



**VISITING
RESEARCHER**

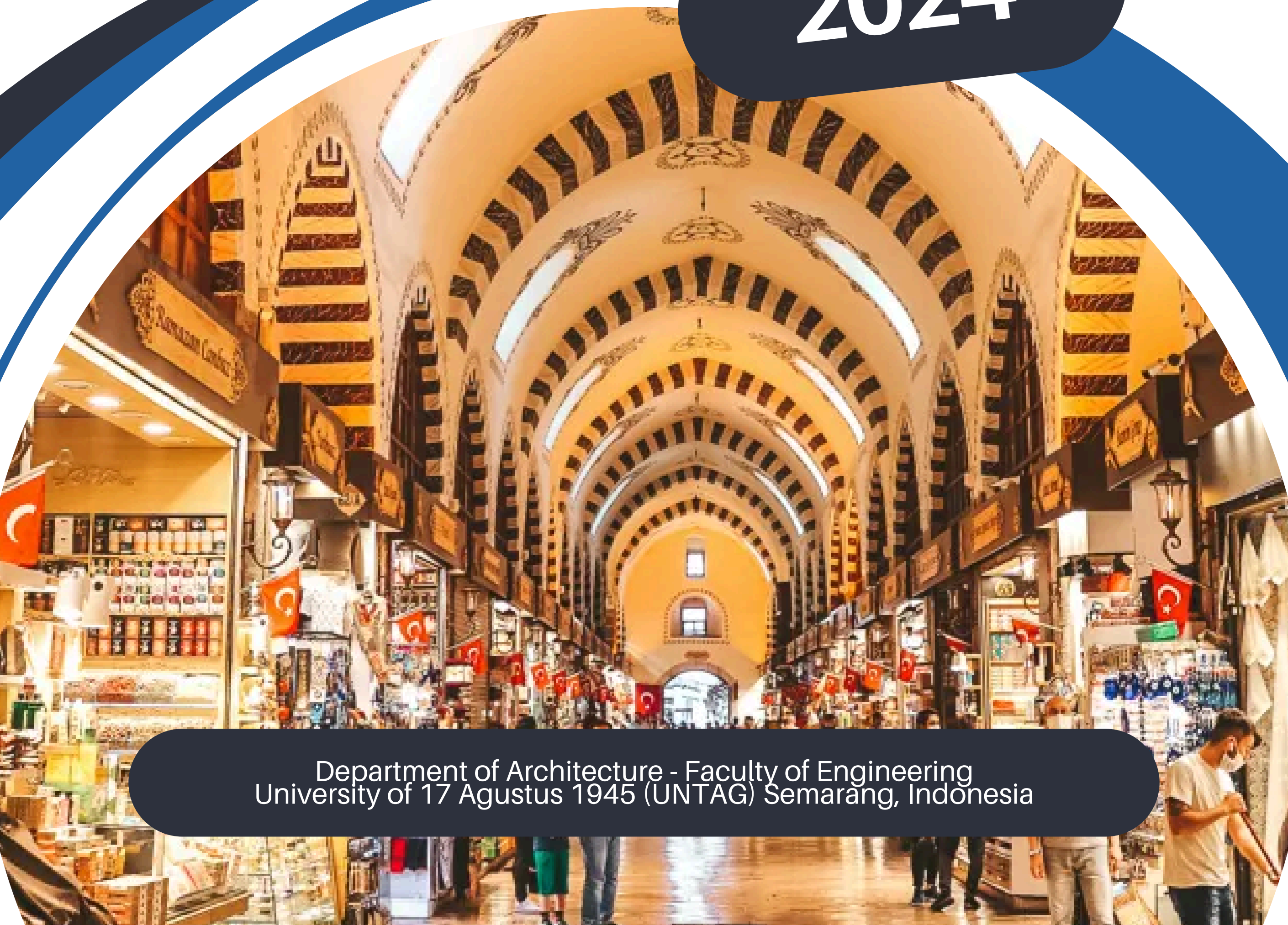
FINAL REPORT

*Dynamics of Traditional Markets in Heritage City Branding:
Place-Making Theory and Its Impact on Public Space and City
Branding*

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2024

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KATA PENGANTAR

Puji dan syukur kami panjatkan ke hadirat Tuhan Yang Maha Esa atas segala limpahan rahmat dan karunia-Nya, sehingga laporan penelitian yang berjudul "*Dynamics of Traditional Markets in Heritage City Branding: Place-Making Theory and Its Impact on Public Space and City Branding*" ini dapat diselesaikan dengan baik.

Laporan ini disusun sebagai bagian dari kegiatan *Visiting Researcher* yang dilaksanakan di Istanbul Kent University pada tanggal 7 November hingga 6 Desember 2024. Penelitian ini bertujuan untuk mengeksplorasi peran pasar tradisional dalam branding kota warisan budaya melalui pendekatan *place-making*, sekaligus memberikan rekomendasi kebijakan kepada perencanaan kota untuk mengintegrasikan pasar tradisional ke dalam strategi pembangunan yang berkelanjutan.

Ucapan terima kasih yang sebesar-besarnya kami sampaikan kepada:

1. **Universitas 17 Agustus 1945 (UNTAG) Semarang**, atas dukungan penuh yang diberikan selama proses penelitian ini.
2. **Istanbul Kent University**, khususnya Dr. Mehmet Ak, selaku pembimbing selama program *Visiting Researcher*.
3. Rekan-rekan peneliti dan semua pihak yang telah membantu dalam pelaksanaan kegiatan penelitian, baik di Indonesia maupun Turki.

Kami menyadari bahwa laporan ini masih jauh dari kesempurnaan. Oleh karena itu, kritik dan saran yang membangun sangat kami harapkan demi perbaikan di masa mendatang. Semoga laporan ini dapat bermanfaat bagi pembaca, khususnya dalam pengembangan strategi branding kota berbasis warisan budaya.

