Beringharjo Market: Object and Tourist Attraction

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Abstract

It primarily aims to understand how the Yogyakarta Government works to position Beringharjo as a tourist hotspot and pinpoint factors drawing in visitors. Using qualitative case study methods, it investigates the market's dynamics involving visitors, tourists, and traders. Data collection involved observation, interviews, and secondary sources, merging primary and secondary data via content analysis. Informant selection through purposive sampling ensured insights aligned with the study's objectives. The findings highlight extensive governmental efforts to enhance Beringharjo's appeal. Measures include organizing traders, setting up an ATM center, establishing a One-Stop Shopping Center, and meeting diverse visitor and tourist needs. The market offers traditional cuisine, batik, fashion, handicrafts, alongside facilities like escalators, places of worship, health clinics, and ample parking, all to augment its allure.

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INTRODUCTION

Yogyakarta is the most crowded tourism city in Indonesia and is visited by many domestic and foreign tourists. Yogyakarta is one of the smallest provinces on the island of Java with an area of about 3,185.80 km² and geographically located at 8º 30′-7º 20′ South latitude and 109º 40′-111º0′ East longitude. Its population is around 4.5 million people, compared to other provinces in Indonesia, and also to provinces on the island of Java.

The predicate of Yogyakarta City as a tourism city is supported by: a) history and culture characterized by the privilege of having a kingdom in it; b) educational activities characterized by the presence of 116 universities; c) trade activities, with facilities of 344 traditional markets and 705 modern markets, including supermarkets, department stores, modern stores and malls; d) accommodation facilities as many as 1.160 starred and non-starred hotels; e) tourist attractions that have high attractiveness, including Kraton Jogja, Tamansari, Beringharjo market, Kasongan Tourism Village, Parangtritis beach, Kalibiru, Sermo reservoir, Pindul cave, Indrayanti beach, Jomblang cave, Prambanan Temple, Mount Merapi, and others. The predicate indirectly complements the academic climate and can be used as a study center and learning resource (Sugiyanto, 2004).

This study focuses on the object and attractiveness of the Beringharjo market, because the Beringharjo market is the center of tourist visits to buy souvenirs, so that the number of visitors reaches as many as 7,000 people per day. Referring to Law Number 9 of 1990 concerning Tourism, Beringharjo Market is a tourist attraction that contains historical heritage areas, portraits of the lives of the people of Yogyakarta, and in it there are culinary accommodations as well as trade in industrial products, agricultural products, livestock products, fishery products and some antiques. On that basis, the destinations of tourists to Beringharjo market are very diverse, including vacations, comparative studies, study, research, practicum, business visits, stopping by from visiting family, and nostalgia for having lived in Yogyakarta.

Beringharjo's market vision is "the realization of the industrial and trade sectors as the centers of economic development, tourism and education." So, the economy as well as education and tourism are pillars of the Beringharjo market. Based on the information above, the formulation of this study is: 1) how is the effort of the Yogyakarta City Government in creating the Beringharjo market as a tourist attraction? 2) what appeals to tourists about Beringharjo Market? Thus, the purpose of this study is to determine the efforts of the Yogyakarta City Government in realizing the Beringharjo market as a tourist attraction and find out the factors that attract tourists to visit the Beringharjo market.

The reasons for choosing the research location in the Beringharjo market, among others: a) Beringharjo Market as the oldest traditional market in Yogyakarta City, built in 1925 by the King of Yogyakarta Sultanate, and the presence of Beringharjo Market as a complement to the kingdom as a place of transaction and economic center; b) The location of the market is in the middle of Yogyakarta City; c) Beringharjo Market is integrated with the Malioboro tourist attraction area and adjacent to cultural attractions and history of
Vredeburg fort; d) Beringharjo Market has several functions, including as a place of economic, educational, cultural, and tourism activities.

