The Revitalization of Gianyar Traditional Market Into Indonesian National Standards and Balinese Cultural Tourism-Based Healthy Market

Ida Ayu Made Dwi Susanti[a], **Made Antara[b]**, **Dwi Putra Darmawan[c]**, **I Gusti Ayu Oka Suryawardani[d]**,
Agung Suryawan Wiranatha[e]

Corresponding Author [a]

Abstract

The role of subsystems in the agribusiness system is very crucial to meet market needs and consumer tastes. Supporting institution subsystems that provide services to the upstream, downstream agro-industry subsystems and the marketing subsystem are very important subsystems to be managed, one of which is the traditional market. The Gianyar Traditional Market is a market that has the potential to be developed, yet it has not played an optimal role. This study aims to design a strategy in revitalizing the Gianyar Traditional Market as a healthy market based on the Indonesian National Standards (SNI) and Balinese Cultural Tourism. The research was conducted at the Gianyar Traditional market. The method used is Interpretive Structural Modeling (ISM) with the experts' choice approach with the number of experts is 15.

Contents

[a] Doctoral Student at Doctoral Program in Agricultural Science Faculty of Agriculture Udayana University, Denpasar, Indonesia
[b] Lecturer at Faculty of Agriculture Udayana University, Denpasar, Indonesia and Centre of Excellence in Tourism Udayana University, Denpasar, Indonesia
[c] Lecturer at Faculty of Agriculture Udayana University, Denpasar, Indonesia
[d] Lecturer at Faculty of Agriculture Udayana University, Denpasar, Indonesia and Centre of Excellence in Tourism Udayana University, Denpasar, Indonesia
[e] Centre of Excellence in Tourism Udayana University, Denpasar, Indonesia

1 Introduction

The agribusiness subsystem revitalization needs to be increased to meet market needs and consumer tastes. Market progress can encourage economic actors to continue to seek innovations and breakthroughs in developing agribusiness systems. Supporting institution subsystems that provide services to the upstream, downstream agro-industry subsystems and the marketing subsystem are very important subsystems to be managed, one of which is the traditional market (Almeida et al., 2020; Bajan & Mrówczyńska-Kamińska, 2020). Following the Regulation of the Minister of Trade of the Republic of Indonesia Number: 56/M-DAG/PER/9/2014, the term Traditional Market is read as Traditional market. In terms of revitalization, trading facilities are guided by the Indonesian National Standard (SNI) 8152-2015 concerning the traditional market, henceforth, referred to as SNI of the Traditional market.

Cultural tourism in Bali is always associated with three elements, which are three components that are related to each other, namely originating from the Hindu religion, inspiring community customs, and inspiring traditional institutions that are manifested in the form of high-value works of art (Picard, 2006). Balinese culture has been attached to the economic and social life of the Balinese people. The traditional market reflects the life of the Balinese people as well as Balinese culture so that the revitalization of the traditional market is not only aimed at revitalizing a place but is one of the government's efforts to maintain the culture and economy of the people. The revitalization program is expected to make traditional markets a tourist market, namely a healthy market that provides quality products, especially agricultural and handicraft products, which are in demand by tourists visiting traditional markets (Burger & Cann, 1995; Song et al., 1996; Gama et al., 2018).

The Gianyar Traditional market is a market that has the potential to be developed considering the carrying capacity of Gianyar Regency as the arts center in Bali and is one of the tourist destinations for tourists visiting Bali, however, Gianyar Traditional market has not played an optimal role. This study aims to design strategies to revitalize the Gianyar Traditional market as a healthy market based on the Indonesian National Standards (SNI) and Balinese Cultural Tourism.

Literature review

Traditionally, markets are physical places where buyers and sellers meet to buy and sell goods. A market is a picture where sellers and buyers gather and make transactions for goods or services needed by buyers (Kotler & Keller, 2007). Based on historical studies, the market in Indonesia has been known since the 10th century, during the reign of Mpu Sindook, the existence of the traditional market was known as "Pkan". At that time, "Pkan" was managed by the government to supervise, control, and control "Pkan" (Firmanzah & Halim, 2012). "Pkan" contributed to the kingdom in the form of tax collection and expressions of political authority and power. "Pkan" which was later known as the traditional market was the economic lifeblood of the kingdom. "Pkan" was a meeting place for sellers and buyers, whether payments were made by bartering or using coin payment instruments.

The existence of the traditional market proves that the concept of the traditional market is the oldest economic mechanism and makes the traditional market the economic pillar of a region. According to a regulation issued by the President of the Republic of Indonesia Number 112 of 2007 (Firmanzah & Halim, 2012), traditional or Traditional Markets are markets that are built and managed by local, private, state-owned and regional-owned enterprises, including cooperation between the government and the private sector, in the form of shops, kiosks, booths, and tents that are owned or managed by entrepreneurs through micro, small and medium enterprises and in the process of buying and selling goods and services through bargaining.

The traditional market is an economic activity that involves various elements of society. The system in the traditional market consists of several subsystems that interact and influence each other. The subsystem is a subsystem of market managers, employees, traders or retailers, workers or employees, buyers, suppliers or agents, and producers (Poesoro, 2008). It is said that the massive supermarket development in Bali Province threatens the existence of traditional markets due to a shift in people's behavior towards cleanliness and hygiene. This condition is found by consumers in supermarkets. In this regard, traditional markets need to be revitalized into a healthy market following the tastes of consumers who tend to adopt a lifestyle that considers health and hygiene.

The system is a working system formed from various elements that work in an integrated manner to produce the desired output and results. The systems approach is used to find problems, analyze them, and find solutions amid complexity and daily realities (Eriyatno, 2013). Systems thinking is a holistic, comprehensive, and integrated way of thinking to formulate problems and produce solutions that are following expectations (Wiranatha & Suryawardani, 2018; Wiranatha & Suryawardani, 2019). Thinking in a system is very effective in solving complex problems into parts that are more structured and coordinated (Senge, 1997 in Wiranatha & Suryawardani, 2018). There are three characteristics in the systems thinking as follows.

a) Goal-oriented means to achieve the desired goals and creativity to create innovative solutions.
b) Holistic has a broad perspective as the basis for the idea of the whole system.
c) Effective, emphasizing priority on science, concepts, and results that can be implemented (Eriyatno, 2013).