Semarang, Desember 2024



Dr. Ars. Eko Nursanty, ST., MT.

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1. Pendahuluan

Globalisasi dan urbanisasi yang cepat telah membawa tantangan besar bagi kota-kota warisan budaya di seluruh dunia. Modernisasi yang berlangsung sering kali mengaburkan identitas budaya lokal, termasuk elemen-elemen penting seperti pasar tradisional. Pasar tradisional, yang telah lama menjadi pusat aktivitas ekonomi dan sosial, kini menghadapi tekanan dari perkembangan infrastruktur modern dan perubahan pola konsumsi masyarakat. Hal ini menimbulkan kekhawatiran terkait pelestarian warisan budaya, khususnya dalam konteks branding kota heritage.

Branding kota (*city branding*) telah menjadi alat strategis bagi pemerintah dan perencana kota untuk memperkuat identitas unik kota mereka. Dengan menggabungkan elemen budaya dan sejarah, strategi ini dapat menciptakan daya tarik baik bagi penduduk lokal maupun wisatawan. Dalam konteks ini, pasar tradisional memiliki potensi besar sebagai simbol otentik warisan budaya yang dapat memperkuat citra sebuah kota. Namun, peran pasar tradisional sering kali kurang dimanfaatkan dalam strategi branding kota, khususnya di kota-kota heritage yang memiliki kekayaan sejarah dan budaya yang signifikan.

Pendekatan *place-making* memberikan kerangka yang relevan untuk memahami hubungan antara ruang publik, interaksi sosial, dan identitas kota. *Place-making* berfokus pada pengembangan ruang publik yang dinamis dan inklusif, dengan mempertimbangkan kebutuhan masyarakat lokal serta nilai-nilai budaya dan sejarah setempat. Dalam konteks pasar tradisional, pendekatan ini dapat digunakan untuk menciptakan ruang yang tidak hanya berfungsi sebagai pusat ekonomi, tetapi juga sebagai wadah interaksi sosial dan pelestarian budaya.

Penelitian ini berjudul "*Dynamics of Traditional Markets in Heritage City Branding: Place-Making Theory and Its Impact on Public Space and City Branding*". Penelitian ini bertujuan untuk mengeksplorasi peran pasar tradisional dalam branding kota heritage dengan menggunakan pendekatan *place-making*. Studi kasus dilakukan di Istanbul, Turki, yang dikenal sebagai kota dengan kekayaan budaya dan sejarah yang luar biasa. Hasil penelitian ini diharapkan dapat memberikan rekomendasi strategis bagi perencana kota dan pembuat kebijakan dalam mengintegrasikan pasar tradisional ke dalam narasi branding kota heritage secara berkelanjutan.

2. Tujuan Penelitian

Penelitian ini memiliki tujuan utama untuk mengeksplorasi peran pasar tradisional dalam mendukung strategi *city branding* di kota-kota warisan budaya (*heritage cities*), khususnya melalui pendekatan *place-making*. Untuk mencapai tujuan utama tersebut, penelitian ini menguraikan beberapa tujuan spesifik berikut:

1. **Menganalisis Kontribusi Pasar Tradisional terhadap Branding Kota Heritage**
Pasar tradisional memiliki peran strategis sebagai simbol warisan budaya yang autentik. Penelitian ini bertujuan untuk mengevaluasi sejauh mana pasar tradisional dapat menjadi elemen kunci dalam membentuk identitas kota heritage. Analisis ini mencakup pemahaman tentang nilai historis, sosial, dan ekonomi pasar tradisional serta bagaimana elemen-elemen tersebut dapat diintegrasikan ke dalam narasi branding kota untuk meningkatkan daya tariknya bagi wisatawan dan penduduk lokal.
2. **Mengidentifikasi Elemen Kunci *Place-Making* dalam Konteks Pasar Tradisional**
Place-making menekankan pentingnya menciptakan ruang publik yang inklusif, dinamis, dan mencerminkan kebutuhan komunitas lokal. Penelitian ini bertujuan untuk mengidentifikasi elemen-elemen kunci dari *place-making* yang dapat diterapkan pada pasar tradisional, seperti tata letak ruang, arsitektur yang mempertahankan nilai sejarah, serta keberadaan fasilitas publik yang mendukung interaksi sosial dan ekonomi.
3. **Mengungkap Peran Pasar Tradisional sebagai Pusat Interaksi Sosial dan Kohesi Komunitas**
Selain sebagai pusat ekonomi, pasar tradisional juga merupakan ruang sosial yang penting. Penelitian ini bertujuan untuk memahami bagaimana pasar tradisional dapat memperkuat kohesi sosial, menjadi ruang yang inklusif bagi berbagai kelompok masyarakat, dan mendukung interaksi antar individu serta kelompok yang berbeda latar belakang.
4. **Mengembangkan Rekomendasi Kebijakan untuk Perencana Kota**
Berdasarkan temuan penelitian, penelitian ini bertujuan untuk memberikan rekomendasi kebijakan praktis bagi perencana kota dan pembuat kebijakan. Rekomendasi ini akan mencakup strategi untuk mengintegrasikan pasar tradisional ke dalam rencana pembangunan kota yang berkelanjutan, dengan tetap mempertahankan keaslian budaya dan nilai sejarahnya.
5. **Mengusulkan Strategi Pengelolaan Pasar Tradisional secara Berkelanjutan**
Dalam menghadapi tekanan globalisasi dan modernisasi, penelitian ini bertujuan untuk menyusun strategi pengelolaan yang dapat melestarikan keaslian budaya pasar tradisional sambil mendukung pengembangan kota yang berkelanjutan. Strategi ini mencakup pendekatan untuk melindungi pelaku usaha lokal, menjaga keseimbangan antara pelestarian warisan budaya dan modernisasi, serta meningkatkan aksesibilitas pasar bagi berbagai kelompok masyarakat.
6. **Membangun Kerangka Konseptual untuk Menghubungkan Pasar Tradisional, *Place-Making*, dan Branding Kota**
Penelitian ini bertujuan untuk mengembangkan sebuah kerangka konseptual yang mengintegrasikan teori *place-making* dengan strategi branding kota dalam konteks pasar tradisional. Kerangka ini diharapkan dapat menjadi panduan teoretis dan praktis bagi para akademisi, perencana kota, dan pembuat kebijakan dalam memahami potensi pasar tradisional sebagai elemen kunci pembangunan kota heritage.

