

Abstract

Palmerah Market is one of the traditional market which was established since the time of Batavia and was managed by PD. Pasar Jaya in revitalization in 1999 and the usage period of Palmerah market has run out on July 2019. According to the survey results 10 years lately there is a decline of visitors often felt by traders in Palmerah market. Changes in the function of space affecting the activities and patterns of buying and selling in Palmerah market. The physical condition of market building suffered a lot of decline, causing Palmerah market to lose its existence. Palmerah Market is located in a crowded area with functions as a transfer point of public transportation so PD. Pasar Jaya In response to the right to use Pasar Palmerah and to improve the market image then planned market development in Palmerah market that combined with residential function. The purpose of this research is identified basic principle of re-planning (Redesign) Palmerah market with attention to changes/transformation pattern of buying and selling in Palmerah market and potential market location. A qualitative approach is used to describe the existing market conditions and identify the market aspects that are experiencing transformation. The final result showed a physical change and the transformation of Palmerah market activity in terms of sellers, buyers, and managers but among the stakeholders was not there coordinated in the reply transformation. The plan of changing market concept contradicts with City Planning and not yet there is a market that successfully terrorized the concept in Indonesia but because it is in a strategic location may be a PD plan. Pasar Jaya can be done at Palmerah market

Keywords: Activity; PD. Pasar Jaya; Revitalization ; Traditional market;Transformation