Systems thinking in this research becomes a reference in designing strategies to revitalize the Gianyar Traditional market into a Healthy Market based on Indonesian National Standards (SNI) and Balinese Cultural Tourism.

Interpretive Structural Modeling (ISM) is a computerized method that can be used to develop strategies that describe the relationship between elements in a holistic, comprehensive, and integrated model (Wiranatha & Suryawardani, 2019). According to Attri et al. (2013), Interpretive Structural Modeling (ISM) is a computer-based technique to develop graphical representations of a complex system, which are composed of complex issues and unclear elements to become a comprehensive systemic and structured model. Singh & Kant (2008), add that the ISM approach facilitates to undertake classification and direction of complex relationships among elements in a system. Thus, interpretive structural modeling (ISM) is a well-established methodology for identifying relationships among specific items. Factors may be related to issues or problems. However, the direct and indirect relationships between the factors describe the situation far more accurately than the individual factor. Therefore, ISM develops insights into the collective understanding of these relationships (Attri et al., 2013).

ISM approach starts with an identification of variables, which are relevant to the problem or issue. Then a contextually relevant subordinate relation is chosen. Having decided the contextual relation, a structural self-interaction matrix (SSIM) is developed based on a pairwise comparison of variables. After this, SSIM is converted into a reachability matrix (RM) and its transitivity is checked. Once transitivity embedding is complete, a matrix model is obtained. In this approach, the theory of systems is implemented to explain the complex pattern of the contextual relationship among a set of variables. As a well-established methodology through identifying relationships among specific items and as an interactive learning process, ISM can also be used in generating strategic planning, designing the process, financial decision making, human resources, competitive analysis (Wiranatha & Suryawardani, 2019).

ISM methodology suggests the use of expert opinions based on various management techniques such as brainstorming in developing the contextual relationship among some variables (Wiranatha & Suryawardani, 2018). So that, respondents involved in the ISM program are experts who have capabilities and should thoroughly understand the problems and identifying the nature of contextual relationships among the various factors (Attri et al., 2013 & Darmawan, 2017).

Previous research that used Interpretive Structural Modeling (ISM) methods are as follows: Research done by Suryawardani (2014), on Tourism Leakage of The Accommodation Sector in Bali. The results show that the highest percentage of tourism leakage was 55.3% in four and five star-rated chain hotels and imported beverages were the first source of leakage in all types of hotels. The results also found that strategy for

minimizing tourism leakage from the accommodation sector in Bali was developed based upon the results of Interpretative Structural Modeling (ISM). Six groups of strategies were proposed according to the six elements of the program to minimize tourism leakage from the accommodation sector that was used in this ISM, namely: (i) program goals, (ii) program needs, (iii) affected sectors, (iv) program constraints, (v) possible changes in the program, and (vi) involvement of agencies in the policy. Each of these elements consisted of several sub-elements. The sub-elements in every element were assessed by ISM. Based on the results of this ISM, several sub-elements were considered as sub-key elements for each element. These sub-key elements are elaborated further and written as a strategy. The proposed strategies are as follows.

Strategy related to program goals is (i) To optimize the potential of local products, (ii) To develop agriculture, livestock, fisheries, and handicraft industry, (iii)To empower the community, (iv)To reduce the use of imported products for tourists, (v) To increase export of local products. Strategy related to program needs is (i) To improve the government's role in every strategy related to minimizing tourism leakage. Strategy related to affected sectors is (i) To involve community leaders in community empowerment, (ii) To empower community organizations in developing agriculture, livestock, fisheries, and handicraft industry, (iii) To urge the government to develop and implement supporting policies to minimize leakage.

Strategy related to program constraints is (i) To establish International Trade Policy that gives priority to reducing imports and to increase the export of local products, (ii) To stabilize the fluctuation in the value of the Rupiah against foreign currencies, steps need to be taken by the Indonesian Government. Strategy related to possible changes is (i) To establish a policy on the restriction of foreign investment in the accommodation sector in Bali and (ii) To facilitate public-private partnership in investment in tourism. Strategy related to the involvement of agencies is (i) To improve the role of the Ministry of Foreign Affairs in promoting Bali tourism worldwide and in encouraging tourists to consume local products.

Susanti et al., (2019), in dissertation research of a student of the Udayana University Tourism Doctoral Study Program on the Development Strategy of a Cultural Tourism Village as a Spiritual Tourism Attraction in Karangasem Regency, using the Interpretive Structural Modeling (ISM) method. The results showed that academics or educational institutions, in this case, universities, had an important role, namely playing a role as a center of change in the development of the Budakeling Tourism Village. The results of the strategy formulation were based on the results of the ISM analysis, namely: a) optimizing the development of spiritual tourism potential with other programs: involving local communities, organizing regular arts and cultural events, organizing yoga and meditation festivals. b) Increasing the participation of local human resources in developing spiritual tourism with programs, namely the dissemination of the seven charms and tourism awareness programs, skills training related to spiritual tourism, foreign language training for local guides and yoga instructors, competency tests for yoga instructors. c) Improvement of the role of the Regional Government of Karangasem Regency. d) Increasing the role of local entrepreneurs in developing spiritual tourism; e) increasing tourism promotion with digital systems. f) Increasing the role of educational institutions in developing human resources in the field of spiritual tourism.

Prasetijo (2019), dissertation research of Udayana University Tourism Doctoral Study Program students on the Management Model of Conservation-Based Diving Tourism Destinations in Tulamben Bali, using the Interpretive Structural Modeling (ISM) method. The resulting strategy is to describe the four influential sectors, namely the community, community leaders, the tourism industry, and the local or central government that must play a synergistic and innovative role, form a management body and specifically for the regional or central government must take the initiative to prepare supporting regulations. The management body also plays a role in preparing the establishment of one gate and establishing a mechanism to limit the number of divers allowed to enter to attract quality tourists and gain conservation funds from the community. The funds raised can be used to make various other innovations to increase the diversity of tourist attractions as well as the diversity of corals and fish to improve the quality of diving tourism destinations.

In this research, the approach with the Interpretive Structural Modeling (ISM) method follows the three studies above, namely using 6 (six) elements with the consideration that these six elements are considered to represent components that must be considered in the Revitalization of the Gianyar Traditional market which can be used in device a comprehensive and integrated holistic strategy. The difference is in the sub-elements used which are adjusted to the research objectives related to the Revitalization of the Gianyar Traditional market as a healthy market based on National Indonesia (SNI) standards and cultural tourism.

