



Jurnal Arsitektur Zonasi

Journal homepage:

<https://ejournal.upi.edu/index.php/jaz>



Implementing Participatory Co-Design in Traditional Market Revitalization: Case Study of Pasar Blimbing, Malang

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ABSTRACT

Pasar Blimbing is a traditional market in Malang City that has faced a prolonged revitalization deadlock since the plan was initiated around 2010. This study aims to identify the level of social participation in the ongoing revitalization process of Blimbing Market in Malang City and to outline a participatory design strategy as a solution to the obstacles in the revitalization process. The method used in this study is descriptive qualitative through a literature review. The results indicate that the revitalization process occurred in Blimbing Market has been top-down (design for users). Traders are positioned as objects of decision-making without much involvement in the design planning process. This condition triggers rejection from traders against the proposed site plan, which becomes the root of the problem in the implementation of revitalization. This study proposes the application of co-design through participatory design methods as a solution to the lack of social participation that is the main problem in this project. The participatory design method carried out includes four stages: initiation, interaction and workshops, post-interaction, and findings and evaluation. This approach integrates process knowledge, design knowledge, and fundamental knowledge to support stakeholder collaboration. The proposed method is expected to shift planning toward a design with user approach and produce a more inclusive and sustainable revitalization outcome.

ARTICLE INFO

Article History:

Submitted/Received 21 July 2026

First Revised 5 August 2026

Accepted 5 September 2026

First Available online 1 Oct 2026

Publication Date 1 October 2026

Keywords:

social participation,
participatory design,
co-design,
traditional market revitalization,
Blimbing Market.

1. INTRODUCTION

The development of Indonesia's economy is inseparable from the vital role of traditional markets, particularly for lower and middle income communities (Noviyanti et al., 2025). Traditional markets create an economic multiplier effect because they contribute to job creation, income distribution, reducing economic disparities, and improving the welfare of local communities (Budy Cahya et al., 2025; Hartanto Bendy, 2025). Over time, consumer preferences have shifted toward modern retail markets that prioritize convenience, efficiency, and integrated shopping experiences (Kyandra & Fauzi, 2022; Suliyanto, 2019). Undeniably, traditional markets are experiencing a decline due to the growth of modern markets (Widiyani et al., 2025). The rapid proliferation of modern commercial establishments has significantly affected community social life, drawing shoppers away from traditional markets and causing a significant decline in vendor revenues (Khotimah et al., 2018; Laga & Jamu, 2020). Nevertheless, traditional markets continue to play an indispensable role in the economic and sociocultural fabric of Indonesian society (Pameling et al., 2024). These conditions have prompted the central government, through the Ministry of Trade, to intensify a national traditional market revitalization program since 2014, targeting the revitalization of approximately 5,000 markets across Indonesia (Larasati & Rohman, 2025).

Law No. 7 of 2014 on Trade serves as the primary legal foundation for the market revitalization program. The Malang City Government responded to this national policy by launching a people's market revitalization program in 2015. By 2023, 15 of the 28 people's markets in Malang had been successfully revitalized, accompanied by various innovations including the Sepasar Pedas (Smart merchants' Market School), electronic retribution systems, and the ASN Sobo Pasar civil servant market visit program (Larasati & Rohman, 2025). The Sepasar Pedas program was even recognized as one of the Top 25 Public Service Innovations in the East Java Government's 2019 innovation competition (Laraswati & Niswah, 2021). However, several markets in Malang remain unrevitalized to this day, including Pasar Blimbing.

Pasar Blimbing, established between 1970 and 1973 on Jalan Borobudur in the Blimbing subdistrict of Malang, is a first-class market with a site area of 19,635 m² accommodating approximately 2,250 active vendors (Betariah & Al firdaus, 2023). The current physical condition of the market has been classified as inadequate: dilapidated structures, flooding during rainfall, narrow circulation paths, and insufficient facilities (Fernanda et al., 2025; Ristanti et al., 2014). Revitalization plans involving a private investor have been underway since approximately 2010 but have remained deadlocked for more than 13 years without resolution (Larasati & Rohman, 2025).