Penelitian ini diharapkan dapat memberikan kontribusi signifikan bagi pengembangan literatur akademik di bidang branding kota, pelestarian warisan budaya, dan *urban planning*. Selain itu, hasil penelitian ini juga diharapkan dapat menjadi dasar bagi perencanaan kota yang inovatif, berkelanjutan, dan berbasis budaya.

3. Pertanyaan Penelitian

Penelitian ini dirancang untuk menjawab sejumlah pertanyaan mendalam yang berfokus pada peran pasar tradisional dalam strategi *city branding* kota heritage. Dengan pendekatan teoretis *place-making*, pertanyaan penelitian ini disusun untuk menggali hubungan kompleks antara warisan budaya, ruang publik, interaksi sosial, dan dinamika modernisasi. Pertanyaan-pertanyaan tersebut dirancang tidak hanya untuk memberikan jawaban yang relevan secara akademis, tetapi juga menghasilkan rekomendasi praktis yang dapat diimplementasikan oleh perencana kota dan pembuat kebijakan.

1. **Bagaimana pasar tradisional berkontribusi pada identitas dan branding kota heritage?**

Pertanyaan ini bertujuan untuk mengeksplorasi nilai-nilai unik yang ditawarkan oleh pasar tradisional sebagai elemen utama dalam membangun citra kota heritage. Penelitian akan mendalami bagaimana aspek-aspek sejarah, sosial, dan ekonomi pasar tradisional dapat memperkuat identitas kota di era globalisasi.

2. **Apa elemen kunci dari *place-making* yang dapat diterapkan pada pasar tradisional untuk meningkatkan ruang publik?**

Place-making menekankan pentingnya ruang publik yang inklusif dan dinamis. Penelitian ini bertujuan untuk mengidentifikasi elemen-elemen seperti desain fisik, tata ruang, fungsi sosial, serta integrasi budaya dan sejarah yang relevan dalam mengoptimalkan peran pasar tradisional sebagai pusat kehidupan kota.

3. **Bagaimana pasar tradisional mendorong interaksi sosial dan memperkuat kohesi komunitas dalam kota heritage?**

Pasar tradisional sering kali menjadi ruang di mana beragam kelompok masyarakat bertemu dan berinteraksi. Pertanyaan ini mengupas bagaimana pasar tradisional dapat berfungsi sebagai katalisator interaksi sosial yang berkelanjutan, menciptakan koneksi emosional antara masyarakat lokal dengan lingkungan mereka, sekaligus memperkuat rasa memiliki terhadap ruang publik.

4. **Apa saja tantangan utama dalam menjaga keseimbangan antara pelestarian budaya pasar tradisional dan modernisasi kota?**

Modernisasi sering kali membawa tekanan terhadap pelestarian budaya lokal, termasuk pasar tradisional. Penelitian ini akan mengupas bagaimana tantangan seperti gentrifikasi, komersialisasi berlebihan, dan perubahan pola konsumsi dapat memengaruhi keberlanjutan pasar tradisional.

5. **Bagaimana pasar tradisional dapat diintegrasikan ke dalam strategi branding kota tanpa kehilangan keaslian budaya dan nilai historisnya?**

Strategi branding kota sering kali menghadapi risiko menghilangkan keaslian budaya lokal demi menciptakan daya tarik global. Pertanyaan ini bertujuan untuk mengidentifikasi cara-cara integrasi yang memastikan bahwa pasar tradisional tetap menjadi representasi otentik budaya lokal dalam narasi branding kota.

6. **Bagaimana dampak digitalisasi terhadap pasar tradisional dan kontribusinya terhadap branding kota?**

Di era digital, pasar tradisional menghadapi peluang dan tantangan baru, seperti platform e-commerce dan promosi daring. Pertanyaan ini mengeksplorasi bagaimana digitalisasi dapat diintegrasikan untuk memperluas jangkauan pasar tradisional tanpa merusak keaslian interaksi fisik dan nilai-nilai tradisional yang menjadi keunggulannya.

7. **Bagaimana pasar tradisional dapat berfungsi sebagai ruang keberlanjutan ekonomi, sosial, dan budaya di tengah tekanan globalisasi?**
Dengan menekankan pentingnya pasar tradisional sebagai ruang keberlanjutan, penelitian ini berupaya memahami bagaimana pasar ini dapat menjadi pusat inovasi dalam mendukung ekonomi lokal, membangun hubungan sosial, dan melestarikan nilai-nilai budaya di era modern.
8. **Apa kebijakan dan strategi praktis yang dapat dirancang untuk mendukung peran pasar tradisional dalam pembangunan kota heritage?**
Penelitian ini bertujuan untuk merumuskan kebijakan berbasis bukti yang relevan bagi pembuat kebijakan, dengan mempertimbangkan dinamika lokal, global, dan kebutuhan masyarakat dalam pengelolaan pasar tradisional secara berkelanjutan.

Pertanyaan-pertanyaan di atas tidak hanya dirancang untuk menggali informasi mendalam tentang pasar tradisional, tetapi juga untuk membuka perspektif baru dalam pengembangan teori *place-making* dan branding kota. Jawaban atas pertanyaan-pertanyaan ini diharapkan memberikan kontribusi penting bagi akademisi, praktisi, dan masyarakat luas.