2 Materials and Methods

The research was conducted at the Gianyar Traditional market, Gianyar Regency. This location was chosen purposively with the consideration that the Gianyar Traditional market is one of the target markets to be revitalized by the Gianyar Regional Government. The research was conducted for 3 months from October 2019 to January 2020.

There is no requirement regarding the number of experts involved in this model as long as: (i) the researcher is convinced that the number of experts chosen is capable of analyzing the contextual relationship among the variables; and (ii) the experts are capable in communicating a holistic sense of the elements related to the research topic (Attri et al., 2013; Saaty, 2008; Wiranatha & Suryawardani, 2019; Darmawan, 2017).

Regarding this study, experts were selected purposively who understand the contextual relationship in terms of revitalization of Gianyar Traditional Market. The study involved fifteen experts, To limit bias, some efforts were undertaken, i.e. (i) experts were chosen carefully for their good understanding of the topic of the research; (ii) comprehensive and structured questionnaires were designed carefully; (iii) respondents were assisted by giving a clear explanation for every question to control the consistency of the given answers; and (iv) in-depth interview was undertaken to get knowledge and experience of the experts. Interpretive Structural Modeling (ISM) was used to analyze the relationship between elements. Six elements were used in this research. Contextual Relationship of Sub-element on Each Element can be seen in Table 1.

Table 1
Contextual relationship of sub-element on each element

Elements	Contextual Relationship
1. Program goals (Gi)	Gi contribute to achieving Gj
2. Program needs (Ni)	Ni supports Nj
3. Affected sectors (Ti)	Ti its role influences Tj
4. Program constraints (Ci)	Ci causes Cj
5. Possible changes in the program (Mi)	Mi results in Mj
6. Involvement of agencies in the program (Ai)	Ai its role supports Aj

ij = 1,2,3 ... (i,j ≤ 10)

3 Results and Discussions

Elements of the objective of the Gianyar traditional market revitalization program

The results of the contextual relationship analysis between the sub-elements in the Element of Program Objectives in the Revitalization of the Gianyar Traditional market show that the key sub-element of Program Needs is the realization of healthy living behavior in the traditional market components (G8). The hierarchical structure can be seen in Figure 1.
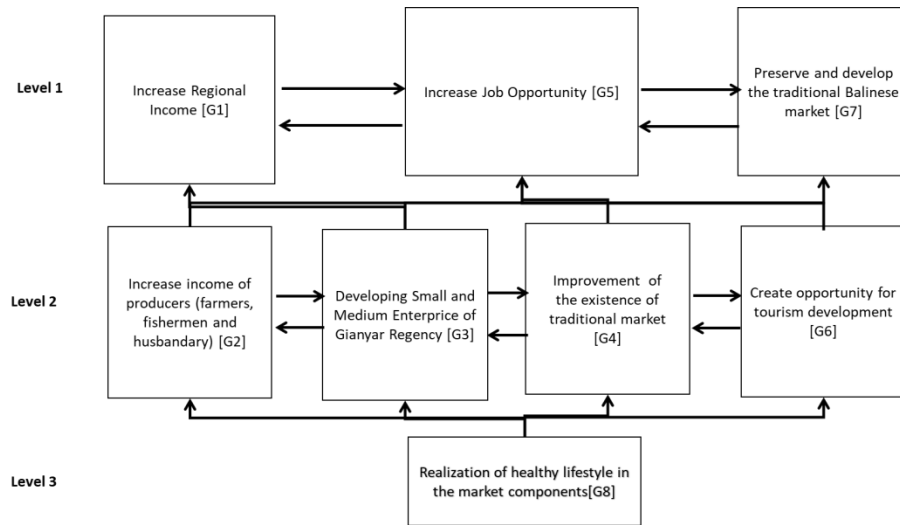
Susanti, I. A. M. D. ., Antara, M. ., Darmawan, D. P. ., Suryawardani, I. G. A. O. ., & Wiranatha, A. S. . (2020). The revitalization of Gianyar traditional market into Indonesian national standards and Balinese cultural tourism-based healthy market. International Journal of Life Sciences, 4(3), 1-15. https://doi.org/10.29332/ijls.v4n3.469

Figure 1. The hierarchical structure on the objective of the revitalization program Gianyar traditional market

Elements of the program needs of the Gianyar traditional market revitalization

The results of the analysis of the contextual relationship between the sub-elements on the Elements of Program Needs in the Revitalization of the Gianyar Traditional market show that the key sub-elements of Program Needs are Human Resource Quality Improvement (N2), Standardization and Certification of Products sold (N6), Development of traders (N7), and Market Management Improvement (N8). The hierarchical structure can be seen in Figure 2.
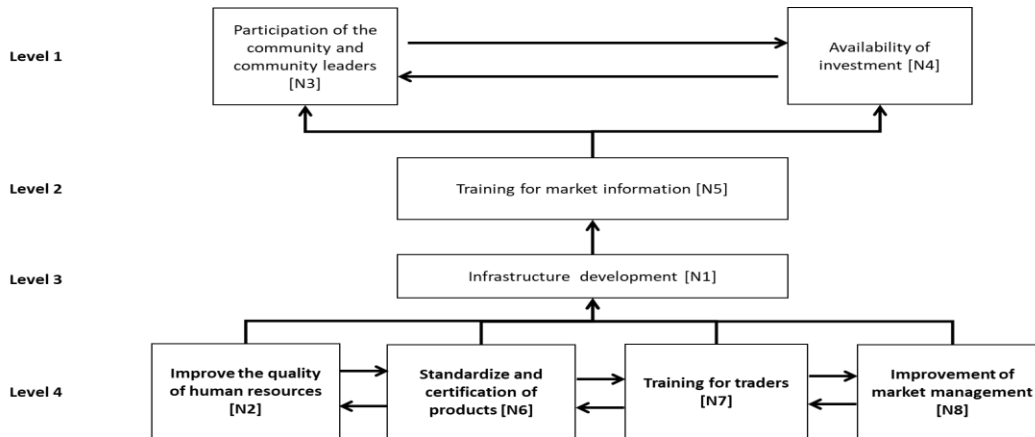

Figure 2. The hierarchical structure on the sub-element needs of the Gianyar traditional market revitalization program

Community elements affected by the revitalization of the Gianyar traditional market