The fact that the revitalization of Pasar Blimbing has not been realized for over a decade indicates the presence of deep-rooted problems that require thorough investigation. Prior studies have examined technical planning aspects (Ristanti et al., 2014), infrastructure development strategies (Tokan et al., 2019), and factors inhibiting revitalization (Larasati & Rohman, 2025). However, limited studies have specifically addressed social participation strategies as a solution to the underlying conflict.

The urgency of selecting the Blimbing Market as the revitalization site is also due to its vital role. This role includes supporting local livelihoods by providing employment opportunities, generating stable income for vendors, and serving as a community-based economic learning space. Therefore, ensuring sustainable revitalization is crucial to preserving this socio-economic function while adapting the market to current urban development needs (Susanto, 2018).

This study examines the level of social participation in the Pasar Blimbing revitalization process and proposes a participatory design strategy as a means of enhancing social inclusion. A co-design approach through participatory design is particularly relevant to the Blimbing case, as it can clarify the roles of various stakeholders, identify the root causes of conflict, and produce a more contextually appropriate revitalization methodology. This study is intended to serve as a reference for more participatory and conflict-sensitive market revitalization planning.

2. METODE

This study employs a qualitative descriptive approach to identify underlying problems in the Pasar Blimbing revitalization process and to propose a social participation strategy as a solution. The study site was selected due to the prolonged stagnation of the revitalization program. Data was collected through a systematic literature review, field observation, and semi-structured interviews with several market merchants.



Figure 1. Research Methodology Framework
(Source: analysis, 2026)

The literature review provided secondary data related to market revitalization and social participation, while field observation was conducted to assess the current physical condition of the market and to validate information obtained from secondary sources. The interviews were conducted to capture market merchants' perspectives, experiences, and involvement in the revitalization process.

Data were analyzed descriptively and qualitatively by synthesizing findings from all sources to determine the level of social participation and to formulate a participatory design (co-design) approach to enhance stakeholder involvement in the revitalization effort.

3. RESULT AND DISCUSSION

3.1 Existing Condition of Pasar Blimbing

Pasar Blimbing is located on Jalan Borobudur, Blimbing Subdistrict, Malang City. The site is considered strategic because it lies in the northern urban area of Malang. It is also situated along a main road that provides access to the Soekarno-Hatta area, one of the city's major activity centers. Pasar Blimbing is classified as a first-class traditional market and was established between 1970 and 1973. The market occupies a site area of 19,635 m², with a total building area of 11,320 m². It accommodates approximately 2,250 active market merchants, supported by 116 kiosk units and 489 stall units (Betariah & Al firdaus, 2023). The spatial location of Pasar Blimbing within Malang City is presented in Figure 2.

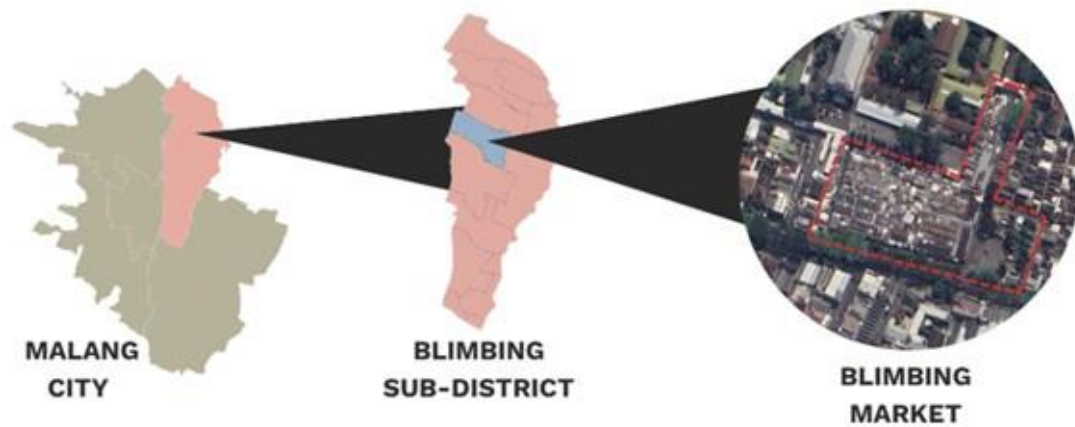


Figure 2. Location of Pasar Blimbing
(Source: analysis, 2026)