METHODOLOGY
The study was conducted with a qualitative approach. In case studies, primary data are obtained by observation and interview techniques. Secondary data comes from the Yogyakarta City Trade Office and some previous research results that are in line with this study, as well as mass media news about the Beringharjo market. Primary and secondary data are integrated through content analysis. Informants are assigned purposive sampling. So that the selected informant can supply information to the researcher as completely as possible in accordance with the specified purpose so that the information is accurate and provides a lot of unique experience and knowledge needed by the researcher (Creswell & Poth, 2016). The number of informants was 12 people, consisting of: the head of the market sector, the management of the Beringharjo Foundation, market traders, tourists, and partners of the Yogyakarta City Trade Office who were involved in the management of the Beringharjo market.

Qualitative research case studies can only be used when the researcher has conducted a good exploratory study (Glaser, Barney G, 1967 & Strauss, 1987). In this case, researchers are involved in the dynamics of market traders because they are often invited to be resource persons in counseling market traders, among others since 2009 researchers as consultants at the Yogyakarta City Disperindagkoptan, and researchers have conducted model research optimizing the function of traditional markets in Yogyakarta City. Thus, researchers have known the typical and the best people traders and managers of traditional markets in Yogyakarta City. Data validation is performed with a confidence degree test (credibility), through various triangulations, test transferability (external validity), test dependancybility, and test conformability.

RESEARCH RESULT AND DISCUSSION
The results and discussion of this research are grouped into two parts. The first part discusses the concepts of markets, objects, and tourist attractions. The second part is answering the research question.

A. Central Studies and Implications
1. Market
The definition of a market according to (Simamora, 2000) is a group of people who have needs and desires for certain products, have the ability and willingness to buy these products, and have the opportunity to decide to buy a product. On that basis, the market is characterized by goods or services being traded, buying and selling transactions occur, there is a process of demand and bargaining, interactions between buyers and sellers, and transactions occur when there is an agreement between sellers and buyers.
In Beringharjo market, there is a physical meeting between sellers and buyers gathered to exchange goods and services (Kotler & Keller, 2008). Traders serve consumers with retail and wholesale models from 5.00 to 21.00 GMT, in the sale and sale transactions, there are special values and cultures, such as depreciation and bargaining.

2. Tourist Objects and Attractions

Tourist objects and attractions according to Law of the Republic of Indonesia Number 9 of 1990 concerning Tourism, in Chapter 1, it is explained that tourism objects and attractions are those that are the target of tourist trips, including: a) God's creations, including the natural conditions of flora, fauna, natural scenery, beautiful panoramas, jungles, rare animals, seas, mountains, and others; b) human works, for example museums, ancient relics, cultural art history, agrotourism, tirta tourism, adventure, amusement parks, shopping tours, markets, and others; and c) special interest tourism, for example: hunting, mountain climbing, coastal walking, ecotourism, industry, crafts, religious tourism, and others.

The above understanding relates to the concept of tourism which covers all activities related to tourism travel, the enterprise of objects and tourist attractions, because the Beringharjo market is a historical heritage area that to this day takes place in the lives of people in the fields of economy, culture and education. Thus, the market is a human work visited by tourists who have an interest and meet certain needs for interested tourists.

B. Yogyakarta City Government's Efforts to Create Beringharjo Market as a Tourist Object and Attraction.

2. Creating a guarantee of safe, comfortable.
3. Creating culture.
4. Adjust to the development of information technology.

One of them is designing Smart Traditional Market (Semar) as a means of selling online. Because of the uniqueness of the traders in Beringharjo market, it is interesting for students who are willing to become market volunteers with the focus of Beringharjo.co.id trader volunteers. One of the Beringharjo.co.id volunteers wants to build a traditional market to be a marketplace ready 100 traders have become Beringharjo.co.id volunteers. volunteers become a go-shop feature marketplace in collaboration with the City of Yogyakarta and Gojek Indonesia (Gunawan). Although Beringharjo Market serves online sales, but conventional buyers remain stable. Per day, the average Beringharjo Market visitor reach 7.000 people.