The results of the contextual relationship analysis between the sub-elements in the Community Elements that are Influenced in the Revitalization of the Gianyar Traditional market show that the key sub-elements are traditional market traders (C1), buyers or visitors to traditional markets (C2), and producers (farmers, fishermen, breeders, and communities which produce handicraft products for tourists) (C6). The hierarchical structure can be seen in Figure 3.
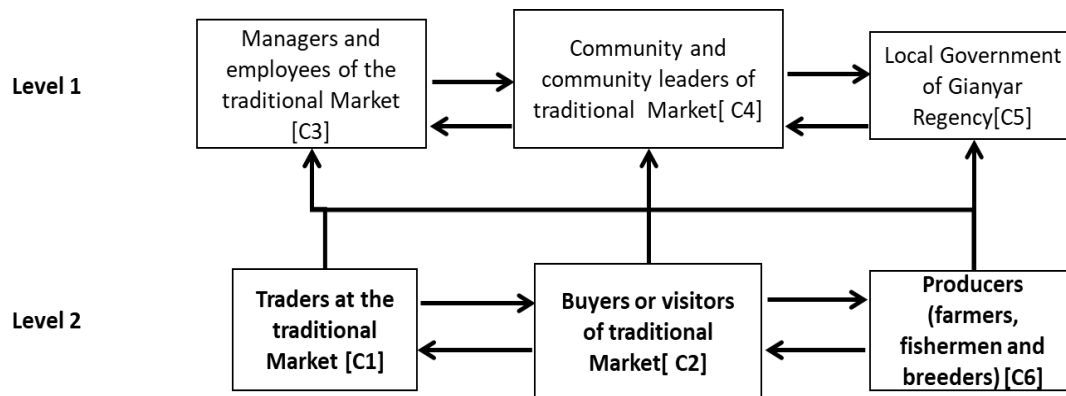
Figure 3. Hierarchical structure in sub-element of community sector affected by Gianyar traditional market revitalization program

Elements of constraints in Gianyar traditional market revitalization program

The results of the contextual relationship analysis between the sub-elements in the Constraint Elements of the Gianyar Traditional Market Revitalization Program show that the key sub-elements are the behavior of traders (B3), the low awareness of traders towards product quality (B5), the lack of quality, quantity and continuity of agricultural products (B7). The hierarchical structure can be seen in Figure 4.
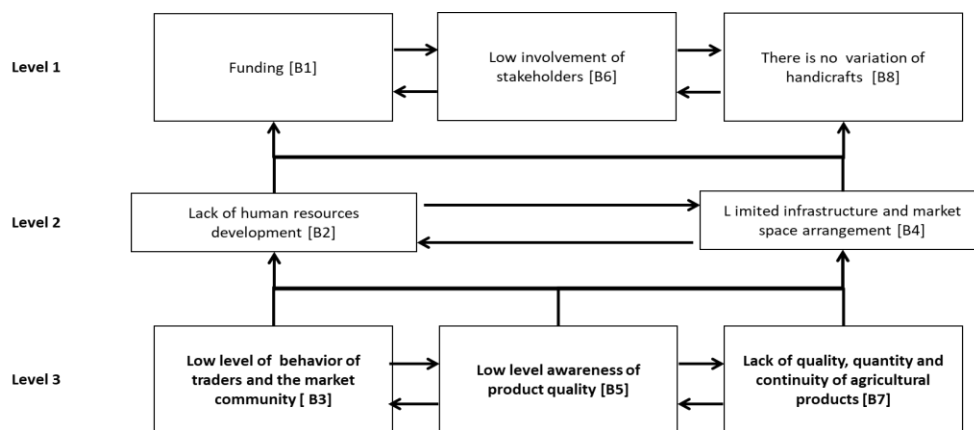

Figure 4. The hierarchical structure on sub-element constraints of Gianyar traditional market revitalization program

Elements of a possible change in the revitalization of Gianyar traditional market

The results of the contextual relationship analysis between the sub-elements on the Elements of Possible Change in the Revitalization of the Gianyar Traditional Market show that the key sub-elements are product quality improvement (E3), a healthier and safer work environment (E4), price certainty and guarantee for quality, quantity, and continuity of products (E6) and changes in the behavior of the market community (traders, buyers, producers, market officers) (E7). The hierarchical structure can be seen in Figure 5.
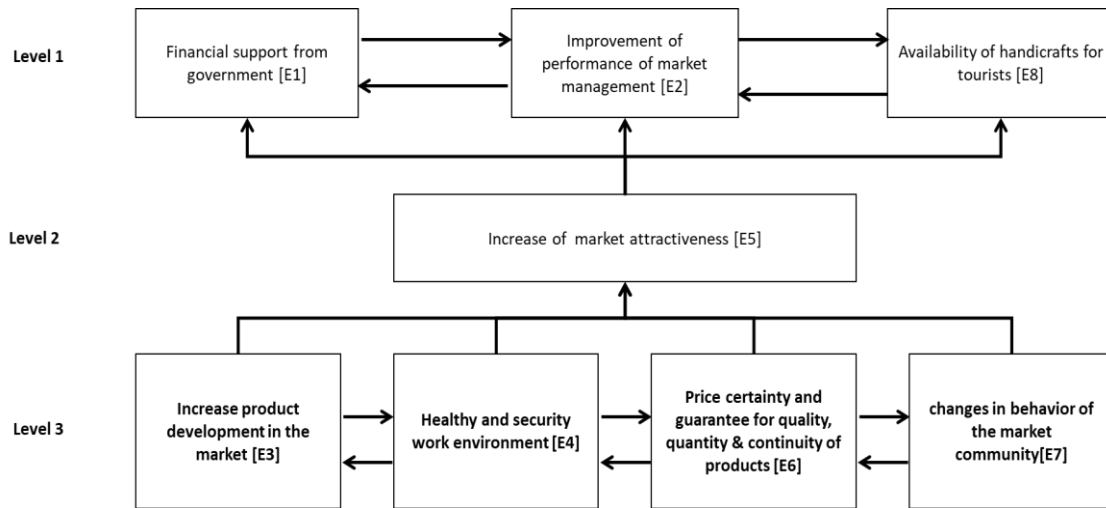
Susanti, I. A. M. D. ., Antara, M. ., Darmawan, D. P. ., Suryawardani, I. G. A. O. ., & Wiranatha, A. S. . (2020). The revitalization of Gianyar traditional market into Indonesian national standards and Balinese cultural tourism-based healthy market. International Journal of Life Sciences, 4(3), 1-15. https://doi.org/10.29332/ijls.v4n3.469

