the context of destination development, cleanliness is an important part of the comfort of visitors so that the provision of basic facilities can be the first step to support the attractiveness of Rancahiyang Market.



Figure 4. The Process of Making Traditional Trash Bins
Source: PDD Team, KKN UPB 2026

3.3. Literacy Board as a Strengthening of Cultural Identity

The literacy board program is directed to strengthen the cultural identity of Rancahiyang Market through the delivery of information about Sundanese culture. The existence of literacy boards is a form of integration between market activities and local cultural potential. Based on the results of Google Form, indicators regarding the benefits of literacy boards obtained an average of 4.75, while indicators regarding the role of literacy boards in strengthening cultural identity obtained an average of 4.88. These results show a very positive response to the existence of literacy boards. The results of interviews with market administrators also show that the literacy board is seen as being able to introduce Sundanese culture to visitors as well as strengthen the identity of Rancahiyang Market. This shows that the development of the market as a tourist destination does not have to eliminate its traditional character. Instead, local characters can be made part of the attraction. In the concept of CBT, local culture is one of the elements that needs to be maintained and developed as part of the destination identity. Thus, the literacy board not only functions as an information medium, but is also part of the strategy to strengthen the cultural identity of Rancahiyang Market.



Figure 5. Literacy Board at Rancahiyang Market
Source: PDD Team, KKN UPB 2026

3.4. Digitization of Micro, Small, and Medium Enterprises through QRIS and Business Banners

Digitalization is one of the main programs because Micro, Small, and Medium Enterprises actors are an important part of the economic activities of the Rancahiyang Market. The digitalization program is carried out to 6 Micro, Small, and Medium Enterprises through the provision of QRIS and the creation of business banners. The results of the evaluation showed that the digitalization aspect received a very positive response. The indicator on QRIS obtained an average of 4.75, the creation of banners obtained an average of 4.81, while the

indicator of increasing knowledge about digital technology obtained an average of 4.88. These results show that digitalization is not only seen as providing facilities, but also provides new knowledge for business actors regarding the use of technology in economic activities. The findings were strengthened by the results of interviews with Micro, Small, and Medium Enterprises actors. Based on the results of the interview, before the activity took place, business activities were still running conventionally and had not made much use of digital technology. After obtaining QRIS, Micro, Small, and Medium Enterprises actors consider payments to be easier and more practical. Meanwhile, banners are considered to help consumers recognize businesses and obtain information about the products offered. The findings are in line with traditional market service activities in North Jakarta which show that QRIS assistance can help Micro, Small, and Medium Enterprises adopt digital payments. Business actors in the activity reported benefits in the form of faster transactions, neater recording, and increased confidence in using digital payments. Thus, the digitization of Micro, Small, and Medium Enterprises in the Rancahiyang Market is a form of adaptation of the traditional market to the development of the digital economy. The existence of QRIS can also provide a more practical transaction alternative for consumers.



Figure 6. Socialization of Digitalization of Micro, Small, and Medium Enterprises
Source: PDD Team, KKN UPB 2026

3.5. Implementation of Aquaponics as Innovation and Educational Attraction

The environmental innovation program carried out in this activity is the application of aquaponics, not hydroponics. The system used integrates catfish with kale and pakcoy plants. Aquaponics is placed as one of the innovations that can enrich the activities of the Rancahiyang Market. In addition to having a function as a cultivation medium, the system can also be a means of education for the community about the integrated use of resources. The results of the evaluation showed that both indicators regarding aquaponics obtained an average of 4.88 out of a scale of 5. This value shows that respondents give a very positive assessment of the educational benefits and potential of aquaponics development as an innovation in the market environment. The results of the interviews also show that aquaponics is seen as an additional attraction for the Rancahiyang Market because it provides a new educational element. The market management assesses that the existence of catfish, kale, and pakcoy can add to the variety of activities that can be seen and learned by the community. Thus, aquaponics has a dual function, namely as an innovation in environmental utilization and as a supporting element for market attractiveness. This program can also be further developed as an environmental education activity if maintenance and management are carried out in a sustainable manner.