Field observations indicate that the physical condition of Pasar Blimbing is severely deteriorated. Market facilities remain insufficient compared to the number of market merchants, resulting in informal selling activities along circulation areas and outer market edges. The kiosk and stall structures show visible damage, characterized by decayed building materials, deteriorated roofing conditions, and poorly maintained walls. Floor surfaces and circulation paths appear dirty and muddy, with unmanaged waste and trading residues found in several areas. Similar issues are also evident outside the market, including disorganized vehicle parking, market merchants occupying external zones, and a surrounding environment that appears slum-like and poorly regulated. These conditions significantly reduce the overall image and functionality of Pasar Blimbing. This finding supports previous studies which classified the market as substandard due to deteriorated buildings, muddy areas, narrow circulation paths, and inadequate facilities (Larasati & Rohman, 2025; Ristanti et al., 2014). The market boundary and physical problems observed on-site are summarized in Figure 3.



Figure 3. Existing Condition of Blimbing Market, Malang City
(Source: documentation, 2026)

The existing problems of Pasar Blimbing are also closely related to the proposed revitalization design, which has not been fully accepted by market merchants. The proposed design has been rejected because it is considered incompatible with the operational needs of a traditional market. Market merchants argue that the planned upper-floor parking system would inconvenience buyers. They also expressed concerns regarding the proposed relocation sites in Pandanwangi and the Blimbing Stadium area, which are perceived as less

strategic and insufficient to sustain trading activities during the construction period. In addition, the Malang Trade Center concept positions the traditional market behind the shopping mall, raising concerns that the market will lose visibility and attract fewer visitors. Market merchants have also objected to the construction compensation fees ranging from IDR 6 million to IDR 52.5 million, which are considered economically burdensome (Krisdianto & Nikin, 2017). Therefore, the revitalization of Pasar Blimbing should not focus solely on physical improvement. It must also address social conflict and strengthen planning governance to ensure that the final design responds effectively to the needs of market users.

3.2 Social Participation Level Analysis

Based on the literature review, field observations, and interviews with market merchants, the prolonged revitalization process at Pasar Blimbing reflects a predominantly top-down planning approach with limited user participation. The revitalization failure is strongly associated with minimal involvement of market merchants in decision-making, positioning them largely as passive recipients of planning outcomes rather than active stakeholders in the design process.

Several key factors have been identified as major contributors to the stalled revitalization process: (1) constrained local government budget (Larasati & Rohman, 2025); (2) ambiguity in the cooperation agreement with the private investor (Larasati & Rohman, 2025; Sulismadi et al., 2023); (3) resistance from market merchants toward the proposed revitalization plan (Larasati & Rohman, 2025; Sulismadi et al., 2023); and (4) weaknesses in market governance and management systems (Ningsih & Megawati, 2022). From a spatial perspective, highlighted two critical limitations that hindered the relocation process, namely inadequate trader readiness and insufficient preparation of the temporary relocation market (Ristanti et al., 2014). Field observation further confirms that relocation planning has not been supported by a clear spatial strategy that ensures continuity of trading activities and accessibility for customers.