Buy pecel at Beringharjo, pay by scanning the barcode on your phone (Aditya, 2020). BPD DIY together with Gojek introduced the application of QRIS and E-Retribution technology to the public and merchants at Beringharjo market, Wednesday (12/08/2020). Now buyers and merchants can easily pay bills using only a smart phone for E-Retribution, Gojek and BPD DIY collaborate so that merchants can pay retribution fees with GoBills,
a non-cash bill payment service. Merchants just need to enter the number in the application and do not have to bother coming to the bank to deposit cash.

Gopay, Gojek's e-Wallet service provides an easier, more efficient and more convenient payment option for retribution payers, said Ridzky Novasandro, Head of Gojek District Yogyakarta. During the pandemic, this also minimizes the possibility of virus transmission through cash. "Along with the government's program to realize a cashless society planned by the government and Bank Indonesia so that people can enjoy the ease and convenience of transactions with non-cash methods that are safer because they can be done only through cellphones, there is no need to queue and store paper evidence of retribution payments" (director of Bank BPD DIY, Agus Trimurjanto).

Gojek also touches on the convenience of tourists and buyers at Beringharjo Market. QRIS technology is now applied so that sellers can accept payments using barcode scans from buyers' cellphones. Each seller is connected to all e-wallets so that payments can be cashless or non-cash, making buyers comfortable (Agus). Utilization of digital platforms has increased market traders' turnover by 50% (Rahma, 2021). Deputy Minister of Trade, Jerry Sambuaga (2021), said that the digitalization of traditional markets is a demand of the times, not just because there is a pandemic. Therefore, there are three things that must be prepared, namely infrastructure, human resources, and support from the private sector. The digital market program, which has been launched since April 2020, is expected to contribute to the regional economy,

Figure 1. Electronic payment methods at Beringharjo market
Beringharjo.co.id or Yayasan Beringharjo Inisiatif Indonesia was established in 2020 in Beringharjo Market, Yogyakarta. The establishment of this Foundation was originally intended to empower traders to advance the regional economy.

C. Things to Attract Tourists to Beringharjo Market
1. The history of markets and buildings, unique doors
   Beringharjo has the meaning of a banyan tree forest, which is expected to bring prosperity to the citizens of Yogyakarta. It turns out that the hope was realized, this is evidenced by the continuous renovation, expansion, and development of the market to become the largest in Yogyakarta with the status of a first-class traditional market (Tonang, 2018).

   Currently, Beringharjo Market has two buildings, the west building and the east building. The west building consists of three floors with a total of 6,000 traders, with a variety of snacks or cakes typical of Jogja, various fabrics, bags, accessories, Muslim clothing, children's clothing, shoes, batik, antiques, gold jewelry, silver jewelry, kebaya, bridal wear, and others. The east building of the market consists of two floors with a total of 1,600 traders, with various types of handicrafts, children's toys, electronics, rice, sugar, soap, household appliances, fruit, vegetables, spices, meat, charcoal, carpentry tools, kitchen spices, electric tools, various culinary delights, and others.

   The variety of products sold and their completeness are a special attraction for visitors and tourists to visit and shop at Beringharjo Market. In addition, there are also other interesting sides that can always encourage the arrival of tourists, both domestic and foreign, to visit and shop at Beringharjo market, namely its philosophical value that can provide welfare for the people of Yogyakarta and the value of traditional Javanese culture and its historical value because it has passed through three periods: the royal period, the colonial period, and the independence period.

D. Things that Attract Tourists to Beringharjo Market
1. The history of the market and the unique building of the market door

   Figure 2. The entrance gate of Beringharjo Market
Beringharjo market is characterized by the market doors in the east and west that never change. The main door of Beringharjo market is located in the west facing Malioboro Street, with Dutch colonial architecture (Tonang, 2018).