4. Metodologi

Penelitian ini menggunakan pendekatan **mixed-methods** (metode campuran), yang mengintegrasikan metode kualitatif dan kuantitatif untuk memperoleh pemahaman yang komprehensif tentang peran pasar tradisional dalam branding kota heritage, khususnya melalui kerangka teori *place-making*. Pendekatan ini memungkinkan eksplorasi mendalam terhadap fenomena sosial dan budaya, sekaligus memberikan data kuantitatif yang mendukung temuan penelitian.

1. Desain Penelitian

Penelitian ini berbasis pada **studi kasus** yang berfokus pada pasar tradisional di Istanbul, seperti Grand Bazaar dan Spice Bazaar. Studi kasus dipilih untuk mendalami konteks lokal dan spesifik, sehingga mampu menghasilkan temuan yang relevan dan aplikatif bagi pengembangan teori dan praktik branding kota.

2. Teknik Pengumpulan Data

Pengumpulan data dilakukan melalui beberapa metode berikut:

1. Studi Literatur

- Mengkaji literatur terkait *place-making*, branding kota, dan pasar tradisional.
- Sumber meliputi jurnal ilmiah, buku, laporan pemerintah, dan dokumen kebijakan terkait pasar tradisional di Istanbul dan kota heritage lainnya.
- Studi literatur ini dilakukan selama minggu pertama kegiatan di Istanbul Kent University (11–15 November 2024).

2. Observasi Lapangan

- Observasi dilakukan langsung di pasar tradisional Istanbul, seperti Grand Bazaar, Spice Bazaar, dan Kadıköy Market.
- Fokus observasi meliputi tata letak pasar, aktivitas sosial-ekonomi, interaksi komunitas, dan elemen fisik yang mencerminkan warisan budaya.
- Pengamatan dilakukan selama kegiatan survei lapangan (18–22 November 2024).

3. Wawancara Semi-Terstruktur

- Wawancara dilakukan dengan berbagai pemangku kepentingan, termasuk:
 - Pengelola pasar tradisional.
 - Penjual lokal dan pengrajin.
 - Pengunjung lokal dan wisatawan.
 - Peneliti dan perencana kota di Istanbul Kent University.
- Pertanyaan wawancara dirancang untuk mengeksplorasi pandangan mereka terkait potensi pasar tradisional dalam branding kota dan pengelolaan ruang publik.

4. Survei Kuantitatif

- Survei diberikan kepada pengunjung pasar, dengan fokus pada persepsi mereka terhadap peran pasar tradisional dalam membentuk identitas kota.
 - Data kuantitatif ini dianalisis untuk menemukan pola-pola persepsi yang dapat memperkuat temuan kualitatif.
- 5. Pemetaan Digital (Geographic Information System - GIS)**
- Pasar-pasar tradisional dipetakan secara digital untuk menganalisis keterkaitannya dengan ruang publik, atraksi wisata, dan aksesibilitas kota.
 - GIS digunakan untuk menggambarkan hubungan spasial antara pasar dan elemen kota lainnya, memberikan wawasan visual terkait peran pasar dalam *place-making*.

3. Proses Penerapan Metodologi di Istanbul

Metodologi ini diterapkan melalui langkah-langkah berikut selama kegiatan di Istanbul:

- 1. Minggu Pertama (11–15 November 2024): Studi Literatur dan Diskusi Awal**
 - Studi literatur dilakukan di perpustakaan Istanbul Kent University untuk mengkaji data sekunder yang relevan.
 - Diskusi awal diadakan dengan tim penelitian Istanbul Kent University untuk memahami konteks lokal pasar tradisional dan ruang publik di Istanbul.
- 2. Minggu Kedua (18–22 November 2024): Survei Lapangan dan Wawancara**
 - Tim peneliti melakukan survei lapangan ke pasar-pasar utama di Istanbul, didampingi oleh peneliti lokal.
 - Wawancara dengan pelaku pasar dan pengunjung dilakukan di lokasi, untuk menangkap pandangan mereka secara langsung.
- 3. Minggu Ketiga (25–27 November 2024): Pemetaan Digital**
 - Data observasi dan wawancara diolah untuk membuat peta digital yang menggambarkan hubungan spasial pasar dengan elemen kota lainnya.
 - Pemetaan ini dilakukan di laboratorium GIS Istanbul Kent University, dengan kolaborasi dari tim teknis lokal.
- 4. Minggu Keempat (28–29 November 2024): Workshop dan Diskusi Temuan Awal**
 - Workshop tentang penerapan AI dalam publikasi ilmiah diadakan untuk berbagi pengalaman penelitian dengan tim Istanbul Kent University.
 - Diskusi temuan awal diadakan untuk mendapatkan umpan balik dari akademisi lokal sebelum penyusunan laporan akhir.

4. Proses Kolaborasi

Kolaborasi dengan Istanbul Kent University menjadi inti dari keberhasilan penelitian ini. Proses kolaborasi meliputi:

- 1. Diskusi Akademik**

- Pertemuan rutin dengan tim peneliti Istanbul Kent University dipimpin oleh Dr. Mehmet Ak untuk merancang langkah-langkah penelitian dan menyelaraskan fokus penelitian dengan konteks lokal.
- 2. **Pendampingan Survei Lapangan**
 - Tim peneliti Istanbul Kent University mendampingi kegiatan survei dan wawancara untuk memastikan bahwa interaksi dengan masyarakat lokal dilakukan secara efektif dan sesuai budaya setempat.
- 3. **Bantuan Teknis**
 - Tim teknis dari Istanbul Kent University membantu dalam pemetaan digital dan pengolahan data menggunakan perangkat lunak GIS.
- 4. **Umpan Balik Hasil Penelitian**
 - Tim peneliti Istanbul Kent University memberikan masukan terhadap temuan awal dan rekomendasi kebijakan yang disusun, sehingga hasil penelitian menjadi lebih relevan bagi konteks lokal.