Figure 5. The hierarchical structure on sub-elements of a possible change in the revitalization of the Gianyar traditional market

Institutional elements involved in the Gianyar traditional market revitalization program policy

The results of the analysis of the contextual relationship between the sub-elements in the Institutional Elements involved in the Revitalization of the Gianyar Traditional Market show that the key sub-elements are L1: Regional Development Planning Agency (BAPPEDA) and Research and Development (LITBANG) of Gianyar Regency, L2: BPKAD (Financial Management Agency and Regional Assets) of Gianyar Regency, L3: Industry and Trade Office of Gianyar Regency, L4: Gianyar Regency Tourism Office, L6: Gianyar Regency Agriculture Office, L7: Food, Marine, and Fisheries Security Service of Gianyar Regency, L8: Gianyar Regency Health Office, and L14: Service companies in the tourism sector. The hierarchical structure can be seen in Figure 6.
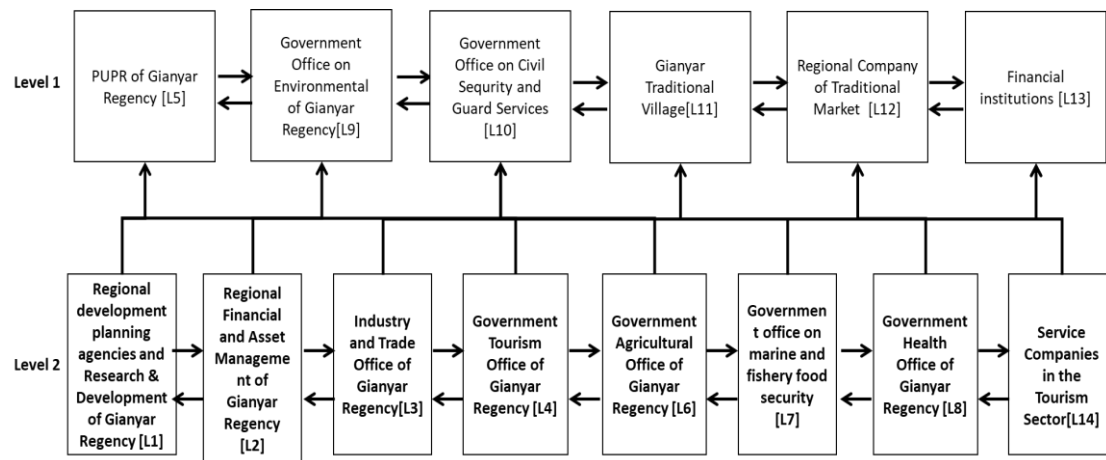

Figure 6. Hierarchical structure in sub-element of institutions involved in the Gianyar traditional market revitalization program policy

From the description above, a summary of the key sub-elements of each of the elements in the Revitalization of the Gianyar Traditional Market can be seen in Table 2.

Table 2
Key sub-elements on each element in the revitalization of Gianyar traditional market

No	Elements	Key Elements	Code
1	Program Objectives	The realization of a clean and healthy living behavior in the traditional market components	G8
2	Program needs	Improving the quality of human resources (market management component), standardizing and certifying products to be sold in the market, fostering traders, improving market management	N2, N6, N7, N8
3	Communities Affected by the Program	Traders at Gianyar Traditional Market, buyers or visitors to Gianyar Traditional Market, Producers (farmers, fishermen, breeders)	C1, C2, C6
4	Program Constraints	Traders and market communities who have not implemented cleanliness, low awareness of traders of product quality, lack of quality, quantity, and continuity of agricultural products	B3, B5, B7
5	Program Possible Changes	Improved quality of products sold in the market, a healthier and safer work environment, price certainty, guarantee of quality, quantity, and continuity of products, changes in the behavior of the market community (traders, buyers, producers, market officers)	E3,E4,E6,E7
6	Institutions Involved in Program Policy	Regional Development Planning Agency (BAPPEDA) and Research and Development (LITBANG) of Gianyar Regency, Financial Management Agency and Regional Assets (BPKAD) of Gianyar Regency, Gianyar Regency Industry and Trade Service, Gianyar Regency Tourism Office, Gianyar Regency Agriculture Service, Food Security, Marine, and Fisheries Service of Gianyar Regency, Gianyar Regency Health Office, and Service Companies in the Tourism Sector	L1, L2, L3, L4, L6, L7, L8, L14

The strategy of revitalizing the Gianyar traditional market to become a healthy market based on Indonesian National Standards (SNI) and cultural tourism

The strategies of revitalizing the Gianyar Traditional Market into a healthy market based on the Indonesian National Standard (SNI) and Balinese Cultural tourism are classified into 6 (six) elements based on the ISM (Interpretive Structural Modeling) analysis used in this study. The six elements are elements of program objectives, program needs, program-affected communities, program constraints, desired changes, and the institutions involved. Each element consists of several sub-elements. Furthermore, the elements and sub-elements that have the highest Driver Power value are strategies to revitalize the Gianyar Traditional Market into a healthy market based on Indonesian National Standards (SNI) and Balinese Culture tourism. The strategies of revitalizing the Gianyar Traditional Market into a healthy market based on the Indonesian National Standard (SNI) and Balinese Cultural tourism are described in a conceptual model, which can be seen in Figure 7.