The conflict has been intensified by unresolved demands expressed by Pasar Blimbing merchants, which represent their concerns regarding the revitalization policy and its potential impacts on their livelihoods. These demands can be grouped into three main aspects: design and spatial suitability, legal-economic security, and governance transparency. The users' demands include: (1) rejection of the proposed site plan due to incompatibility with operational needs; (2) provision of an adequate and strategic temporary relocation site; (3) written guarantees of trading space allocation in the new market building; (4) clarity regarding stall occupancy rights; (5) affordable rental fees; (6) transparency of the cooperation agreement between the investor and the Malang City Government; and (7) resolution of these issues prior to relocation (Krisdianto & Nikin, 2017; Sulismadi et al., 2023; Tokan et al., 2019).

To date, these demands have not been adequately addressed, contributing to prolonged uncertainty among merchants and reinforcing the perception of weak governmental commitment. This condition indicates that the revitalization process has not yet incorporated an inclusive participation mechanism capable of bridging stakeholder interests. Therefore, a participatory design (co-design) approach is considered relevant to improve communication, build trust, and develop a revitalization strategy that is socially acceptable and contextually responsive.

3.3 Participatory Design Strategy Framework

Based on the assessment of social participation levels, the findings indicate that the involvement of the community and market merchants in decision-making has remained highly limited. This limited participation has contributed to prolonged conflict and has hindered the

progress of the Pasar Blimbing revitalization plan. One potential approach to address this situation is the application of a co-design strategy through participatory design, which aims to enhance social participation throughout the revitalization process. Through this approach, the participation level, initially positioned at the design for user stage, can be elevated toward design with user, providing meaningful space for market merchants to engage in decision-making.

Social participation becomes particularly crucial in this case because the preceding problem identification indicates that the primary conflict stems from the absence of agreements or decisions that equitably benefit all involved parties. Participatory design offers a feasible pathway to reduce this prolonged conflict by facilitating negotiation, mutual understanding, and collaborative problem-solving. A design process that genuinely involves users has been widely recognized as capable of improving policy acceptance and producing solutions that more accurately reflect real conditions and needs on the ground.

To operationalize participatory design, it is necessary to recognize the forms of knowledge that must be integrated into the collaborative process. As emphasized before, design relies on the interaction of three types of knowledge, namely process knowledge, design knowledge, and fundamental knowledge (Suksikarn & Suksikarn, 2025). These knowledge categories form the foundation of collaborative design activity, particularly in complex revitalization contexts involving multiple stakeholders. The relationship between these knowledge types and design activity is illustrated in Figure 4.