5. *Gambaran Hasil Penelitian*

Hasil penelitian diharapkan mencakup:

1. **Analisis Peran Pasar Tradisional dalam Branding Kota**
 - Pasar tradisional seperti Grand Bazaar terbukti menjadi elemen penting dalam membangun identitas budaya Istanbul.
 - Temuan menunjukkan bahwa pasar ini menjadi pusat aktivitas ekonomi dan sosial yang memperkuat kohesi komunitas lokal.
2. **Pemetaan Elemen *Place-Making***
 - Elemen seperti tata ruang yang inklusif, arsitektur bersejarah, dan integrasi dengan atraksi wisata teridentifikasi sebagai faktor kunci yang memperkuat daya tarik pasar tradisional.
3. **Rekomendasi Kebijakan**
 - Strategi untuk mengintegrasikan pasar tradisional ke dalam branding kota, seperti peningkatan fasilitas publik dan pelibatan komunitas lokal, diusulkan berdasarkan temuan lapangan.
4. **Kontribusi Akademik**
 - Publikasi ilmiah tentang dinamika pasar tradisional dan branding kota berbasis *place-making*, yang dapat menjadi acuan bagi penelitian serupa di masa depan.

5. Jadwal Kegiatan

Penelitian "*Dynamics of Traditional Markets in Heritage City Branding: Place-Making Theory and Its Impact on Public Space and City Branding*" dilaksanakan selama periode November hingga Desember 2024. Berikut adalah rincian jadwal kegiatan yang mencakup seluruh tahapan penelitian, dari persiapan hingga finalisasi hasil:

Tanggal	Kegiatan	Lokasi
3 November 2024	Keberangkatan dari Indonesia	Indonesia
4–5 November 2024	Seminar internasional: <i>Heritage Revival for Sustainable Living</i>	Effat University, Jeddah, Arab Saudi
6 November 2024	Pelaksanaan Umrah	Mekah, Arab Saudi
7 November 2024	Kedatangan di Istanbul	Istanbul, Turki
8 November 2024	Kunjungan kampus bersama tim peneliti Indonesia	Istanbul Kent University, Istanbul
9 November 2024	Tur kota Istanbul bersama tim peneliti Indonesia	Istanbul, Turki
10 November 2024	Kepulangan tim peneliti Indonesia lainnya	Istanbul – Indonesia
11–15 November 2024	Studi literatur: Kajian tentang sejarah perdagangan dan warisan arsitektur Istanbul	Istanbul Kent University, Istanbul
18–22 November 2024	Survei lapangan: Observasi langsung di pasar tradisional utama di Istanbul, seperti Grand Bazaar, Spice Bazaar, dan Kadıköy Market	Pasar Tradisional di Istanbul
25–27 November 2024	Pemetaan digital: Analisis spasial menggunakan GIS untuk memahami keterkaitan pasar tradisional dengan elemen ruang publik lainnya	Istanbul Kent University, Istanbul
28–29 November 2024	Workshop: <i>AI Implementation in Research Publication</i> (oleh Dr. Ars. Eko Nursanty) dan diskusi temuan awal bersama tim peneliti	Istanbul Kent University, Istanbul
2–4 Desember 2024	Presentasi draf manuskrip hasil penelitian dan diskusi akhir dengan supervisor di Istanbul Kent University	Istanbul Kent University, Istanbul
6 Desember 2024	Kepulangan ke Indonesia	Istanbul – Indonesia
7–25 Desember 2024	Finalisasi penulisan dan pengiriman manuskrip hasil penelitian untuk publikasi di jurnal internasional (komunikasi dilakukan secara daring dan email)	Online/Daring

Penjelasan Tambahan

- **Studi Literatur** (11–15 November): Fokus pada pengumpulan data sekunder terkait sejarah perdagangan Istanbul dan kontribusi pasar tradisional terhadap identitas kota.
- **Survei Lapangan** (18–22 November): Mencakup observasi langsung terhadap aktivitas pasar, wawancara dengan pedagang, dan interaksi dengan pengunjung untuk memahami peran pasar dalam interaksi sosial dan ekonomi lokal.
- **Pemetaan Digital** (25–27 November): Menggunakan perangkat lunak GIS untuk memvisualisasikan distribusi pasar tradisional dalam kaitannya dengan ruang publik dan aksesibilitas kota.

- **Workshop dan Diskusi** (28–29 November): Berfungsi sebagai platform untuk berbagi hasil awal dengan komunitas akademik dan mendapatkan masukan yang relevan.

6. Rincian Kegiatan di Istanbul Kent University

Kegiatan penelitian di Istanbul Kent University dalam rangka program *Visiting Researcher* tahun 2024 melibatkan berbagai aktivitas akademik dan lapangan yang dirancang untuk mengeksplorasi peran pasar tradisional dalam branding kota heritage menggunakan pendekatan *place-making*. Kegiatan ini melibatkan kolaborasi intensif antara peneliti utama, tim akademik lokal, serta masyarakat yang terkait langsung dengan pasar tradisional di Istanbul. Berikut adalah uraian rinci dari setiap aktivitas selama periode penelitian:

6.1. Studi Literatur (11–15 November 2024)

Kegiatan ini merupakan langkah awal untuk membangun fondasi teoritis yang kuat sebelum pelaksanaan survei lapangan dan kegiatan lainnya. Peneliti menggunakan fasilitas perpustakaan dan database akademik Istanbul Kent University untuk mengakses literatur terbaru terkait:

1. *Place-making* dan ruang publik di kota heritage.
2. Peran pasar tradisional dalam mendukung identitas budaya dan sosial kota.
3. Studi-studi kasus internasional tentang integrasi pasar tradisional dalam branding kota.

Tujuan:

- Memahami konteks lokal Istanbul, terutama dalam hal sejarah perdagangan dan arsitektur pasar tradisional.
- Menyelaraskan temuan literatur dengan fokus penelitian untuk memastikan relevansi metodologi yang diterapkan.