Susanti, I. A. M. D. ., Antara, M. ., Darmawan, D. P. ., Suryawardani, I. G. A. O. ., & Wiranatha, A. S. . (2020). The revitalization of Gianyar traditional market into Indonesian national standards and Balinese cultural tourism-based healthy market. International Journal of Life Sciences, 4(3), 1-15. https://doi.org/10.29332/ijls.v4n3.469
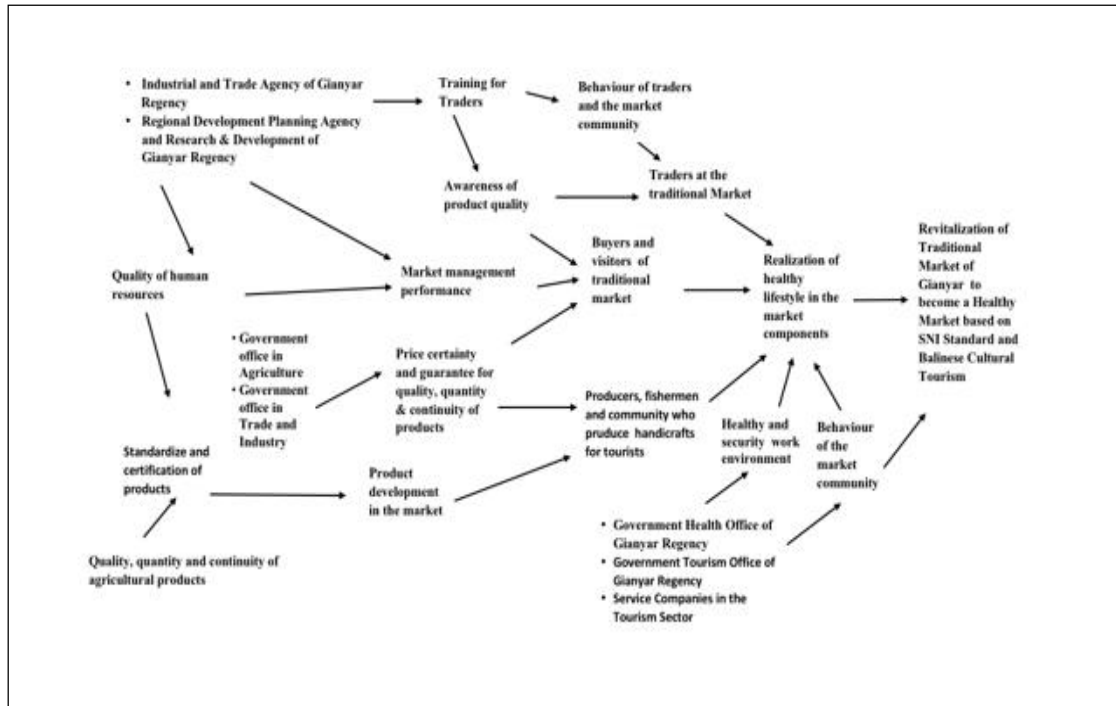
Figure 7. The conceptual model of the revitalization of the Gianyar traditional market into a healthy market based on SNI and cultural tourism

From the conceptual model in Figure 7, it can be explained as follows:

The result of ISM analysis based on the Elements of Program Objectives is "The creation of healthy living behavior in the components of the Gianyar Traditional Market". This objective is the focus of attention in revitalizing the Gianyar Traditional Market.

The ISM analysis results show that the people who are affected in the revitalization of the Gianyar Traditional Market are: 1) Traders in Gianyar Traditional Market, 2) Buyers and market visitors, and 3) Producers (farmers, fishermen, artists producing souvenirs for tourists). In implementing the Gianyar Traditional Market revitalization program, these community groups will be influenced by the Gianyar Traditional Market revitalization program, so that changes in behavior towards positive behavior related to healthy living behavior in the Gianyar Traditional Market components must be the focus of attention.

The results of the ISM analysis show that in achieving the goal of revitalizing the Gianyar Traditional Market, the obstacles faced are: 1) The behavior of traders and market communities still do not pay attention to hygiene, 2) Low awareness of traders towards product quality, and 3) Low quality, quantity, and continuity of agricultural products. These constraints should be the focus of attention in revitalizing the Gianyar Traditional Market. What makes traditional markets less attractive is the dirty market environment due to the lack of attention to the cleanliness of traditional market components. From the results of this study, it is hoped that there will be an awareness of market components to always behave healthily and cleanly so that market conditions are always in a clean state (Silalahi et al., 2015; Aliyah et al., 2017). The division of the area according to the type of commodity and its characteristics, such as: wet and dry areas, live poultry sales, and slaughterhouses. The location of the place where pork is sold is separate from other meats. Ready-to-eat food should not be near fresh food. There is an adequate amount of water, showers, and toilets, hand washing facilities, garbage dumps, and storage for cleaning tools. Availability of refrigeration to store high-risk foods such as meat, fish, eggs. A market that sells ready-to-eat food (for example chicken noodles, Soto rice, meatballs) must provide facilities for the preparation of raw materials and processing, clean water, a place for washing and hand washing that can be easily accessed by traders, following the requirements of the Republic of Indonesia Food and Drug Administration (2015).

Another obstacle faced is the low awareness of traders about product quality, as well as low quality, quantity, and continuity of agricultural products. The collaboration of various agencies is very important in this matter which will be explained in the section on the roles of various institutions. To achieve the goal of revitalizing the Gianyar Traditional Market, program needs that must be met are: 1) Improving the quality of human resources, 2) Standardization and certification of products sold in the Gianyar Traditional Market, 3) Fostering traders, and 4) Improving market management. The things mentioned above should be focused on achieving the goal of revitalization.

To achieve the program objectives, things that are expected to change are: 1) Increasing the quality of products sold in the market, 2) Healthier and safer work environments, 3) Price certainty and guaranteed quality, quantity, and product continuity, and 4) Changes in the behavior of the market community (traders, buyers, producers, and market officers). The revitalization of the Gianyar Traditional Market will be achieved if all the desired changes can be fulfilled, so attention must be focused on these things.

In the implementation of the Gianyar Traditional Market revitalization program, the institutions involved in making, implementing, and evaluating the revitalization program policies are: 1) Regional Development Planning Agency (Bappeda) and Research and Development and BAKD (Regional Financial and Asset Management Agency, 2) Industry and Trade Office of Gianyar Regency, 3) Gianyar Regency Tourism Office, 4) Gianyar Regency Agriculture Office, 5) Food Security, Marine and Fisheries Service Office of Gianyar Regency, 6) Gianyar Regency Health Office and 7) Service companies in the tourism sector. Good coordination between the aforementioned institutions is believed to be able to make the Gianyar Traditional Market revitalization program successful into a healthy market based on Indonesian National Standards (SNI) and Balinese Cultural tourism.

The roles of each institution can be explained as follows:

a) The roles of the Gianyar Regency Industry and Trade Agency and the Gianyar Regency Regional Development Planning Agency are in terms of fostering traders, improving market management, and improving the quality of human resources.

    1) In terms of fostering traders, the role of the agency is expected to change the behavior of traders to keep the market clean and increase awareness of the importance of product quality, so that healthy living behavior can be realized immediately.

