

STRATEGIES FOR DEVELOPING THE HORAS MARKET AS A MODERN TRADITIONAL MARKET IN THE CITY OF PEMATANGSIANTAR

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Abstract

Traditional markets play an essential role in supporting local economic activities and social interactions within urban environments. However, Horas Market in Pematangsiantar City currently faces various challenges, including disorganized zoning, circulation conflicts, inadequate sanitation and drainage systems, illegal parking, and declining environmental quality. This study aims to formulate a redevelopment strategy for Horas Market as a modern traditional market through a neo-vernacular architectural approach. The research employed a qualitative descriptive method using field observations, interviews, documentation, literature reviews, and site analyses. The findings indicate that the implementation of zoning reorganization, circulation management, sanitation and drainage improvements, centralized parking systems, public space provision, and environmentally responsive architectural design can significantly enhance the quality of market spaces. Furthermore, the application of neo-vernacular principles through natural ventilation, daylight optimization, and contextual architectural expression contributes to improving thermal comfort and strengthening local identity. The proposed strategy successfully creates a safer, more organized, comfortable, and sustainable market environment while preserving the social and economic functions of traditional markets. The study concludes that integrating spatial planning strategies with neo-vernacular architectural principles can serve as an effective approach to revitalizing traditional markets in rapidly developing urban areas.

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INTRODUCTION

Traditional markets are a vital component of Indonesia's economic system and social life. In addition to serving as hubs for the trade of daily necessities, traditional markets also function as spaces for social interaction, cultural activities, and drivers of the local economy. In an urban context, the existence of markets is not only viewed as an economic facility but also as part of the city's identity and the dynamics of urban activities. Markets are places where the exchange of goods and services occurs between sellers and buyers (Kotler, 2005), while Reardon (2003) explains that traditional markets play a social role capable of shaping interpersonal relationships within urban life.

Pematangsiantar is the second-largest city in North Sumatra Province after Medan and holds a strategic position as a connecting route to the Lake Toba tourist area. The city lies on the main corridor linking Medan, Kualanamu International Airport, and the Lake Toba tourist area, making Pematangsiantar a transit city with significant commercial activity. However, the city's potential has not yet been optimally utilized to support the development of urban activities and the tourism sector.

One of the main hubs of economic activity in Pematangsiantar is Horas Market, which serves as the city's largest traditional market and a center of commerce for the community. This market plays a vital role in supporting the local economy and serves as a space for interaction among people from various areas within Pematangsiantar and its surrounding regions. However,

Horas Market currently faces various challenges that affect the quality of the space and user comfort. A major fire that occurred in Building IV of Horas Market in 2024 destroyed hundreds of stalls and disrupted community trade activities. Additionally, the market faces other issues such as poor sanitation systems, malfunctioning drainage, illegal parking, traffic congestion caused by vendors spilling onto the roadway, and disorganized building and market spaces.

These issues have led to a decline in the market's environmental quality and visitor comfort. The cramped, dilapidated, and disorganized conditions have caused people to begin shifting to modern shopping centers, which are perceived as more comfortable and well-organized. On the other hand, Horas Market actually has great potential to be developed as a hub of urban activity due to its strategic location and high level of economic activity. Therefore, a market reorganization strategy is needed that can improve the physical quality and operational systems of the market, thereby supporting the creation of a modern traditional market that is safer, more comfortable, better organized, and aligned with the needs of today's urban population.

Previous research has shown that the revitalization and reorganization of traditional markets have a significant impact on improving the quality of urban spaces and community economic activities. The development of public facilities integrated with urban activities can enhance the attractiveness of an area and support local economic development (Situmorang & Suryawan, 2017). The city of Pematangsiantar has great potential for the development of urban trade and tourism activities, yet it lacks public facilities capable of optimally accommodating such growth (Nainggolan, 2022). Another study by Fuentes Pardo (2023) states that the neo-vernacular architectural approach can create spaces that are more contextual to the environment and the needs of modern society through adaptation to the local climate, activities, and spatial patterns.