Figure 7. Aquaponics Submission to Rancahiyang
Source: PDD Team, KKN UPB 2026

3.6. Increasing Market Attractiveness as a Cultural Tourism Destination

The environmental innovation program carried out in this activity is the application of aquaponics, not hydroponics. The system used integrates catfish with kale and pakcoy plants. Aquaponics is placed as one of the innovations that can enrich the activities of the Rancahiyang Market. In addition to having a function as a cultivation medium, the system can also be a means of education for the community about the integrated use of resources. The development of Rancahiyang Market is not only directed at improving facilities, but also at forming the image of the market as a space that has cultural and creative economic value. The results of the evaluation showed that the indicator regarding the attractiveness of the Rancahiyang Market obtained an average of 4.94. Meanwhile, the indicator regarding the strengthening of local cultural potential also obtained an average of 4.94. This value is one of the highest results of all the indicators measured. This means that respondents have a very positive perception of the changes and potential of the Rancahiyang Market after the program is implemented. The results of interviews with market administrators show that the series of programs makes the market seen as cleaner, informative, and attractive to be developed as a cultural tourism destination and creative economy. This finding is in accordance with the concept of CBT which places local culture, community participation, the environment, and community economic activities as elements that can go together in destination development. Therefore, the program implemented does not stand alone. Garbage cans support convenience, literacy boards strengthen culture, digitalization supports MSMEs, aquaponics brings innovation, while Grand Opening and branding help introduce the market. The combination forms a more integrated approach to development.



Figure 8. Grand Opening of Rancahiyang Market
Source: PDD Team, KKN UPB 2026

3.7. Impact on Community Economic Activities

One of the goals of developing Rancahiyang Market is to support the community's economic activities through strengthening MSMEs and increasing market attractiveness. The

indicator regarding the potential impact of the program on the community's economic activities obtained an average of 4.94 out of a scale of 5. These results show a very positive perception from respondents. The answers to the open-ended questions also showed several economic benefits that were felt, including the market becoming more crowded, MSMEs being better known, the ease of transactions through QRIS, and the presence of respondents who mentioned an increase in income. The findings of interviews with MSME actors also show that digitalization provides benefits in terms of payment and business promotion. MSME actors consider that QRIS facilitates transactions, while banners make businesses easier to recognize by consumers. However, these findings are more accurately understood as an indication of a positive impact on economic activity, rather than as evidence of a quantitative increase in income. This is because the service activities do not measure the turnover of MSMEs before and after the program. Thus, the program can be said to have provided support to the market economy ecosystem through the digitization of transactions, strengthening business identity, and increasing market attractiveness.

Table 3. Interview Results

No.	Aspects Studied	Market Manager
1	Pre-program conditions	The market still needs to be improved in terms of cleanliness, information, and attractiveness
2	Market cleanliness	The procurement of 10 garbage cans is considered very helpful in maintaining cleanliness
3	Cultural literacy and information	Sundanese cultural literacy boards are considered to be able to introduce Sundanese culture to visitors
4	Digitization of MSMEs	QRIS and business banners are considered to help and make the business more attractive
5	Aquaponic	Adding education and becoming a new attraction for the market
6	Market attractiveness	The market becomes cleaner, informative, and attractive
7	Benefits to society	The community gains new benefits and knowledge
8	Promotion of village potential	Helping to introduce Rancahiyang Market and Pasirtanjung Village through promotions and activities
9	Satisfaction with the program	The program is rated as excellent and useful
10	Sustainability	The program is expected to be maintained and continued to be developed

Source: Primary data processed by the author, 2026

3.8. Community Satisfaction Level with the Program

Evaluation of satisfaction levels is one of the indicators to see public acceptance of service activities. Based on the results of the Google Form of 16 respondents, as many as 13 respondents (81.25%) gave a very satisfied rating, while 3 respondents (18.75%) gave a satisfied rating. No respondents gave a dissatisfied rating. Distribution of satisfaction ratings from 16 Google Form respondents.