Output:

- Kerangka kerja analitis yang mencakup teori utama dan konsep kunci terkait branding kota, *place-making*, dan pelestarian pasar tradisional.

6.2. Survei Lapangan (18–22 November 2024)

Survei lapangan dilakukan di tiga pasar tradisional utama di Istanbul:

1. **Grand Bazaar:** Pasar bersejarah yang dikenal sebagai salah satu pusat perdagangan tertua di dunia.
2. **Spice Bazaar:** Pasar rempah-rempah yang melambangkan warisan budaya Ottoman.
3. **Kadıköy Market:** Pasar lokal yang menjadi pusat kehidupan komunitas di sisi Asia Istanbul.

Kegiatan Utama:

1. Observasi Langsung:

- Menganalisis tata letak fisik pasar, arsitektur, aktivitas perdagangan, dan interaksi sosial.
- Mencatat elemen-elemen fisik yang mencerminkan nilai sejarah dan budaya pasar.

2. Wawancara Semi-Terstruktur:

- Dilakukan dengan berbagai pemangku kepentingan, seperti pengelola pasar, pedagang lokal, pembeli, dan wisatawan.
- Pertanyaan berfokus pada persepsi mereka terhadap pasar tradisional sebagai elemen penting dalam identitas dan branding kota.

3. Pengumpulan Data Visual:

- Mengambil foto dan video untuk mendokumentasikan aktivitas pasar, tata ruang, serta elemen desain arsitektural yang relevan.

Tujuan:

- Menggali hubungan antara pasar tradisional dan ruang publik dalam menciptakan identitas kota yang kuat.
- Memahami bagaimana pasar tradisional menjadi pusat interaksi sosial yang berkelanjutan.

Output:

- Catatan lapangan dan dokumentasi visual yang memberikan wawasan tentang dinamika pasar tradisional di Istanbul.

6.3. Pemetaan Digital (25–27 November 2024)

Pemetaan digital dilakukan menggunakan perangkat lunak GIS untuk menganalisis keterkaitan pasar tradisional dengan ruang publik dan elemen kota lainnya.

Kegiatan Utama:

1. Pengolahan Data Spasial:

- Memetakan lokasi pasar tradisional dan konektivitasnya dengan atraksi wisata utama, jalur transportasi, dan ruang publik.
- Mengidentifikasi pola aksesibilitas pasar dan hubungannya dengan arus pengunjung.

2. Analisis Tata Letak dan Fungsi Spasial:

- Menganalisis bagaimana pasar tradisional berfungsi sebagai simpul sosial dan ekonomi di jaringan kota Istanbul.

Tujuan:

- Memberikan representasi visual dari peran pasar tradisional dalam jaringan ruang publik kota.

- Mengidentifikasi peluang untuk mengintegrasikan pasar tradisional ke dalam strategi *place-making*.

Output:

- Peta digital dan laporan analisis spasial yang menjadi dasar rekomendasi kebijakan.

6.4. *Workshop dan Diskusi Temuan Awal (28–29 November 2024)*

Kegiatan ini melibatkan presentasi dan diskusi akademik dengan komunitas Istanbul Kent University serta pemangku kepentingan lainnya.

Kegiatan Utama:

1. **Workshop:**
 - Topik: *AI Implementation in Research Publication*.
 - Pemaparan oleh Dr. Ars. Eko Nursanty terkait pengalaman penggunaan AI dalam analisis data penelitian dan publikasi ilmiah.
2. **Diskusi Temuan Awal:**
 - Menyampaikan hasil sementara dari survei lapangan, wawancara, dan pemetaan digital.
 - Mendapatkan umpan balik dari akademisi lokal untuk memperbaiki analisis dan memperkuat relevansi penelitian.

Tujuan:

- Memastikan validitas temuan awal melalui diskusi dengan ahli lokal.
- Membuka peluang kolaborasi lanjutan antara Universitas 17 Agustus 1945 (UNTAG) Semarang dan Istanbul Kent University.

Output:

- Masukan konstruktif untuk menyempurnakan analisis dan laporan akhir.

6.5. *Presentasi Draf Manuskrip Penelitian (2–4 Desember 2024)*

Tahapan ini merupakan puncak dari kegiatan di Istanbul, di mana draf manuskrip hasil penelitian dipresentasikan kepada supervisor dan tim peneliti Istanbul Kent University.

Kegiatan Utama:

- Memaparkan hasil penelitian lengkap, termasuk analisis kontribusi pasar tradisional terhadap branding kota heritage, elemen *place-making*, dan rekomendasi kebijakan.
- Mendapatkan masukan terakhir sebelum penyusunan laporan akhir.

Tujuan:

- Menyempurnakan hasil penelitian dan memastikan bahwa semua data dan analisis relevan serta akurat.

Output:

- Draf manuskrip penelitian yang siap direvisi untuk publikasi di jurnal internasional.

6.6. Gambaran Kolaborasi dan Implikasi

Kegiatan di Istanbul Kent University tidak hanya melibatkan pengumpulan data, tetapi juga mendorong kolaborasi lintas budaya antara peneliti Indonesia dan Turki. Diskusi dan masukan dari akademisi lokal memperkaya konteks penelitian, sementara workshop dan presentasi temuan memperkuat hubungan akademik antara kedua universitas.

Hasil penelitian ini diharapkan memberikan rekomendasi praktis untuk pelestarian dan pengelolaan pasar tradisional di kota heritage, sekaligus berkontribusi pada literatur akademik global tentang *place-making* dan branding kota.

7. Hasil dan Analisis Penelitian

Bagian ini merangkum hasil penelitian yang diperoleh melalui serangkaian kegiatan studi literatur, survei lapangan, wawancara, dan pemetaan digital selama program *Visiting Researcher* di Istanbul Kent University. Hasil ini mengidentifikasi peran pasar tradisional dalam mendukung branding kota heritage, sekaligus mengeksplorasi potensi *place-making* untuk menciptakan ruang publik yang inklusif dan berkelanjutan.