Recent developments in the design of traditional markets indicate a paradigm shift from conventional markets to modern markets centered on public spaces and social activities. Markets no longer serve merely as places for buying and selling, but also as spaces for community interaction that support economic, recreational, and community activities. The concept of modern markets today places greater emphasis on well-organized circulation systems, spatial comfort, natural lighting, cross-ventilation, sanitation management, and the integration of public open spaces. Additionally, the neo-vernacular architectural approach is increasingly being applied to public buildings as an effort to create structures that adapt to urban development without disregarding the character of the surrounding environment. Kenneth Frampton (1983), through the concept of Critical Regionalism, explains that a regional architectural approach can serve as a solution to the challenges posed by modern architecture, which tends to sever the connection between buildings and their environmental context and community activities.

Based on previous research and these recent developments, this study is original in its focus on a strategy for redesigning Horas Market as a modern traditional market that emphasizes not only physical improvements to the building but also the organization of activities, circulation systems, spatial comfort, and the overall quality of the market environment. This study develops a market planning concept that is more adaptive to the needs of urban communities through a neo-vernacular architectural approach, thereby creating a more organized and comfortable trading space that supports community social activities.

Based on the above description, the research questions in this study are: how should the Horas Market be designed to function as a modern traditional market that is better organized, safe, comfortable, and capable of supporting the economic activities of the people of Pematangsiantar; how to create a more effective market circulation and zoning system; and how to provide market spaces that support the social and public activities of the urban community.

The hypothesis of this study is that a strategy for reorganizing Horas Market using a neo-vernacular architectural approach can improve the quality of the market space, enhance circulation and sanitation systems, create a more organized and comfortable market environment, and better support the economic and social activities of the community in Pematangsiantar.

This study aims to formulate a strategy for the redesign of Horas Market as a modern traditional market in the city of Pematangsiantar. The research objectives include developing a market layout concept with a more organized zoning and circulation system, improving the quality of market spaces and facilities, creating a safer and more comfortable market environment, and providing public spaces capable of supporting the activities of the urban community.

RESEARCH METHOD

This study employs a qualitative descriptive method with a neo-vernacular architectural approach to the design of Horas Market. This method is used to identify the existing conditions of the market area, analyze the issues at hand, and formulate a strategy for the layout of a modern traditional market that meets the needs of the urban community. The research approach involved collecting primary and secondary data, which was then analyzed as the basis for the design concept development process.

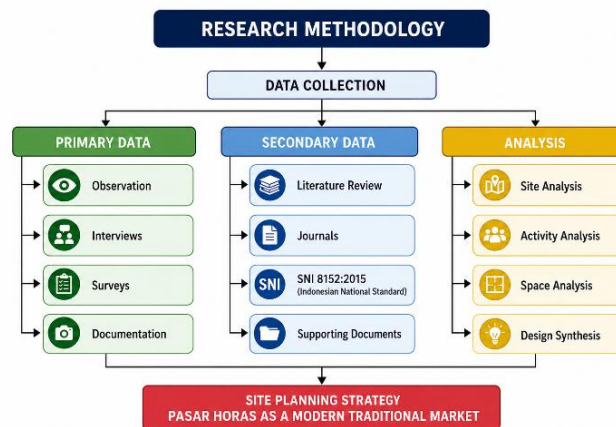


Figure 1

Research Methodology Framework

Source: Author, 2026

Data Collection Methods

Data collection was conducted through field observations, interviews, surveys, documentation, and literature reviews. The purpose of data collection was to obtain information regarding the existing conditions of the market, user activity patterns, the area's potential, and the issues present in the Horas Market area.

Primary Data

Primary data was obtained through field observations, surveys, interviews, and direct documentation within the Horas Market area. Observations were conducted to assess the existing condition of buildings, circulation systems, commercial activities, sanitation, drainage, parking areas, and the market's connection to the city's road network. Documentation involved

photographing the area's condition and market user activities to serve as supporting data for analysis.