2. Market location

Beringharjo Market located in the south of Malioboro is located in the center of Yogyakarta City, in the Special Region of Yogyakarta. Beringharjo Market is surrounded by historical buildings that are the center of tourist attention, such as Fort Vredeburg, Gedung Agung, the Large Post Office, Bank Indonesia, and Taman Pintar.

Located in the city center, Beringharjo market is easily accessible to visitors and tourists, such as: a) From Tugu Station can walk or take a pedicab about 1 km to the south. b) From Lempuyangan Station can be reached as far as 3 km, and from Adisutjipto Airport this market is 9 km away. c) If using Transjogja, visitors can use bus lines 3A or 3B, and d) Beringharjo Market can also be accessed using both taxis and city buses, as well as pedicabs and carts as well as private vehicles.

3. Culture of sellers and buyers

There are seven (7) shortcomings of Yogyakarta that will make visitors disappointed, among others: a lack of altruism or tolerance on the road; a scarce hospitality, a fair attitude or resemblance to stingy nature, all cheap only in fairy tales, it is difficult to find real coconut milk or shredded coconut, a scarcity of banana leaves, and it is difficult to find home massagers (Muamar, 2017). One of the uniquenesses of the Beringharjo market "buying strategy" using Javanese, can be a good transaction opener and prices can be cheaper. The use of a time strategy, namely shopping when a new kiosk opens, means that if there are buyers coming shortly after the new kiosk opens, sellers are interested in getting an early seller, or before closing. Meanwhile, if the purchase is close to closing, the seller sometimes thinks the buyer will not come again tomorrow. Bargaining the price, a known law, when shopping for batik at Beringharjo Market, is to bid 50% of the price offered by the seller. Bargaining starting at half price is the mainstay of many Beringharjo market visitors whenever shopping is done. For example, if a batik outfit is offered for Rp. 100,000,00 we need to bid for Rp. 50,000,00. Purchases in large quantities, of course, buyers have a higher bargaining value. Conversely, with a large quantity, sellers will usually give discounts. Inviting friends can be one of the bidding tricks that are done in a mob, which often easily melts the seller's heart. Leave the seller's stall immediately if the offer we submit fails. In addition to switching to other sellers, this method also shows our bargaining position as buyers. Sellers often melt easily if we don't buy and want to switch to another stall.

4. Trading diversity

Merchandise sold at Beringharjo Market includes: a) Traditional Cuisine; b) Batik and Fashion (fashion for all ages, and all models); c)
Handicraft; d) Antiques; e) Spices; f) Used Goods; g) Traditional Clothing and Traditional Equipment; h) Bag’s Accessories; i) Souvenirs; j) Vegetables and Fruits. The following is a description of the merchandise diversity.

a) Traditional Cuisine

In the western stall area of Beringharjo Market, there are various vendors selling traditional food. The stalls are open from morning to evening and the food sold is quite diverse ranging from pecal rice, gudeg, market snacks, and many more. To complement the food, many vendors sell iced dawet to degan ice which is very appetizing. Vendors also list the prices of the food and drinks they sell. When night falls, the vendors who are members of Papela (Paguyubaban Pedagang Latar) Beringharjo Barat usually sell bakpia and other nighttime specialties, such as martabak, market snacks, kelepon, wedang ronde, and so on.

In addition to the western background area, visitors can also enjoy a variety of traditional cuisine in almost every corner of Beringharjo Market as a whole. The price of the food sold is very affordable for tourists and visitors.

b) Batik and Fashion (fashion of all ages, and all models)

When visitors enter the Beringharjo market area from Malioboro Street, they will be greeted by an entrance with colonial architecture and the words Pasar Beringharjo in Javanese script. Once inside the gate, visitors can enjoy the view of batik cloth on the right and left. This view is created because in the West Beringharjo market area there are 1,600 traders of which 80% are batik and convection traders, and the remaining 20% are bag traders, gold jewelry traders, traditional snack traders, and others.