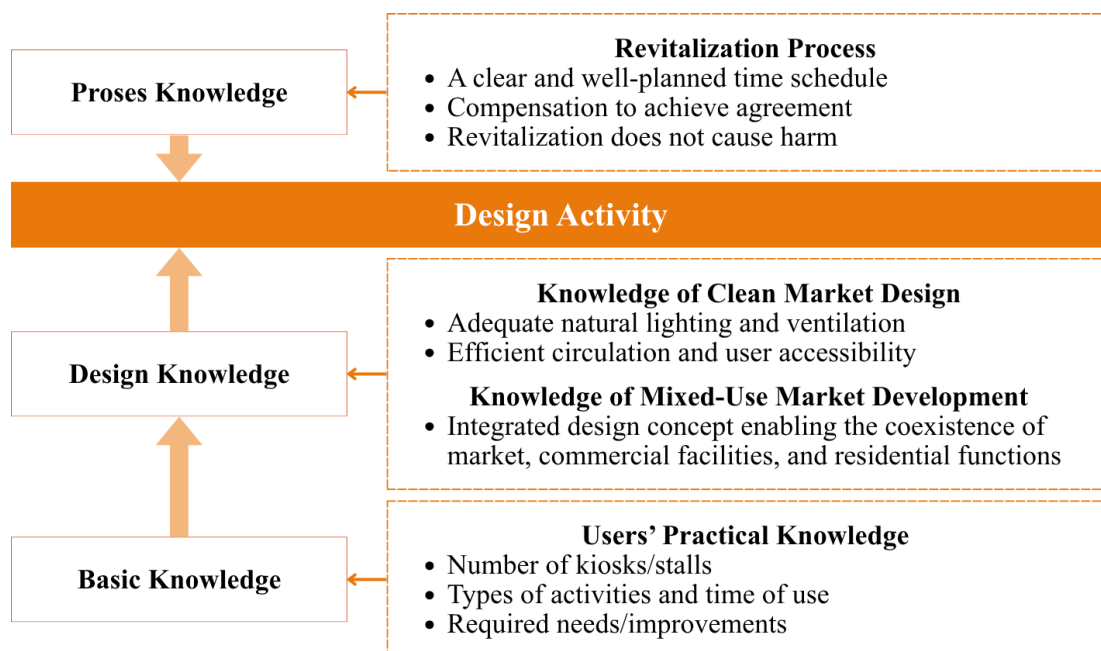


Figure 4. Types of Knowledge and Design Activity in Participatory Design
(Source: analysis, 2026)

In the Pasar Blimbing case, process knowledge refers to knowledge related to the mechanisms and implementation stages of the revitalization process. This knowledge is essential for addressing trader resistance regarding compensation costs ranging from IDR 6 million to 52.5 million, as well as disagreements concerning proposed relocation sites in Pandanwangi and the Blimbing Stadium area, which were perceived as less strategic and insufficient to accommodate all market merchants (Krisdianto & Nikin, 2017). A clear and mutually understood process mechanism is therefore necessary to ensure procedural legitimacy and reduce uncertainty among affected parties.

Meanwhile, design knowledge refers to planning and architectural knowledge regarding design principles and solutions that can support the revitalization of Pasar Blimbing into the proposed Malang Trade Center (MTC). The current planning approach has been perceived as unfavorable, particularly because the MTC concept, which integrates a traditional market, mall, and apartment, positions the traditional market behind the mall. This spatial decision has further intensified trader opposition, indicating that the design process has not sufficiently incorporated stakeholder expectations regarding market accessibility and economic viability.

The third component, fundamental knowledge, represents experiential knowledge derived directly from market users, particularly market merchants and market managers, regarding practical needs and daily operational conditions. In this case, the revitalization process has not adequately accommodated market merchants' demands for parking facilities on the ground floor. This demand is closely related to circulation efficiency and user convenience. Market merchants argue that if parking is only provided on upper floors, as proposed by the government and investor, market visitors intending to purchase goods quickly on the ground floor would face significant inconvenience, potentially reducing market attractiveness and customer flow. This illustrates that neglecting fundamental knowledge may result in design decisions that are technically feasible but socially rejected.

Overall, the Pasar Blimbing revitalization case demonstrates that ignoring these three types of knowledge constitutes a critical weakness that may obstruct the revitalization process as a whole. Process knowledge, design knowledge, and fundamental knowledge must be integrated within design activity to generate revitalization outcomes that are participatory, contextually relevant, and capable of minimizing conflict.

After identifying the essential knowledge components that must be incorporated, the next step is to implement participatory design through a structured and transparent mechanism. Participatory design can be conducted through four sequential stages, namely initiation, interaction and workshops, post-interaction, and findings and evaluation (Keskin & Hasirci, 2024). The application of this stage-based framework in the context of Pasar Blimbing revitalization is presented in Figure 5.