Interviews were conducted with vendors, visitors, and market managers to gather information regarding space requirements, activity patterns, user comfort, and issues occurring at the market. The interview results were used as the basis for determining space requirements and strategies for the market area layout.

Secondary Data

Secondary data was obtained through literature reviews, scientific journals, standards for traditional market planning, government data, and other supporting documents related to traditional markets and urban areas. This study used SNI 8152:2015 as a reference for determining space requirements, circulation systems, sanitation, utilities, and facilities for traditional markets.

Analysis Method

Interviews were conducted with vendors, visitors, and market managers to obtain information regarding space requirements, activity patterns, user comfort, and issues occurring in the market. The results of the interviews were used as the basis for determining space requirements and strategies for market area layout.

Analytical methods were employed to identify the potential and challenges of the Pasar Horas area as a basis for developing a strategy for the redevelopment of a modern traditional market.

Site Analysis

Site analysis was conducted to assess the physical conditions and environmental characteristics of the market area. The analysis covered the site location, solar orientation, wind direction, noise levels, vegetation, drainage, accessibility, and the site's connection to the city's main road network. The results of the analysis were used to determine the area's potential and constraints that would influence the market design concept.

Activity Analysis

An activity analysis was conducted to understand the movement patterns of vendors, visitors, goods distribution vehicles, and the interrelationships between spatial functions within the market. This analysis aimed to produce a more organized zoning and circulation system to reduce conflicts between vehicle and pedestrian traffic in the market area.

Analysis of Functions and Space Requirements

The analysis of functions and space requirements is conducted to determine the types of facilities and spatial capacities needed in the design of a modern traditional market. The analysis covers trading areas, parking areas, loading and unloading zones, administrative spaces, sanitation facilities, service areas, and public spaces. The determination of space requirements is based on field observations, standards for traditional markets, and the needs of market users.

Analysis of the Neo-Vernacular Architectural Approach

An analysis of the neo-vernacular architectural approach was conducted to create a market building that is adaptable to the environment and the needs of modern society. This analysis covers natural lighting, natural ventilation, building massing, thermal comfort, and the building's

relationship with its surroundings. This approach serves as the foundation for developing a concept for a modern traditional market that is more comfortable and sustainable.

Solution Method

The design solution was developed through a design synthesis process based on the results of the prior analysis. This phase began with the formulation of a master plan for the market area, encompassing concepts for circulation, spatial zoning, building massing, public spaces, and the area's utility systems. These concepts were then developed into a design for a modern traditional market capable of supporting commercial and social activities in a more organized manner.

The design development process integrates the results of site analysis, user activities, spatial requirements, and a neo-vernacular architectural approach into the market area design. The planning focused on reducing congestion, improving sanitation and drainage quality, organizing vendor zoning, providing public spaces, and enhancing the quality of pedestrian and vehicular circulation. Additionally, the design considered aspects of safety, thermal comfort, natural lighting, and environmental sustainability to create a modern traditional market that is better organized and more comfortable for the residents of Pematangsiantar.

RESULT AND DISCUSSION

The Current State of Horas Market as a Hub of Urban Activity

Horas Market is the largest traditional marketplace in Pematangsiantar, playing a vital role in supporting the community's economic activities. Based on field observations, Horas Market serves not only as a venue for buying and selling but also as a space for social interaction among residents from various areas within Pematangsiantar and its surrounding regions. The high intensity of activity makes this market one of the main hubs of urban movement. Its location in a strategic area and direct connection to the city's main road network give Horas Market high accessibility and the potential to be developed into a more modern and organized urban activity center.

However, research findings indicate that the high level of market activity has not been matched by high-quality public spaces or effective urban planning. Current conditions reveal uncontrolled growth in commercial activity, which has led to various physical and functional problems. The main problems identified include traffic congestion due to the use of roadways as trading and parking areas, poor sanitation systems, suboptimal drainage, disorganized building conditions, and circulation conflicts between vehicles, pedestrians, and cargo loading and unloading activities. These conditions reduce visitor comfort and diminish the efficiency of commercial activities within the market.