Visitors can buy batik in the form of cloth or ready-made clothes. This area also provides batik with various types of batik variants ranging from cheap to expensive prices. The cheapest available batik is tens of thousands of rupiah, while the most expensive is millions of rupiah depending on the details of the batik itself. The price of batik is influenced by the type of fabric material, manufacturing techniques, motifs, and others. Usually, batik with silk material and made using writing techniques has a very expensive price.

The batik clothing models traded in this market follow the times in accordance with current fashion trends. Some traders provide various types of textiles with various motifs that can be used, both for office uniforms and family uniforms. With its distinctive characteristics as a batik provider and convection, buyers can also find various batik-themed items, such as bags, shoes, sandals, trinkets, and so on. It is not uncommon that during cross-cultural events, many shoppers buy items here as souvenirs to give to relatives or colleagues. When shopping, both visitors and tourists can also bargain to get goods at a lower price.
c) Handicraft

Handicrafts are one type of item that is in great demand by visitors and tourists in Beringharjo Market. Usually, these handicrafts become souvenirs bought by tourists. The kinds of handicrafts found in Beringharjo market are items with batik motifs, such as: bags, wallets, shoes, sandals, hats, clothes and others. In addition, bags knitted from nylon yarn, made of agel fiber, water hyacinth plant fiber, sea pandan leaf fiber, key chains, lampshades, various puppet figures, batik paintings, paintings of inlaid cowhide, various shapes and sizes of bags made of woven nylon yarn and plastic rope which are currently becoming a trend in fashion among women. There are also accessories for women's hair ornaments, such as: various hairpins, various bandos, necklaces, earrings, and rings made of various raw materials: silver, coconut shells, stones, and synthetic pearls. The purchase of various handicraft items can be done retail or wholesale, and usually wholesale purchases can get cheaper prices from the seller.

d) Antiques

Beringharjo Market is a market that is the center of antique and unique goods. Antiques have historical value that is interesting to examine. These antiques include old money, both banknotes and coins, stamps, keris, household utensils (plates, cups), cassettes, vinyl records, old radios, old lamps, even clothes with old models and old materials (Javanese: lawas), such as old batik cloth, and many others. Most antique buyers are usually antique collectors.

e) Spices

If you look around the Beringharjo market area, you will find a trading area for spices and herbs. The spices sold are very diverse in type and price. Usually, these spices are used for both health and beauty, such as jamu.

The spice area is one of the most visited areas every day, as it is complete and cheap. A variety of spices, such as Chinese teak leaf tea and rosela tea, as well as traditional drinks, are the target of visiting tourists. The friendly vendors are well versed in all the information about the spices they sell, from their origins to their benefits.

The price and quality of the spices sold vary, with temulawak and turmeric being some of the best sellers. Various scrubs and wedang uwuh are also favorite products. Usually visitors are looking for ingredients to make herbal medicine and other ingredients, such as various spices, both for spas and for traditional drinks.

f) Used Goods (Klithikan)

On the 3rd floor of the East Beringharjo market, you can find second-hand goods (Javanese: klithikan) traders. Parapedagang on the 3rd floor of the East Beringharjo market sells a lot of klithikan, such as bicycle, motorcycle, and car parts, as well as sound system equipment in the form of
loudspeakers and mikes. In addition, you can also find klithikan, in the form of: ancient coins, ancient banknotes, ancient lamps, daggers, radios, household appliances, hand sewing machines, carpentry tools (saws, stitches, hammer, iron punches), and others. Klithikan goods sold can also be in the form of clothing, shoes, bags, auto parts, cooking utensils (pots, stoves, teapots), and cutlery (such as: glasses, plates, spoons, forks), and others. In addition, the sale of klithikan goods is also found in the alley to the north of Beringharjo Market. Most buyers of used goods (klithikan) are people who are less economically able to obtain these goods in a new state.

g) Traditional Clothing and Traditional Equipment

Within the Central Beringharjo market area, visitors will find many vendors of bridal supplies. When walking from the west, the first area is the wedding souvenir area. The various wedding souvenirs sold have many variants and various prices. Not only that, but bridal equipment is sold complete with accessories. The completeness and variants of batik are quite a lot, making Beringharjo market have its own charm for tourists, especially in providing souvenirs typical of Yogyakarta, such as batik, souvenirs, crafts, and traditional culinary.