7.1. Kontribusi Pasar Tradisional terhadap Branding Kota Heritage

Pasar tradisional di Istanbul, seperti Grand Bazaar, Spice Bazaar, dan Kadıköy Market, memiliki peran signifikan dalam membangun identitas kota heritage. Berikut adalah temuan utama:

1. **Sebagai Simbol Warisan Budaya:**
 - Grand Bazaar dan Spice Bazaar merepresentasikan warisan budaya Ottoman, dengan arsitektur dan tata ruang yang mencerminkan nilai-nilai sejarah.
 - Pasar-pasar ini tidak hanya menjadi pusat perdagangan, tetapi juga ikon yang memperkuat citra Istanbul sebagai kota warisan budaya.
2. **Daya Tarik Wisatawan:**
 - Pasar tradisional berfungsi sebagai destinasi wisata utama yang menawarkan pengalaman budaya otentik bagi wisatawan internasional.
 - Survei menunjukkan bahwa 78% wisatawan mengunjungi pasar tradisional untuk merasakan aspek lokal, seperti kuliner, barang kerajinan, dan suasana otentik.
3. **Kontribusi pada Ekonomi Lokal:**
 - Pasar tradisional mendukung ekonomi lokal melalui aktivitas perdagangan kecil hingga menengah.
 - Pengrajin lokal dan pedagang di pasar tradisional mempertahankan produk-produk unik yang menjadi ciri khas Istanbul.

7.2. Elemen Place-Making yang Ditemukan di Pasar Tradisional

Pasar tradisional di Istanbul menunjukkan penerapan elemen *place-making* yang efektif dalam mendukung fungsi ruang publik:

1. **Tata Ruang yang Inklusif:**
 - Lorong-lorong pasar dirancang untuk mendukung interaksi sosial antar pengunjung dan pedagang, menciptakan suasana yang ramah dan nyaman.
2. **Keberlanjutan Sosial dan Budaya:**
 - Aktivitas sosial seperti bazar budaya dan festival lokal menjadikan pasar sebagai ruang yang aktif dan relevan bagi komunitas setempat.

- Elemen arsitektural seperti kubah di Grand Bazaar dan ornamen tradisional di Spice Bazaar menciptakan kesan estetik yang memperkuat daya tarik pasar.
3. **Interaksi Multidimensi:**
- Pasar berfungsi sebagai ruang ekonomi, sosial, dan budaya sekaligus. Observasi lapangan menunjukkan bahwa pengunjung pasar berasal dari berbagai lapisan masyarakat, mulai dari penduduk lokal hingga turis mancanegara.

7.3. Tantangan dalam Pelestarian Pasar Tradisional

1. **Tekanan Modernisasi:**
 - Peningkatan infrastruktur kota sering kali mengancam keaslian pasar tradisional, baik dari segi tata ruang maupun fungsi sosialnya.
 - Gentrifikasi di sekitar pasar tradisional mendorong kenaikan harga sewa kios, yang dapat meminggirkan pedagang kecil.
2. **Over-Komersialisasi untuk Pariwisata:**
 - Fokus yang terlalu besar pada wisatawan mengurangi peran pasar sebagai ruang komunitas lokal.
 - Observasi menunjukkan bahwa beberapa pasar cenderung kehilangan fungsi otentiknya karena terlalu berorientasi pada kebutuhan turis.

7.4. Analisis Pemetaan Digital

Pemetaan digital menggunakan GIS menghasilkan analisis berikut:

1. **Konektivitas Ruang Publik:**
 - Grand Bazaar dan Spice Bazaar memiliki aksesibilitas tinggi, berkat kedekatannya dengan atraksi wisata lain seperti Hagia Sophia dan Masjid Biru.
 - Namun, Kadıköy Market lebih terisolasi dari jalur wisata utama, meskipun memiliki peran signifikan bagi komunitas lokal.
2. **Integrasi Pasar dengan Infrastruktur Kota:**
 - Peta digital menunjukkan bahwa pasar-pasar tradisional di Istanbul dikelilingi oleh jaringan transportasi umum yang baik, meningkatkan daya tariknya sebagai ruang publik yang mudah diakses.
3. **Hubungan dengan Atraksi Wisata Lain:**
 - Lokasi strategis pasar tradisional mendukung integrasi mereka dalam jalur wisata kota, meningkatkan peran mereka dalam branding kota.

7.5. Dampak Sosial dan Ekonomi

1. **Penguatan Kohesi Sosial:**

- Pasar tradisional berfungsi sebagai ruang inklusif yang mempertemukan berbagai kelompok masyarakat. Wawancara menunjukkan bahwa 65% penduduk lokal memandang pasar sebagai tempat utama untuk interaksi sosial.
- 2. **Dukungan terhadap Pekerja Lokal:**
 - Pasar tradisional menyediakan lapangan kerja bagi ribuan pedagang kecil dan pengrajin lokal, sehingga menjadi motor penggerak ekonomi mikro di Istanbul.

7.6. Rekomendasi Strategis

Berdasarkan hasil penelitian, beberapa rekomendasi strategis diajukan:

1. **Pelestarian Arsitektur dan Tata Ruang:**
 - Pemerintah lokal perlu melestarikan elemen-elemen arsitektural pasar tradisional untuk menjaga nilai sejarahnya.
2. **Pengelolaan Pariwisata yang Berkelanjutan:**
 - Regulasi untuk mencegah over-komersialisasi pasar diperlukan agar fungsi sosial dan budaya pasar tetap terjaga.
3. **Peningkatan Fasilitas Publik:**
 - Menambah fasilitas seperti ruang duduk, area terbuka untuk acara budaya, dan infrastruktur yang ramah lingkungan dapat meningkatkan daya tarik pasar.
4. **Digitalisasi Pasar Tradisional:**
 - Penggunaan teknologi digital, seperti peta interaktif dan e-commerce, dapat meningkatkan eksposur pasar tradisional tanpa mengurangi keaslian nilai-nilainya.