    2) In improving market management, the roles of these agencies are expected to increase the satisfaction of buyers and visitors to the Gianyar Traditional Market.

    3) In terms of improving the quality of human resources, it is hoped that these agencies will play a role in determining standardization, quantity, quality, and product continuity which has implications for improving the quality of products in the Gianyar Traditional Market, so that producers, fishermen and handicraft-producing communities for tourists will benefit from consumers in the Gianyar traditional market will be satisfied with the products purchased.

    4) Success in terms of fostering traders, improving market management, and improving the quality of human resources will have implications for the positive behavior of traders in the Gianyar Traditional Market, the satisfaction of buyers and visitors as well as producers which have implications for positive behavior in demonstrating healthy living behaviors that will affect the success of the revitalization of Gianyar Traditional Market to be a healthy market based on Indonesian National s(SNI) and Balinese cultural tourism.

b) The roles of the Agriculture and Trade Service are in providing price certainty, guaranteeing the quality, quantity, and continuity of the product. This will have implications for the satisfaction of buyers and visitors. Buyers are satisfied with the price paid. Producers, fishermen, and handicraft-producing communities will also feel satisfaction because these producers can get a fair price so they can experience better benefits in producing products marketed in the Gianyar Traditional Market. The implication is that it affects the creation of healthy living behaviors that will support the revitalization program of the Gianyar Traditional Market.

c) The roles of the Health Office, Tourism Office, and Service Company in the tourism sector are in creating a healthier and safer work environment as well as changing the behavior of the market community, which has implications for the realization of a healthy lifestyle. This will also affect the success of the Gianyar Traditional Market revitalization program into a healthy market based on the Indonesian National Standard (SNI) and Balinese Culture tourism.

Results of this research are in line with the previous research undertaken by Suryawardani (2014); Wiranatha & Suryawardani (2018); Wiranatha & Suryawardani (2019); Susanti et al. (2019) & Prasetijo (2019), which emphasized some elements namely Elements of Program Goals, Program Needs, Affected Sectors, Possible Changes in the program which is in fact, was very useful in generating strategies to revitalize Gianyar Traditional Market as the objective of this research. However, the capacity of community leaders does not seem to play an important role in their involvement in generating strategies for the revitalization of the Traditional Market of Gianyar. For future research, the roles of community leaders and community participation need to be more focused to be able to generate a bottom-up strategy in revitalizing Gianyar Traditional Market. Future research also needs to be focused on the research on priority strategy that needs to be implemented in the program of the revitalization of Gianyar Traditional Market.

4 Conclusion

The results of the ISM analysis based on the key elements and sub-elements are the strategies in the revitalization of the Gianyar Traditional Market as follows. Strategies related to program objectives is: (a) The realization of a healthy lifestyle in traditional market components. Strategies related to program requirements is: (a) Improving the quality of human resources (market management component) ; (b) Standardization and certification of products to be sold in the market; (c) Fostering of traders; (d) Market management improvements. Strategies relating to the sectors affected by the program is: (a)Traders in Gianyar traditional market; (b) Buyers or visitors to the Gianyar traditional market; (c) Producers (farmers, fishermen, and breeders). Strategies related to program constraints is: (a) The behavior of traders and market communities who are still not keeping the market clean; (b) Traders' low awareness of product quality; (c) The lack of quality, quantity, and continuity of agricultural products. Strategies dealing with possible changes is: (a) Improved quality of products sold in the market; (b) A healthier and safer work environment; (c) Price certainty and the guarantee of quality, quantity, and continuity of product; (d) Changes in the behavior of the market community (traders, buyers, producers, and market officers). Strategies related to institutions involved in program policies is: (a) Regional Development Planning Agency (BAPPEDA) and Research and Development (LITBANG) of Gianyar Regency; (b) BPKAD (Regional Financial and Asset Management Agency) Gianyar Regency; (c) Gianyar Regency Industry and Trade Office; (d) Gianyar Regency Tourism Office; (e) Gianyar Regency Agriculture Office; (f) Food, Marine, and Fisheries Security Service of Gianyar Regency; (g) Gianyar Regency Health Office; (h) Service companies in the tourism sector.

Suggestions

In revitalizing the Gianyar Traditional Market, it is hoped that the Gianyar Regency Government can implement all the results of this research. For future research, the role of community leaders and community participation need to be increased to be able to generate a bottom-up strategy in revitalizing Gianyar Traditional Market. Research on determining priority strategy also needs to be conducted by implementing the Analytical Hierarchy Process (AHP) Method.

References

Aliyah, I., Setioko, B., & Pradoto, W. (2017). Spatial flexibility in cultural mapping of traditional market area in Surakarta (A case study of Pasar Gede in Surakarta). *City, culture and society*, *10*, 41-51. https://doi.org/10.1016/j.ccs.2017.05.004

Almeida, C. M. V. B., Frugoli, A. D., Agostinho, F., Liu, G. Y., & Giannetti, B. F. (2020). Integrating or Des-integrating agribusiness systems: Outcomes of emergy evaluation. *Science of The Total Environment*, 138733.https://doi.org/10.1016/j.scitotenv.2020.138733

Attri, R., Dev, N., & Sharma, V. (2013). Interpretive structural modelling (ISM) approach: an overview. *Research Journal of Management Sciences*, *2319*, 1171.

Badan POM Republik Indonesia. 2015. Pedoman Cara Ritel Pangan Yang Baik di Pasar Tradisional.

Badan Standarisasi Nasional. 2015. SNI Pasar Tradisional (SNI 8152 : 2015). Jakarta : BSN. www.bsn.go.id

Bajan, B., & Mrówczyńska-Kamińska, A. (2020). Carbon footprint and environmental performance of agribusiness production in selected countries around the world. *Journal of Cleaner Production*, *276*, 123389. https://doi.org/10.1016/j.jclepro.2020.123389

Burger, P. C., & Cann, C. W. (1995). Post-purchase strategy: a key to successful industrial marketing and customer satisfaction. *Industrial Marketing Management*, *24*(2), 91-98. https://doi.org/10.1016/0019-8501(94)00036-V

Darmawan, D. P. (2017). Pengambilan Keputusan Terstruktur dengan Interpretive Structural Modelling. *Elmatera, Yogyakarta*.

Eriyatno, L. L. (2013). System science. Gunawidya, Jakarta.