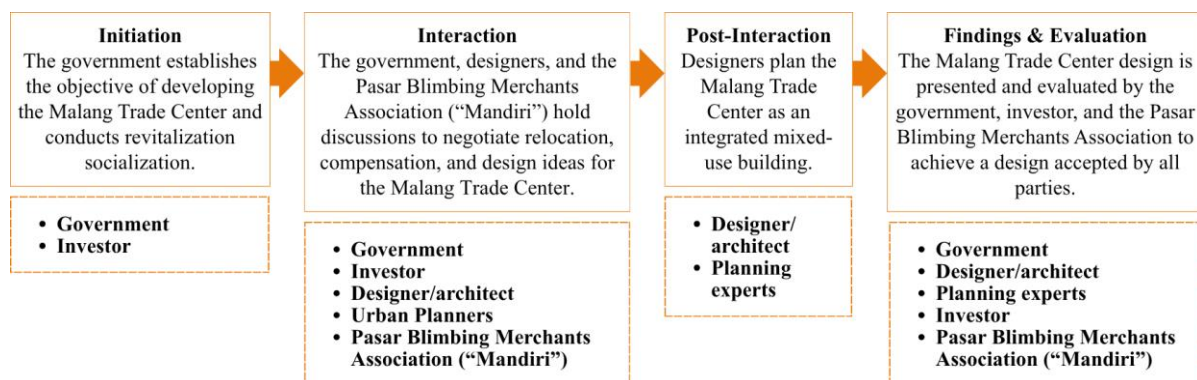


Figure 5. Participatory Design Process Framework for Pasar Blimbing (Keskin & Hasirci, 2024)
(Source: analysis, 2026)

The first stage is initiation, which involves defining the revitalization objectives, establishing the parties to be involved, including the Pasar Blimbing Merchants Association "Mandiri", and formulating the basic structure of participatory planning. In this stage, the Malang City Government and the investor serve as the primary actors. The government holds the mandate to revitalize Pasar Blimbing, which has been widely identified as deteriorated and substandard, while the investor proposes development solutions aimed at increasing site utility and economic potential. Following the initiation process, the proposed plan must be

communicated through socialization activities directed toward market merchants and users. This socialization is crucial to ensure that the revitalization agenda is not perceived as abrupt and to reduce early-stage resistance.

The second stage is interaction and workshops, which involves the Malang City Government, designers, and the Pasar Blimbing Merchants Association “Mandiri” in discussion forums aimed at negotiating relocation arrangements, compensation mechanisms, and design ideas for the Malang Trade Center. The primary focus of this stage is the direct collection of baseline information regarding user needs, while also clarifying the objectives and rationale behind the proposed revitalization. Interaction among stakeholders becomes a central element in developing contextual design proposals capable of addressing the market’s deteriorating conditions. At this stage, the integration of process knowledge, design knowledge, and fundamental knowledge is essential to produce agreements that support implementation feasibility. The interaction process must be oriented toward collective consensus without imposing unilateral interests from any party, whether the government, investor, trader association, or other market users. Failure to reach agreements regarding compensation, relocation, and core design ideas at this stage indicates a breakdown of the participatory design process.

The third stage, post-interaction, involves analyzing and synthesizing inputs obtained during the interaction stage. Ideas that were initially abstract are transformed into structured and buildable design concepts. At this stage, designers and planning experts play a dominant role in developing design alternatives and translating user needs into spatial and functional programs. To support effective communication and reduce misunderstanding, design outputs should be represented through prototypes, including three-dimensional modeling, representative architectural renderings, and spatial analysis to predict the effectiveness of proposed solutions. These tools are essential for facilitating idea transfer and cross-stakeholder discussion, thereby minimizing potential conflict.

The final stage is findings and evaluation, where the design proposals are presented and evaluated collectively to assess their suitability in addressing identified problems and fulfilling user needs. Market merchants and users remain central actors in this stage, as they provide direct feedback regarding the practicality and acceptability of the proposed design. This evaluation process generates documented inputs for design refinement, indicating that the process is rarely completed in a single iteration. Through repeated cycles of interaction, evaluation, and revision, the resulting design is expected to align with both stakeholder needs and the government’s original objectives. Ultimately, the revitalization outcome is expected to produce a market design that reflects collective agreement while also improving environmental comfort through natural lighting, adequate ventilation, safe circulation, and functional spatial organization.