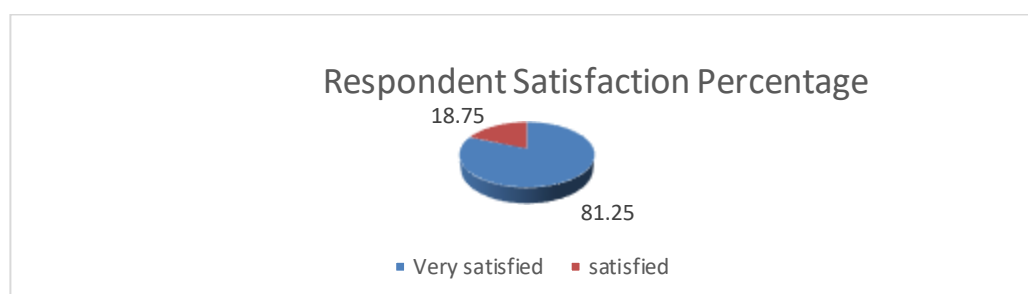


Figure 9. Respondents' Satisfaction Level with Services

Source: Primary data processed by the author, 2026

3.9. Program Assessment Recapitulation

To give you a more concise picture, the results of the 14 Google Form indicators are grouped into several aspects of the program. The average score of each aspect was based on 16 respondents on a scale of 1–5. Based on the graph, all aspects obtained a score above 4.60, so it can be categorized as having a very positive response. The highest score was found in the aspects of attraction and cultural strengthening as well as economic impact, each of 4.94. Meanwhile, the environmental aspect obtained the lowest average score compared to other aspects, which was 4.69, although it still showed a very positive assessment. Overall, of the 224 individual assessments given to 14 indicators, 221 assessments or 98.66% were positive (4–5). This shows the consistency of the positive response of the community to the program implemented.

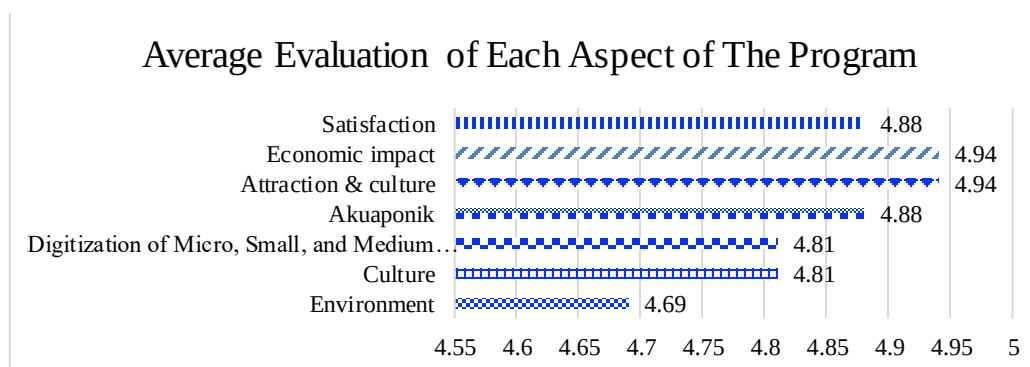


Figure 10. Average Respondents' Assessment of the Rancahiyang Market Development Program
Source: Primary data processed by the author, 2026

3.10. Community Satisfaction Level with the Program

The open-ended question data on Google Forms shows some patterns of change that are felt after the activity. These changes can be grouped into several themes.

Table 4. Changes Felt by Respondents

No.	Aspects of Change	Forms of Change Presented
1	Hygiene	Waste becomes more organized and there is a disposal area.
2	Convenience	The market environment is felt to be more comfortable and orderly.
3	Economy	MSMEs are more helped and the market is considered more crowded.
4	Transactions	QRIS simplifies the payment process.
5	Promotions	MSMEs and Rancahiyang Market are easier to recognize.
6	Culture	Traditional food and local culture are more introduced.
7	Attraction	The market is considered more attractive and better.
8	Introduction to the Village	Pasirtanjung Market and Village are better known to the outside community.

Source: Primary data processed by the author, 2026

The answer shows that the changes felt are not only related to physical facilities. The program also provides changes in terms of convenience, transactions, promotions, culture, and market image. One of the respondents said that market conditions became more organized due to the existence of garbage bin facilities, while other respondents assessed that QRIS helped facilitate transactions. Other respondents also mentioned that the activity helped make Rancahiyang Market better known by people outside the village. The findings show that market development through an integrated approach can yield benefits on several dimensions at once.

