

Analysis of the Potential for Revitalization of Modern Markets (Mall) in Gresik Indonesia

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Abstract-

the covid-19 pandemic that is endemic in Indonesia requires large-scale social restrictions so that all activities are carried out online (in the network), one of which is buying and selling activities. This condition causes a decline in the regional and national economy. Many retail markets and modern markets (malls) are empty of visitors until they are out of business. This condition also occurs in the urban area of Gresik Regency, so that it becomes the research location. The long-standing social distancing policy in Gresik Regency has resulted in the Hypermart modern market going out of business, and Ramayana experiencing a significant decline in visitors. This condition causes the Hypermart modern market building (mall) to become an area of lost space which actually has a bad impact on the visuals of urban areas. The development of urban areas has led to the development of modern markets (malls) with a regional service scale. This condition causes the need for a review if it is going to restore the function of the modern market (mall) Ramayana and Hypermart to the fullest. This research was conducted by looking at the service coverage of the two malls, using network analysis. The data used are road network data, house parcels and the location points of each modern market (mall). The analysis carried out provides information that there is considerable potential if the Hypermart and Ramayana modern markets (malls) are again functioned as shopping places with a community service scale. However, it is necessary to differentiate between the two in order to form different market segments.

Key: Small Shopping Center , Covid-19, Lost Space, Network Analysis.

I. Introduction

At the beginning of 2020, Indonesia was identified as being exposed to a global pandemic, namely Covid-19. The outbreak of this pandemic in Indonesia is a big concern for the people of Indonesia. This condition resulted in a lot of losses in the economic sector in Indonesia. The increase in cases that continue to occur has resulted in many policies issued by the government to save the community from a health perspective. One of the policies that have a major influence is the enactment of the PSBB which is written in Government Regulation no. 21 of 2020. The implementation of the Large-Scale Social Restriction Policy (PSBB) has resulted in the cessation of all sectors of activity, ranging from industrial activities, education, public services, to shopping centers. As a result of this condition, buying and selling

activities decreased so that the turnover of money that occurred was very minimal [1]. The Covid-19 pandemic that lasted for quite a long time resulted in the emergence of new habits where all activities had to be carried out online (on the network), one example of which was shopping activities. Where people finally choose to shop online. This has caused many retail, or modern markets, to go out of business. One example of the case used in this study is a mall in the urban area of Gresik Regency. The Gresik urban area includes two sub-districts that have a fairly dense population, namely Kebomas District and Gresik District. Before the Covid-19 pandemic, shopping centers that served the urban area of Gresik Regency were the Ramayana modern market and Hypermart. When viewed from the criteria for the area of each shopping center, the Ramayana modern market is a modern market with a community service scale, while the Hypermart modern market has a community level service scale.

However, because there are no other modern markets that have a higher service scale, the service scale of each modern market has expanded to reach the surrounding sub-districts. The existence of social distancing policies that lasted for a long time, forcing people to shop from home, made the modern hypermart market out of business, and Ramayana was empty of visitors. The loss of the function of the building belonging to the Hypermat modern market has resulted in the building becoming an area of lost space. In addition, regional developments that continue to occur in Gresik Regency, especially in the trade sector with regional-scale malls built in the middle of urban areas that tend to concentrate on government and education areas make the location of new modern markets (malls) more strategic and reach almost all areas of the Regency. Gresik. This has even further suppressed the service scale of the modern Ramayana and Hypermat markets, so a review of the service scale of Ramayana and Hypermart is needed if they still want to function again as shopping locations.

II. Conceptual framework

A. Lost Space

It is an unwanted area, this is because the existence of the area does not have a positive contribution to the surrounding environment, and fails to connect urban elements [2]. The non-functioning of the Hypermart modern market building has resulted in lost space where functionally the area does not contribute to the environment, both economically and in terms of the beauty of the area. Even the existence of this empty space has become an illegal area for some street vendors selling their wares. This condition actually contributes a negative impact visually in the area.