3.4 Discussion

Multi-Stakeholder Conflict as a Barrier to Revitalization

The decade-long failure of the Pasar Blimbing revitalization reflects a broader pattern of multi-stakeholder conflict inherent in complex urban projects. Divergent stakeholder interests generate competing expectations that become a primary obstacle to urban regeneration and market revitalization. This situation is further compounded by limited financial support and unclear benefit-sharing arrangements among involved parties, which continue to impede the revitalization process. Although the government’s revitalization plan is intended to serve the public interest, this intention must be accompanied by meaningful consideration of the community directly affected by the project. The seven unresolved trader demands may indicate socio-spatial exclusion (Liao & Liu, 2023). While the initiative aims to

improve welfare and comfort, the top-down approach has caused the revitalization process to be perceived as an imposed temporary relocation. If the revitalization proceeds without meaningful community involvement in decision-making, market merchants may lose their place attachment, followed by a decline in their sense of belonging toward Pasar Blimbing (Rainisio et al., 2024). The stalled process not only generates prolonged uncertainty, but also risks producing a spatial design that is misaligned with user needs. Under such conditions, market facilities may fail to accommodate actual activities, and informal spaces may emerge in unplanned locations (Prabandari et al., 2024).

Collaborative Governance as a Solution

To address this structural conflict, a shift toward a more collaborative governance paradigm is required. Collaborative governance mechanisms that incorporate grassroots participation are essential for understanding stakeholder roles and managing competing interests, thereby reducing structural barriers within the revitalization process (Wang et al., 2024). The co-design approach proposed in this study responds directly to this need. Co-design through participatory design enables multi-level stakeholder engagement to co-create revitalization outcomes that are more inclusive and conflict sensitive. The integration of diverse perspectives also provides a pathway to reduce power imbalances that currently characterize the Pasar Blimbing revitalization process (Munenzon, 2024).

The Role of User Knowledge and Visualization Tools

One of the key determinants of successful participatory design is the integration of diverse knowledge forms throughout the planning and design process. The active engagement of market merchants, government officials, urban planners, designers or architects, and investors, supported by shared knowledge and transparent communication, can minimize conflict by clarifying each party's role and position within the process (Tan et al., 2023). Inter-stakeholder communication plays a decisive role in shaping the effectiveness of participatory design. In the context of Pasar Blimbing revitalization, architectural prototypes are particularly valuable because they help bridge communication between design professionals and non-design stakeholders. Representative models and visualizations support the transfer of design ideas without reducing the confidence of non-specialist participants. Spatial exploration grounded in evidence-based analysis is more likely to lead to collective agreement, as discussions are supported by concrete analytical findings (Yee Lok, 2023). Moreover, visualization tools can generate more effective feedback, enabling the design process to proceed more efficiently through systematic and measurable revisions (Munenzon, 2024).

Policy Implications

More broadly, participatory approaches in design and governance have been shown to strengthen equity and inclusivity in public spaces, particularly in responding to urban policies that often overlook vulnerable communities (Xia et al., 2024). National people's market revitalization programs should be evaluated not only in terms of physical outcomes, but also in terms of the quality of participation embedded in the planning process. Without a genuine shift toward a design with user approach, similar programs may reproduce comparable patterns of conflict across traditional markets in Indonesia.

4. CONCLUSION

The findings indicate that the current level of social participation in the Pasar Blimbing revitalization remains low due to the limited involvement of market merchants in planning and decision-making. The study shows that the existing top-down revitalization approach,

characterized as design for user, has contributed to prolonged conflict and delayed implementation. Because of that, it has not adequately accommodated merchants' needs and aspirations. A design that does not take user needs into account will result in an unintended or even futile impact.

To improve social participation, the revitalization process should adopt a participatory design (design with user) approach that actively involves market merchants, government institutions, designers, and investors throughout the planning and decision-making process. The proposed participatory design framework, which integrates process knowledge, design knowledge, and fundamental knowledge through four collaborative stages, provides a practical reference for developing more inclusive, acceptable, and sustainable traditional market revitalization.

This study highlights the need to institutionalize participatory design as a formal component of planning and decision-making. It strengthens stakeholder collaboration and reduce implementation conflicts. Future research is also recommended to apply and evaluate the proposed framework in different traditional market revitalization projects to assess its effectiveness and adaptability across diverse socio-spatial contexts.

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