Figure 2
Site Location and Existing Conditions
Source: Author, 2026

Based on the observations, these problems arise because the market’s development has not been accompanied by proper zoning and spatial management. Wet market areas, dry market areas, food courts, and service areas are intermingled within a single circulation route, creating activity congestion at specific points. Additionally, the absence of separate goods distribution routes causes cargo vehicles to enter the main visitor pathways, creating circulation barriers. Scientifically, this condition indicates that traditional markets that develop without clear spatial planning will experience a decline in environmental quality and activity efficiency as the intensity of space usage increases.

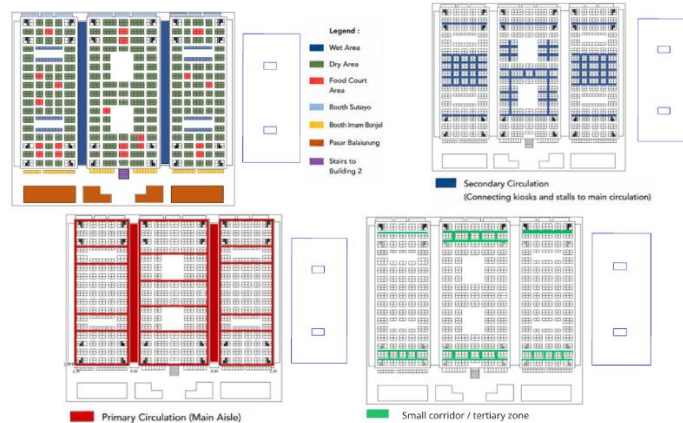


Figure 3
Existing Circulation Route
Source: Author, 2026

Sanitation issues were also a key finding in this study. Wet market areas generate significant amounts of liquid waste and organic waste, yet the market’s drainage and waste management systems are not yet capable of meeting these needs. As a result, some areas of the market experience waterlogging, unpleasant odors, and slippery floors, thereby reducing the comfort and safety of market users. These findings demonstrate that sanitation quality is a critical

factor in creating modern traditional markets, as it is directly linked to environmental health, spatial quality, and public perception of traditional markets.

Strategy for the Development of Modern Traditional Markets

Based on the analysis of existing conditions, the development strategy for Horas Market focuses on improving the quality of market spaces through the regulation of zoning, circulation, sanitation, and public facilities. This strategy aims to transform the conventional traditional market into a modern traditional market that is better organized, safer, more comfortable, and more efficient without losing the character of local trade activities.