The atmosphere in the center of Beringharjo market is quite unique, as there are many details of wedding equipment for sale, such as crowns, hair ornaments, international wedding dresses, and traditional wedding clothes, including kebaya which is usually used as a family uniform during weddings. In addition, there are also various traditional clothes and equipment, especially traditional clothes (Central Java) and their trinkets, such as blangkon, slippers, konde (bun), surjan clothes, kebaya clothes, long cloth (Javanese: jarik), keris, and others.

On the inner side of the market, there are two Kris craftsmen who are visited by tourists and the people of Yogyakarta. These kris craftsmen also know the intricacies and philosophical meanings of the krises that they assemble and sell to buyers as Javanese traditional clothing. In this regard, the krises provided are complete with all components. The price of the krises offered is quite cheap, ranging from IDR 100.000,00 to the most expensive IDR 10.000.000,00 per blade.

h) Accessory Bag

Beringharjo Market also provides bags with various models and colors and the raw materials used are quite diverse, such as: cowhide, nylon thread, batik cloth, water hyacinth, coconut shells, plastic, agel fiber, and sea pandanus leaf fiber. The prices offered are quite diverse according to the shape, raw materials and type. The models of bags traded in this market follow the times in accordance with current fashion trends. Various batik-themed items, such as: bags, shoes, sandals, trinkets, and so on with a touch of batik, are also often the target of tourists because of their low prices and good quality.

With affordable prices, visitors do not need to worry about the models sold because traders sell bags according to the fashion trends that
are developing in society. When shopping, both visitors and tourists can also bargain prices in order to get goods at a lower price, and in addition, bags can be purchased both in retail and wholesale.

i) Souvenirs

When going up to the second floor, visitors will find traders of cashew nuts, melinjo chips, crackers, spices, items made from batik materials (bags, wallets, shoes, sandals, hats), key chains and so on that can be purchased for souvenirs. Purchases can be made wholesale or retail. Nowadays, there are also several handicraft traders who usually sell souvenirs typical of Yogyakarta, such as shadow puppets, batik fans, and cowhides that are inlaid or painted with puppet characters.

In addition to souvenirs in the form of goods, visitors and tourists can also buy souvenirs in the form of food, namely: emping melinjo, krupuk karak, ampyang, peyek, and others. Therefore, currently Beringharjo market traders also conduct online sales and equip their merchandise with name tags according to buyer requests.

j) Vegetables and Fruits

East Beringharjo Market is a market that provides various household needs. East Beringharjo Market is the original form of a traditional market. This is because the functions, activities, and merchandise sold include basic daily needs. When entering the market area, visitors will be able to enjoy the view of vendors who hold various types of vegetables, fruits, spices, eggs, chicken, beef, fish, traditional culinary, rice, kitchen spices such as: kencur, ginger, laos, turmeric and so on. In this market area there are several sellers of marinated fish, such as: anchovies with various variants. This marinated fish trader is also crowded with small vendors for kulakan. Anchovies sold are anchovies in various qualities and prices.

In addition to anchovies, in this East Beringharjo market there is a culinary Soto Pites (Javanese) which is famous for its deliciousness and uniqueness. Soto Pites is one of the legendary culinary in the ground-floor area of the market. Soto Pites is a soupy food that is given chili pitesan or chili squeeze which makes it a bowl of fresh and spicy soto with a "sufficient" portion.

In addition, visitors can find food vendors on the second floor. The price offered is usually cheaper than supermarkets in Yogyakarta City, so many buyers come to fight. On the other side on the 2nd floor, there are also various vendors who sell fruits and ice equipment, such as kolang-kaling, jelly, and basil. On the 3rd floor of East Beringharjo Market, you can find second-hand vendors and some handicraft vendors.

