

- Pasar with young generation -

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1. INTRODUCTION

Recently, there are many retail stores around the world. This retail store growing market, including shopping malls, supermarkets, and convenient stores are also appeared in Indonesia as well.

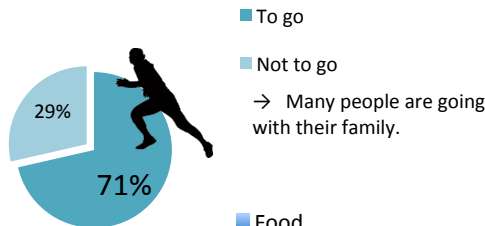
However, there are still many "traditional pasar" left in there for the informal sectors which we call "pasar", the traditional market in Indonesia and it is also the place where people normally do daily shopping.

Based on these two kinds of markets, we conducted our research mainly from three aspects. First, we focused how young generation especially "university students" think about the pasar. Because the student from university may can be the next intermediate consumer. We notice that almost every personnel who we interviewed answered about importance of the Pasar. Second is why "traditional pasar" hasn't disappeared yet. This is because the Pasar has been having really important role for a long time. The final one would be the future of "traditional passer". We propose some ideas and suggestions for those three important themes.

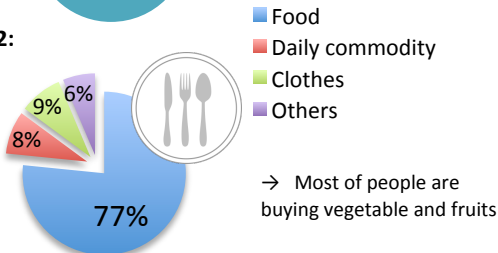
4. RESULTS

Questionnaire

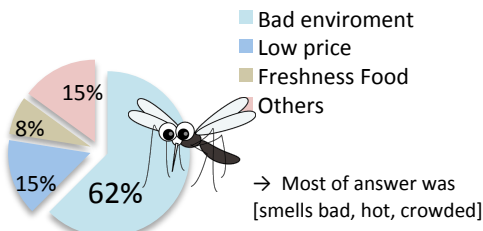
Q1:



Q2:



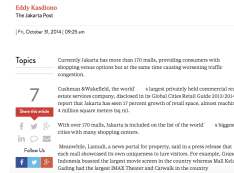
Q3:



2. DATA

Due to the difficulties of finding the numeric data about pasars, we decided to go by the following valid news pages.

Jakarta, a city with many shopping centers



Terdapat pedagang, Djangka melanjutkan, kualitas barang pun akan dikontrol. Misalnya, dilarang menjual makanan yang mengandung zat berbahaya seperti formalin.

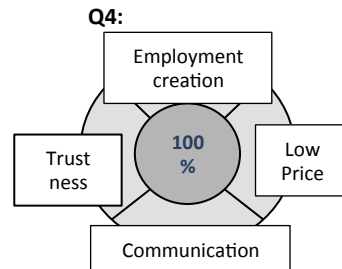
Saat ini jumlah pasar di DKI Jakarta ada 152 unit dengan 84.413 pedagang. Terdiri dari 139 unit pasar kecil dan 13 unit pasar besar.

Secara rinci di Jakarta Pusat ada 34 unit pasar kecil, Jakarta Barat ada 25 unit pasar kecil, dan Jakarta Utara ada 27 unit pasar kecil. Kemudian di Jakarta Selatan 24 unit pasar kecil serta Jakarta Timur ada 29 unit pasar kecil.

SYAILENDRA

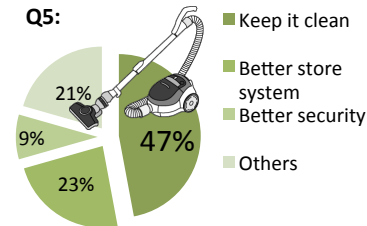
② According to TEMPO.co, there are 152 units of pasar in Jakarta.

Source:
<https://m.tempo.co/read/news/2013/11/07/083527687/pasar-di-jakarta-akan-diperbarui-bertahap>



→ People were all answered in good way

Q5:



→ For the others answer, [build pray room, direct to the floor, government's supports]

Interview and Fieldwork



3. METHODOLOGY

We used the following three methods to do the our research to get the data about

Interview	We directly asked some questions in university students from UI, UIN, ITB
Questionnaire	We asked university student in Indonesia through SNS (LINE etc.) by following questions. Q1: Do you go pasar or not? Q2: What do you usually buy in pasar? Q3: What do you think about pasar? Q4: Do you think Pasar is important or not? and Why? Q5: How can we improve Pasar?
Fieldwork	We went to Lenteng Agung's pasar for the observation of our research.

5. CONCLUSION

Now, the economic situation in Indonesia is developing, and Indonesian people became better off. In this situation, people tend to pay attention to the image such as 'dirty' and 'stinky' which young people have about Pasar.

On the other hand, Indonesian people think that Pasar is very important place for them, especially for middle class people, in fact.

There are two reason.

First, people can buy 'cheap' and 'fresh' things in pasar. Second, Pasar is a precious place which is different from Supermarket for their employments.

Improvement of sanitation and systems in Pasar are required for Pasar to survive in the future. Pasar will be needed by young people in the future.

Lenteng Agung's Pasar is different from traditional Pasar. It has some methods that is unique compare to traditional pasar. For example, sanitation and its improvement of systems are implemented.

For example, cleaners clean garbage around the pasar every morning. In salesroom, goods are classified (kind of meat, vegetables and clothes), readjust sections of shops and organized.