B. Range of Trading Services

Service coverage is a benchmark of the coverage that has been fulfilled for the needs of service activities which include education, trade, and government services. The service scale is influenced by distance, time and the service mechanism [3]. This research focuses on the range of services for trading activities. According to White and Gray (1996) quoted in (O.R.D, Ziliwu, 2017), when viewed based on the scope of services, shopping centers are divided into four which include the following:

Specific ation	Service Scale			
	Environ mental	Comm unity	Regi onal	Supe r Regi onal
Area (m ²)	3.000 – 10.000	10.000 – 30.000	30.00 0 – 80.00 0	80.00 0 – 150.0 00
Total Area (Ha)	7 - 25	24 - 72	74 - 124	124 – 309
Service Radius (Km)	2,25	4,5 - 9	12	18
Drive Time (menit)	5 - 10	10 - 15	15 - 20	30 – 45
Store (unit)	15 - 20	40	100	200 – 225
Resident s served	2.500 – 40.000	40.000 – 150.000	150.0 00	300.0 00

Table 1 Shopping Center Classification based on Service Scale

Source: White and Gray (1996) [3]

The existing shopping center owned by the urban area of Gresik Regency consists of three units, namely Icon mall and Gressmall which are included in shopping centers on a regional scale where this is based on the area of the shopping center which reaches 57,832 sqm. As for the modern market (mall) Gressmall has an area of approximately 44,340 sqm. And one modern market unit (mall) which is included in the community service scale, namely the modern market (mall) with an area of 12,593 sqm.

III. Methodology

A. Research Methodology

The method used in this study is a quantitative research method. The approach taken is by observing social facts with the aim of seeing a tendency which will later be linked to social facts, so that the results can be identified [4]. This study aims to thoroughly describe the selection of the optimal location for the development of new mall planning.

B. Data Collection Techniques

The data used is secondary data which includes road network data, residential plots and location point data for modern markets (malls). These data are data in the form of shp, where the data is used to support the spatial analysis that will be carried out.

C. Data Analysis Techniques

This study aims to review the service scale of the Ramayana modern market and also the Hypermart which is currently a lost space area if it will be used as a shopping location again. To carry out this review, a spatial analysis technique of Network analysis was carried out to see the scale of the reach from each point of the modern market location to the number of house parcels that were successfully reached.

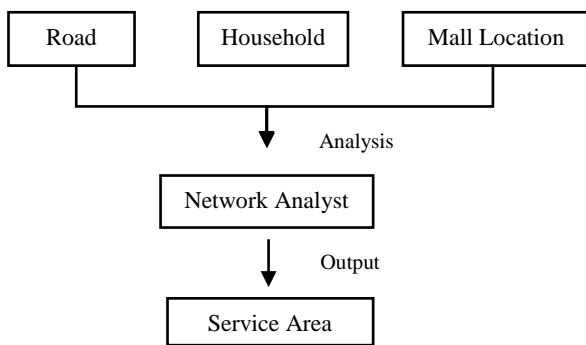


Figure 1 Framework Analysis

IV. Result

The existence of the COVID-19 pandemic has changed people's behavior, especially in a shopping habit, from an offline tendency to online, this condition has a big impact on modern markets (malls) that sell their wares offline. The following are Hypermart modern market outlets that are closed, where the building is still in the form of a mall building that has not functioned or been left empty.



Figure 2 Empty Building Former Hypermart Modern Market

Source: Google street view

In addition to the Hypermart and Ramayana modern markets, Gresik Regency has two new malls that have a higher service scale than Hypermart and Ramayana, namely Gressmall modern market (mall) and Iconmall. Where the service scale owned is the Regional scale.