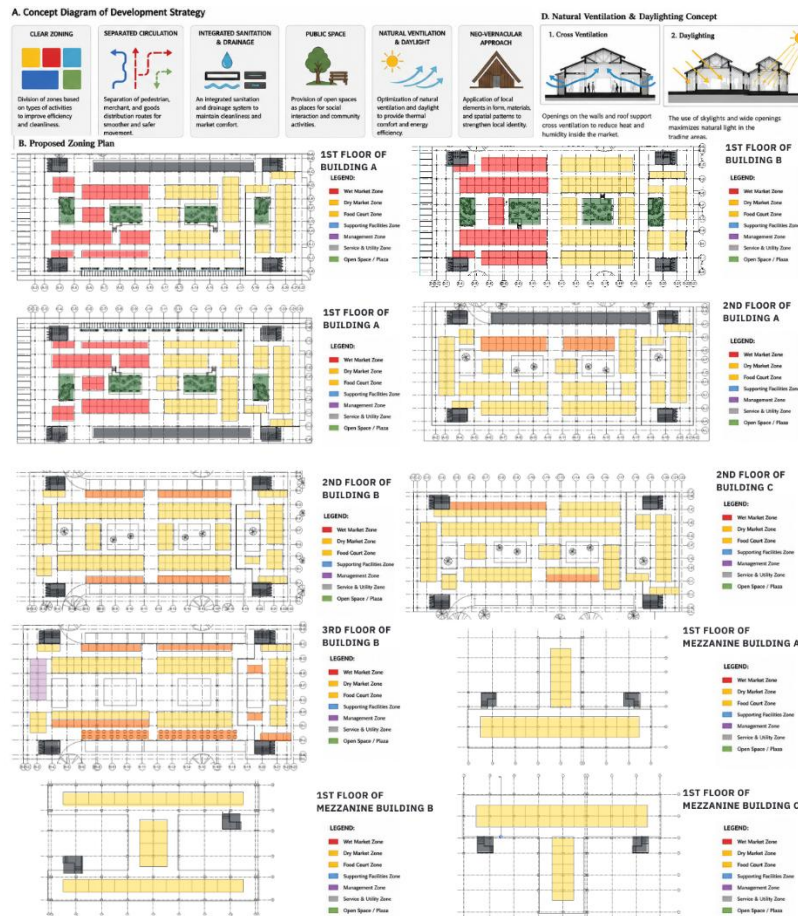


Figure 4
Design Concept and Strategies
Source: Author, 2026

The research findings indicate that zoning is a key step in improving market efficiency. Zoning is implemented by dividing the market area based on the type of activity and spatial utility requirements. Wet market areas are located in zones with direct access to sanitation and drainage systems so that liquid waste can be managed more effectively. Dry trading areas are placed along the main visitor pathways because they have high transaction activity levels and do not generate large amounts of liquid waste. Meanwhile, food courts and public spaces are situated in areas with more open visual access and circulation to support community social activities.

Scientifically, a clear zoning system enhances spatial efficiency by placing each activity according to its specific characteristics and spatial needs. This arrangement also helps reduce conflicts between market users, resulting in more orderly movement. Research findings indicate that separating wet and dry zones improves spatial cleanliness and facilitates market sanitation management. These findings demonstrate that a zoning system is a key element in creating modern traditional markets that function effectively and sustainably.

The next strategy involves reorganizing the market's circulation system. The analysis revealed that congestion and traffic conflicts in the current conditions are caused by the lack of separate lanes for goods distribution vehicles, visitor vehicles, and pedestrians. Therefore, the reorganization strategy involves creating a more organized circulation system by separating the goods distribution lanes from the main visitor lanes. Pedestrian paths are also designed to be more comfortable and safe to improve the quality of pedestrian activities within the market area.

This circulation reorganization has a significant impact on the quality of the market space as it enhances the smooth flow of commercial activities and reduces congestion at specific points. Additionally, the provision of centralized parking areas is implemented to reduce the use of roadways as unauthorized parking zones. Research findings indicate that proper parking management can reduce traffic congestion around the market area and improve the orderliness of vehicle operations. This demonstrates that the management of circulation and parking is a critical factor in creating a modern traditional market that is efficient and comfortable for the public to use.

DISCUSSION OF RESEARCH FINDINGS

The research findings indicate that area planning strategies have a significant impact on improving the quality of traditional markets. Zoning and circulation planning have proven effective in reducing activity conflicts and enhancing the efficiency of market users' movements. These findings align with the research by Situmorang and Suryawan (2017), which states that the development of organized public facilities can enhance the quality of urban activities and the attractiveness of the area.

Furthermore, the neo-vernacular architectural approach applied in this study demonstrates that market buildings can be designed to be more adaptable to the climate and the needs of modern society. The use of natural ventilation, natural lighting, and massing responsive to the environment can enhance spatial comfort while supporting the building's energy efficiency. These findings align with the research by Fuentes Pardo (2023), which states that the neo-vernacular approach can create spaces that are contextually appropriate to the environment and community activities.