3.11. Impact on the Image of Pasirtanjung Village

One of the important findings of the activity is the emergence of the perception that the development of Rancahiyang Market can help introduce Pasirtanjung Village to the wider community. Indicators regarding strengthening cultural potential and economic impact obtained an average score of 4.94. In addition, the open answer showed that there were respondents who stated that Rancahiyang became better known by the community from outside the village. The results of interviews with market administrators also show that the activities and promotions carried out are considered to help introduce Rancahiyang Market and Pasirtanjung Village to the wider community. From a CBT perspective, community-based destination development can provide broader benefits when local potential is developed while involving community economic activities. Research on CBT shows that community-based destination development can be associated with increased entrepreneurship, local economic activity, and strengthening community potential. Thus, Rancahiyang Market has the potential to become one of the representations of the identity and potential of Pasirtanjung Village. Market development not only provides benefits for traders, but can also be a means of introducing culture, local products, and village community activities.

Table 5. Service Program Achievements

No.	Programs	Achievements/Results
1	Trash Can	10 units available; supporting the cleanliness and neatness of the market.
2	Literacy Board	Elevate Sundanese culture and strengthen market identity.
3	Digitization of MSMEs	6 MSMEs obtained QRIS and business banners.
4	Aquaponic	Integrating catfish with kale and pakcoy plants.
5	Grand Opening/ Branding	Help introduce and build the image of Rancahiyang Market.
6	Community Response	The overall average score reached 4.84 out of 5.
7	Satisfaction	81.25% of respondents stated that they were very satisfied and 18.75% stated that they were satisfied.
8	Positive Rating	98.66% of all individual assessments were scored 4–5.
9	Village Impact	The market and potential of Pasirtanjung Village are considered to be increasingly known and attractive.

Source: Primary data processed by the author, 2026

3.12. Program Sustainability

Even though the KKN activities have been completed, sustainability is an important aspect so that the benefits of the program do not stop after students leave the location. The results of the interview show that the market management expects the facilities that have been provided to be maintained and further developed. The management also expects increased promotions and market facilities in the future. This shows that the sustainability of the program requires the involvement of managers and the community. Garbage cans need to be maintained and used consistently, literacy boards can be updated with other cultural information, QRIS needs to be continuously used by MSMEs, while aquaponics requires fish and plant maintenance. In the context of CBT, sustainability is not only determined by the existence of the facility, but also by the ability of the community and managers to continue its utilization. Therefore, KKN activities can be seen as an initial stimulus, while long-term development still requires management by the community and the village.



Figure 11. Group Photo with Universitas Pelita Bangsa Community Service (KKN) Students
Source: PDD Team, KKN UPB 2026

3.13. Discussion

The results of the community-centered research show that the development of the Rancahiyang Traditional Market through the Community-Based Tourism (CBT) approach received a positive response from market administrators, MSME businesses, and the community. The use of aquaponics, the procurement of ten trash cans, the provision of Sundanese cultural literacy and information boards, the digitization of MSMEs through QRIS and business banners, and the procurement of ten trash cans are some of the initiatives that have been implemented. The results of the interviews show that cleanliness, information facilities, promotion, and technology utilization need to be improved before the Rancahiyang Market program can be implemented. In terms of the environment, the procurement of ten garbage cans helps to improve the cleanliness of the Rancahiyang Market. Market managers say that trash cans help keep the market clean, and the community considers the facility good for the market environment. This condition shows that the provision of basic facilities can directly benefit the community and encourage a better market. Since community-based tourism management is intended to provide greater benefits to local communities, this is in line with the success of CBT which depends on the level of community participation (Junaid, 2024). In terms of culture and information, the Sundanese cultural literacy board helps strengthen the identity of Rancahiyang Market and introduce Sundanese culture to visitors. Meanwhile, the community considers its existence to increase knowledge about local culture. The concept of CBT places communities and local potentials in tourism management, and the use of local culture as part of destination development is in line. This is a valuable asset in building an educational tourism strategy because its existence is important to determine the success of tourism development in the future (Widya & Santoso, 2024). In the digital economy aspect, the MSME digitalization program is carried out through the implementation of QRIS and the creation of business banners. Before the program was implemented, MSME actors said that businesses were still running as usual and had not used much digital technology. After the program was implemented, MSME actors stated that QRIS provides convenience in receiving payments from consumers, while banners help businesses become more recognizable. The program also provides new knowledge about the use of digital technology in business activities.