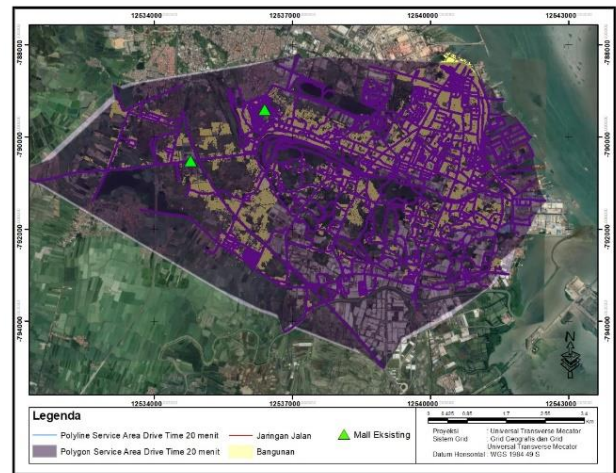


Figure 3 Modern Market Service Scale (Mall) Icon Mall and Gressmall

source: Analysis, 2022

From the results of the service scale analysis, it was found that the two modern markets (malls) have served all urban areas in Gresik Regency with a travel time of 15-20 minutes, namely Gresik District and Kebomas District. From the results of the analysis, it was also found that the number of people served was 185,103 people who resided in the urban area. This condition illustrates the potential for revitalization of the modern market (mall) Ramayana and Hypermart to continue to be developed into environmental-scale shopping centers..

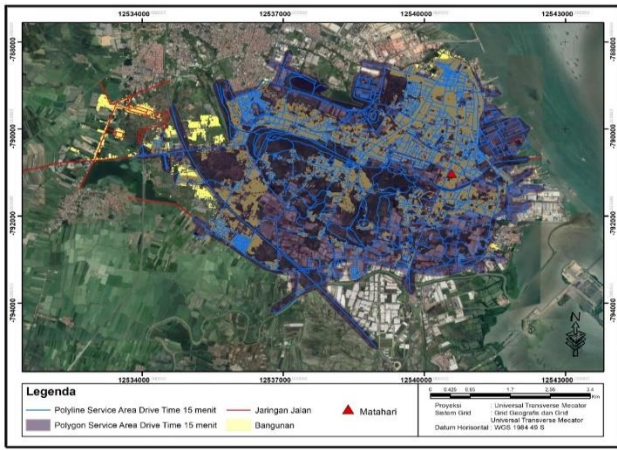


Figure 4 Hypermart . modern market (mall) service scale

Source: Analysis,2022

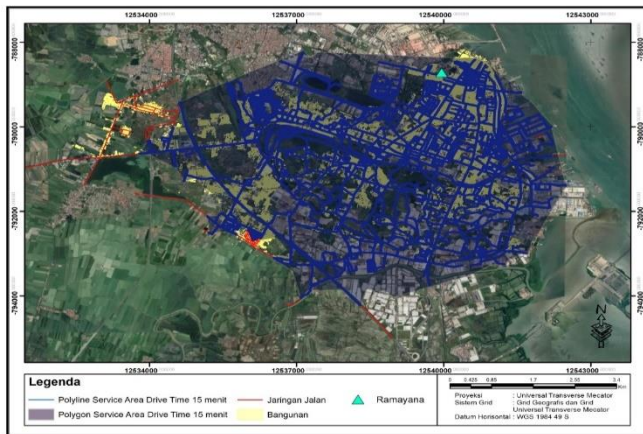


Figure 5 Ramayana modern market (mall) service scale

Source: Analysis,2022

From the results of the analysis obtained, if the points of the Hypermart and Ramayana areas are revitalized, the reach of services that can be reached has closed the urban area of Gresik Regency. Where within the range of 10-15 minutes the number of residents served for the modern market (mall) Hypermart reaches 172,836 people and for the Ramayana area with the same travel time it can serve 176,385 people. This illustrates that there is considerable potential for re-functioning as a shopping area again. In addition, the difference in service scale that will be owned by the modern market (mall) Ramayana, Hypermart and modern market (mall) Icon mall and Gressmall causes differences in the level of service and facilities in it so as to form a different target market later. However, for the modern market of Ramayana

and Hypermart, a differentiator will be needed between the two, both in terms of the types of goods traded and/or the facilities therein in order to form different market segments between the two, this is needed due to the same service scale between the two.

V. Conclusions

The research conducted yields information that if the modern market (mall) Hypermart and Ramayana have the potential to be redeveloped as a shopping center with a community service scale, the number of people who can be served with a travel time of 10-15 minutes is around 172,836 for Hypermart and the Ramayana area with an reach the same travel time can serve 176.385 people. this number exceeds the standard of service for the population, and this condition illustrates the great potential if these two modern markets (malls) are re-enabled for the market segment between Hypermart and Ramayana.

VI. References

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