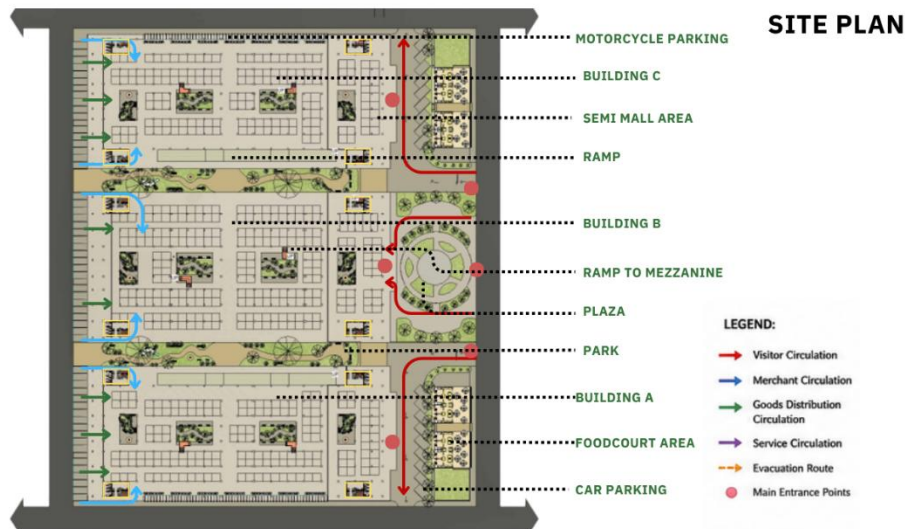


Figure 5
Site Plan

Source: Author, 2026

Based on the results of the analysis and discussion, this study demonstrates that the design strategy for Pasar Horas as a modern traditional market successfully addresses the research hypotheses: improving market space quality, enhancing circulation and sanitation systems, creating a more organized and comfortable market environment, and optimally supporting the economic and social activities of the community in Pematangsiantar City. Thus, the market restructuring strategy not only serves as an effort to physically renew the area but also as a solution to improve the quality of urban activities and the sustainability of traditional markets amidst the development of modern cities.

CONCLUSION

Research on the development strategy for Horas Market as a modern traditional market in Pematangsiantar City indicates that the market's current condition still faces various physical and functional issues, such as disorganized circulation systems, poor sanitation, suboptimal drainage, illegal parking, and conflicts between vendors, visitors, and goods distribution vehicles. These issues lead to a decline in market space quality, user comfort, and the efficiency of commercial activities, necessitating a more organized and sustainable reorganization strategy.

The research findings demonstrate that a market reorganization strategy involving zoning regulations, improvements to the circulation system, sanitation and drainage management, and the provision of public facilities can enhance the market environment's quality and support community economic activities more effectively. Zoning based on types of commercial activities has proven effective in reducing activity conflicts and improving spatial efficiency. Additionally, separating pathways for goods distribution vehicles, visitor vehicles, and pedestrians creates a safer, more comfortable, and orderly circulation system.

This study also shows that the application of a neo-vernacular architectural approach can produce market designs that are more adaptable to environmental conditions and the needs of urban communities. The management of natural ventilation, natural lighting, building massing, and public open spaces can enhance thermal comfort, environmental health quality, and support

community social activities within the market area. Thus, modern traditional markets serve not only as venues for economic transactions but also as public spaces capable of fostering social interaction and urban community activities.

Based on these research findings, the research hypothesis is validated: the strategy for reorganizing Horas Market using a neo-vernacular architectural approach can improve market space quality, enhance circulation and sanitation systems, create a more organized and comfortable market environment, and support the economic and social activities of the Pematangsiantar community more effectively. The research results also address the research problem regarding how to create a modern traditional market that is safer, more comfortable, better organized, and better suited to the needs of urban communities.

The research objectives and goals in formulating a strategy for the redevelopment of Horas Market as a modern traditional market have been achieved through the development of a site planning concept that encompasses spatial zoning, circulation systems, public facilities, sanitation, and improvements to the market's environmental quality. This strategy is expected to serve as a solution for enhancing the quality of traditional markets while preserving their role as centers of community economic activity amid the development of modern cities.

This study still has limitations regarding quantitative measurements related to thermal comfort levels, user activity capacity, and circulation efficiency within the market area. Therefore, further research can be conducted using digital simulation approaches, user behavior analysis, and building performance evaluation to produce a more comprehensive and practical strategy for the development of modern traditional markets, applicable to future urban area development.

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