Firmanzah dan R.E. Halim. 2012. "Strategi Revitalisasi Pasar Tradisional". In : Basri, M.C., editor. *Rumah Ehonomi Rumah Budaya.* Jakarta : PT Gramedia Pustaka Utama.

Gama, A. W. S., Rustiarini, N. W., & Anggraini, N. P. N. (2018). Imaging and Purchasing Decision in Traditional Art Market. *International research journal of management, IT and social sciences*, *5*(2), 175-185.

Kotler, P., & Keller, K. L. (2007). Manajemen Pemasaran Edisi 12 Bab 1. Jakarta : PT. Indeks.

Peraturan Menteri Perdagangan Republik Indonesia Nomor : 56/M-DAG/PEK/9/2014 tentang Perubahan Atas Peraturan Menteri Perdagangan Nomor 70/M-DAG/PER/12/2013 Tentang Pedoman Penataan dan Pembinaan Pasar Tradisional, Pusat Berbelanjaan dan Toko Modern.

Picard, M. (2006). *Bali: pariwisata budaya dan budaya pariwisata* . Kepustakaan Populer Gramedia.

Poesoro, A. (2008). Dampak Supermarket terhadap Keberadaan Pasar Tradisional di Daerah Perkotaan di Indonesia (Impact of Supermarkets on the existance of Traditional Markets in Urban Areas in Indonesia). *Bisnis & Ekonomi Politik*, *9*(2), 71-84.

Prasetijo, R. (2019). Model Pengelolaan Destinasi Wisata Diving Berbasis Konservasi di Tulamben, Bali. Disertasi. Program Doktor Pariwisata, Fakultas Pariwisata. Universitas Udayana.

Saaty, T. L. (2008). Decision making with the analytic hierarchy process. *International journal of services sciences*, *1*(1), 83-98.

Senge, P. M. (1997). The fifth discipline. *Measuring Business Excellence*, *1*(3), 46-51.

Silalahi, M., Walujo, E. B., Supriatna, J., & Mangunwardoyo, W. (2015). The local knowledge of medicinal plants trader and diversity of medicinal plants in the Kabanjahe traditional market, North Sumatra, Indonesia. *Journal of ethnopharmacology*, *175*, 432-443. https://doi.org/10.1016/j.jep.2015.09.009

Singh, M. D., & Kant, R. (2008). Knowledge management barriers: An interpretive structural modeling approach. *International Journal of Management Science and Engineering Management*, *3*(2), 141-150.

Song, X. M., Neeley, S. M., & Zhao, Y. (1996). Managing R&D-marketing integration in the new product development process. *Industrial Marketing Management*, *25*(6), 545-553. https://doi.org/10.1016/S0019-8501(96)00069-7

Suryawardani, I.G.A.O. (2014). *Tourism Leakage From The Accommodation in Bali. Disertation. Double Degree Indonesia-Perancis.* Program Doktor Pariwisata. Universitas Udayana dan Universite Paris 1 Pantheon Sorbonne France. 254p.

Susanti, P. H., Antara, M., Budiarsa, M., & Wiranatha, A. S. (2019). Development Strategy of Budakeling Tourism Village as a Spiritual Tourism Attraction in Karangasem Regency, Bali, Indonesia. *Journal of Tourism and Hospitality Management*, *7*(2), 48-55.

Wiranatha, A.S. & Suryawardani, I.G.A.O. (2018). A Structural Model of Community-Based Agritourism Development at The World Heritage Site of Jatituwih Rice Field Terrace in Tabanan, Bali. Global and StochasticsAnalysis (GSA), *5*(7) 2018. ISSN: 2248 9444. MUK Publication.

Wiranatha, A.S. & Suryawardani, I.G.A.O. (2019). Interpretive Strcutural Modeling in Tourism and Agriculture.. LAMBERT Academic Publishing Germany. ISSN: 978-613-9-46113-4. Address: 17 Meldri=um Street, Beau Basin 71504, Mauritius. Germany.

Biography of Authors

	Ida Ayu Made Dwi Susanti is a lecturer at the Faculty of Agriculture and Business at Mahasaraswati University Denpasar. He was born in Denpasar, March 31, 1989. Has completed higher education at the Faculty of Agriculture, Udayana University's Socio-Economic Study Program which has now changed to the Agribusiness Study Program in 2007. Continued postgraduate education at Udayana University for the master program in 2014. *Email: dwisusanti1989@gmail.com*
	Prof. Dr. Ir. Made Antara, MS, born in Singaraja, December 25, 1954, currently teaches in the Department of Agricultural Social Economics, Faculty of Agriculture (now PS. Agribusiness), Udayana University. His current position is as Professor. At PS.Agribusiness teaches economics (micro, macro, regional), Socio-Economic Research Methodology and quantitative methods (Econometrics, Operations Research). He also teaches and guides in the Tourism Masters Program, Tourism Doctoral Program, Environmental Science Study Program, and Cultural Studies Doctoral Program, Udayana University Postgraduate Program. *Email: antara_unud@yahoo.com*
	Dwi Putra Darmawan is a Professor Major of Agribusiness in Udayana University. He was born in Denpasar, 16 November 1962. Doctorate degree in the field of Agricultural Economics obtained at Gadjah University Mada (UGM) Yogyakarta in 2001. He received a Thesis Grant from The SEAMEO Regional Center for Graduate Study and Research in Agriculture (SEARCA). Since 2004 until now, he has held the mandate as an APS / AIPT assessor of the National Accreditation Board for Higher Education (BAN-PT) of the Ministry of Research, Technology and Higher Education of the Republic of Indonesia. *Email: dwiputradarmawan@yahoo.com*
	I Gusti Ayu Oka Suryawardani hold a Ph.D. in Tourism at Sorbonne Universite Pantheon Paris-1 France and Udayana University. She also hold a Master Degree at Faculty of Economic Business and Law The University of Queensland Australia. She is a lecturer at Doctorate Program in Tourism and Agribusiness Department Faculty of Agriculture Udayana University and undertakes research and conference. *Email: gungdani@gmail.com*
	Agung Suryawan Wiranatha is Head of Centre of Excellence in Tourism Udayana University. He hold a Ph.D. in Regional Planning at The University of Queensland Australia, a Master Degree in Environmental Management at Griffith University Australia and an Undergraduate Degree in Agriculture Industrial Technology, IPB Bogor. His interest is in sustainable development. *Email: balitruly @yahoo.com*