The use of QRIS in the Rancahiyang Market shows an effort to improve the ability of MSMEs to adapt to the development of digital transactions. Research on traditional market traders shows that QRIS has the potential to make transactions easier and more efficient. However, digital understanding and literacy are still challenges in the implementation of QRIS. Therefore, the provision of QRIS to six small and medium enterprises (MSMEs) in Rancahiyang Market can be considered as the first step in introducing a digital payment system while supporting local economic growth. In addition to Qris, branding or visual identity is a crucial

aspect that should not be forgotten by MSMEs (Zetira et al., 2025). Business actors say that banners help customers recognize the business and the goods being sold. The digitalization of MSMEs is not only related to payment technology but also to efforts to increase business visibility in the market, as shown by the combination of ease of transactions through QRIS and increased business visibility through banners. In addition, the community said that the activity provided additional knowledge, facilities, and concern for the environment. The results of this study are in line with previous findings that show that community participation is an important component in the development of CBT and community-based destination management (Wawo et al., 2025). In terms of environmental innovation, the use of aquaponics containing catfish, kale, and pakcoy is a way to utilize space and at the same time a means to teach. Market administrators find aquaponics interesting and can be a means of learning, while the public considers its existence interesting and can be a new attraction. As part of the phytoremediation process, kale and pakcoy plants can be used for catfish cultivation simultaneously, according to research on aquaponic systems. (Alfatihah et al., 2024). Overall, integrating hygiene programs, cultural strengthening, MSME digitalization, and aquaponic innovation shows that the Rancahiyang market can thrive without losing its traditional nature. The CBT method allows communities to participate in destination development, and economic activities, local culture, and innovation can increase market attractiveness.

4. CONCLUSION

Based on the results of the implementation of community service activities at the Rancahiyang Traditional Market, Pasirtanjung Village, it can be concluded that the market development program has given a very positive response from the community. The procurement of 10 garbage cans helps to improve the cleanliness, neatness, and comfort of the market environment. The Sundanese cultural literacy board is an educational medium as well as strengthening the cultural identity of Rancahiyang Market. Digitization of 6 MSMEs through QRIS and banner making helps increase the readiness of business actors to utilize digital technology. The application of aquaponics with catfish, kale, and pakcoy is an innovation that provides educational value while adding to market attractiveness. The Grand Opening and branding activities also support the introduction of Rancahiyang Market to the wider community. The results of the evaluation of 16 respondents showed an overall average score of 4.84 on a scale of 5. A total of 13 respondents (81.25%) stated that they were very satisfied and 3 respondents (18.75%) expressed satisfaction with the activities carried out. There were no respondents who gave an assessment of dissatisfaction with the service program. The positive response showed that the program implemented was in accordance with the needs and conditions of the Rancahiyang Market. The program also shows the potential to increase market attractiveness as a cultural tourism space and creative economy. Strengthening local culture is one of the important aspects in building the character of Rancahiyang Market as a community-based destination. The digitalization of MSMEs provides an alternative in expanding the use of technology in people's economic activities. The provision of cleaning facilities also supports the creation of a more decent and comfortable market environment for visitors. Aquaponics can be further developed as a means of environmental education and innovation in the market area. Socially, the activity encourages positive involvement and acceptance from the community and market managers. Economically, the program provides support for MSME activities and has the potential to increase market attractiveness. The development of Rancahiyang Market also has the potential to help introduce the cultural and economic potential of Pasirtanjung Village. The

Community Based Tourism approach is relevant because destination development integrates aspects of the local community, culture, environment, and economy. The sustainability of the program requires facility maintenance, sustainable use of QRIS, and aquaponic management by the community and market administrators. Overall, the service activities succeeded in providing an initial stimulus for the development of the Rancahiyang Traditional Market as a digital-based cultural and creative economy tourism destination in Pasirtanjung Village. Sustainability is an important aspect in the development of Rancahiyang Market. Market administrators hope that the programs that have been implemented can be maintained and continue to be developed, while the community expects an increase in tourism promotion, market facilities, cleanliness, and cultural activities. Thus, the sustainability of the program can be carried out through the maintenance of hygiene and aquaponics facilities, assistance in the use of QRIS, the development of MSME promotions, and the strengthening of cultural activities. These efforts are expected to strengthen the role of the community in developing the Rancahiyang Market as an economic, social, cultural, and tourism space.

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