Furthermore, in an effort to attract many visitors and tourists to visit the Beringharjo market, the Yogyakarta City Government provides various supporting facilities to facilitate merchants and buyers to make transactions while strengthening the market position to become a one-stop shopping center, namely providing an ATM center in several strategic locations.
between East Beringharjo market and West Beringharjo market. In addition, the Yogyakarta City Government also launched the Smart Traditional Market (Semar) website for online product marketing through social media.

Communication facilities in the form of videotrones in the market area and market voice radio can be a source of information for visitors and tourists to know about the various kinds of products that are sold on each floor as well as events organized by market managers.

As a fulfillment of spiritual and physical needs for visitors, tourists and merchants, Beringharjo market managers provide infrastructure for places of worship, health clinics, clean toilets, market security, and escalators connecting the upper and lower floors.

CONCLUSIONS AND RECOMMENDATIONS

After conducting a study of the Beringharjo market, we can conclude that the Yogyakarta City Government has made efforts to organize groups of traders based on the type of merchandise. This is done to make it easier for visitors and tourists to find and obtain the desired merchandise, thus making Beringharjo Market a tourist attraction.

Market managers in collaboration with banks provide ATM centers to support transactions that make it easier for traders and buyers to withdraw money. Furthermore, this ATM center can strengthen the position of Beringharjo Market as a one-stop shopping center.

As a one-stop shopping center, Beringharjo Market has provided a wide variety of needs for visitors and tourists, such as traditional culinary products, handicrafts, souvenirs, fashion, traditional clothing, traditional equipment, accessories, antiques, even second-hand goods and daily household needs, such as groceries, vegetables, fruit, fish, spices, and herbs.

In an effort to improve the marketing of products sold, the Yogyakarta City Government has launched the Smart Traditional Market (Semar) Web Site for online marketing through social media, in addition to conventional product sales.

The attractions of Beringharjo market for visitors and tourists are the clean market environment, traders serving consumers in a retail and wholesale manner who can bargain to get a sloping price, long market operating hours (from 5:00 to 21:00) and the availability of various supporting facilities for visitors and tourists, such as escalators connecting between market floors, clean toilets, places of worship, health clinics, videotrones, market voice radio, market security, and large parking areas.

1. Providing a "rest area" for a rest area in the market area, especially in the central market so that visitors and tourists shop longer at the Beringharjo market, for a place to rest for a while before continuing shopping activities.

2. Gendong workers in the market area wear brightly colored uniforms (color: yellow, red, or blue) to make it easier for visitors and tourists to find these carrying workers among the many Beringharjo market visitors.
ADVANCED RESEARCH
This research primarily aims to understand how the Yogyakarta Government works to position Beringharjo as a tourist hotspot and pinpoint factors drawing in visitors. Market managers, in collaboration with banks, facilitate the establishment of ATM centers to streamline financial transactions, providing traders and buyers with convenient access to cash withdrawals. This initiative not only enhances the overall transactional ease but also fortifies Beringharjo Market's standing as a comprehensive shopping destination.

Functioning as a one-stop shopping hub, Beringharjo Market caters to diverse needs of visitors and tourists. It offers an extensive array of products, including traditional culinary delights, handicrafts, souvenirs, fashion items, traditional attire, equipment, accessories, antiques, second-hand goods, as well as daily household necessities like groceries, vegetables, fruits, fish, spices, and herbs.

To amplify the market's product visibility, the Yogyakarta City Government has introduced the Smart Traditional Market (Semar) Web Site, enabling online marketing through social media alongside conventional sales channels.

Beringharjo Market appeals to visitors and tourists with its pristine market environment, vendors who engage in both retail and wholesale transactions with negotiable prices, extended operating hours (from 5:00 to 21:00), and a plethora of supporting facilities. These amenities include escalators connecting market floors, clean restroom facilities, places of worship, health clinics, videotrones, market voice radio, robust security measures, and expansive parking areas.

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