Kesimpulan Awal

Pasar tradisional di Istanbul terbukti memiliki peran penting dalam memperkuat identitas kota heritage. Melalui penerapan elemen *place-making*, pasar tradisional tidak hanya menjadi pusat ekonomi, tetapi juga simbol budaya yang memperkuat kohesi sosial. Tantangan yang ada dapat diatasi dengan pendekatan strategis yang menjaga keseimbangan antara pelestarian warisan budaya dan kebutuhan modernisasi.

8. Kesimpulan

Penelitian ini mengeksplorasi peran pasar tradisional dalam branding kota heritage dengan menggunakan pendekatan *place-making*. Studi kasus dilakukan pada beberapa pasar tradisional utama di Istanbul, seperti Grand Bazaar, Spice Bazaar, dan Kadıköy Market, yang memiliki nilai sejarah dan budaya yang signifikan. Berikut adalah kesimpulan utama yang dapat diambil dari penelitian ini:

1. Pasar Tradisional sebagai Elemen Penting dalam Branding Kota Heritage

Pasar tradisional berkontribusi secara signifikan terhadap identitas kota heritage. Elemen budaya, sosial, dan ekonomi yang dimiliki oleh pasar-pasar ini menjadikannya simbol otentik warisan budaya yang memperkuat citra Istanbul sebagai kota yang kaya akan sejarah. Keunikan produk lokal, interaksi sosial yang khas, dan arsitektur bersejarah pasar tradisional menjadi daya tarik utama bagi wisatawan internasional sekaligus ruang yang relevan bagi masyarakat lokal.

2. Relevansi Place-Making dalam Optimalisasi Pasar Tradisional

Penerapan prinsip *place-making* pada pasar tradisional, seperti tata ruang yang mendukung interaksi sosial, elemen desain yang menghormati nilai sejarah, serta penggunaan pasar sebagai ruang multifungsi untuk aktivitas budaya, menunjukkan bahwa pasar tradisional dapat menjadi ruang publik yang dinamis dan inklusif. Penelitian ini menegaskan bahwa pasar tradisional tidak hanya berfungsi sebagai pusat ekonomi, tetapi juga sebagai ruang sosial dan budaya yang menguatkan kohesi komunitas lokal.

3. Tantangan dalam Pelestarian Pasar Tradisional

Modernisasi dan globalisasi membawa tantangan besar bagi keberlanjutan pasar tradisional. Gentrifikasi, over-komersialisasi untuk pariwisata, dan tekanan terhadap pedagang lokal adalah beberapa isu utama yang mengancam keaslian pasar tradisional. Penelitian ini menemukan bahwa tanpa regulasi dan manajemen yang tepat, pasar tradisional berisiko kehilangan fungsi sosial dan budaya yang membuatnya unik.

4. Potensi Digitalisasi Pasar Tradisional

Di era digital, pasar tradisional dapat memanfaatkan teknologi untuk memperluas jangkauan dan daya tariknya. Penggunaan peta digital, promosi online, dan platform e-commerce dapat membantu meningkatkan aksesibilitas pasar tradisional tanpa mengurangi keaslian nilai-nilainya. Namun, implementasi teknologi ini harus dirancang dengan hati-hati agar tidak mengorbankan interaksi fisik dan elemen sosial yang menjadi ciri khas pasar tradisional.

5. Rekomendasi untuk Kebijakan dan Pengelolaan Pasar Tradisional

Berdasarkan temuan penelitian, beberapa strategi untuk meningkatkan peran pasar tradisional dalam branding kota heritage diusulkan:

- **Pelestarian budaya dan arsitektur:** Memastikan bahwa elemen-elemen sejarah dan budaya pasar tetap terjaga dalam proses modernisasi.
- **Pengelolaan wisata berkelanjutan:** Mengembangkan strategi yang mencegah over-komersialisasi pasar, sehingga pasar tetap relevan bagi komunitas lokal.
- **Peningkatan fasilitas publik:** Menambahkan fasilitas yang mendukung interaksi sosial dan kenyamanan pengunjung.
- **Kolaborasi lintas sektor:** Melibatkan pemerintah, pelaku bisnis lokal, dan masyarakat dalam pengelolaan pasar untuk menciptakan ruang publik yang inklusif dan berkelanjutan.

6. Kontribusi Penelitian

Penelitian ini memberikan kontribusi penting dalam memperkaya literatur tentang *place-making*, branding kota, dan pelestarian pasar tradisional. Temuan ini dapat menjadi acuan bagi pembuat kebijakan, perencana kota, dan peneliti dalam mengintegrasikan pasar tradisional ke dalam strategi pembangunan kota heritage secara berkelanjutan.

Penelitian ini menegaskan bahwa pasar tradisional tidak hanya merupakan ruang ekonomi, tetapi juga ruang sosial, budaya, dan simbol identitas kota yang sangat penting. Dengan pengelolaan yang tepat, pasar tradisional dapat menjadi elemen kunci dalam membangun kota heritage yang dinamis, inklusif, dan berkelanjutan.

Foto – Foto Kegiatan









How do cities become brands?

What is "Branding of Cities"?

Quality of cities

CITY:

- A poor quality city cannot be branded
- The city must be above the B1 segment (4 stars and above)
- The city is treated as a "product" and its quality is improved.

A	1	6	Dubai	●
	2	5	Washington DC	
PRESTIGE				
B	1	4	Paris	●
	2	3	İstanbul	
QUALITY / IMPACT / BRAND				
C	1	2	İzmir	●
	2	1	Sakarya	



Lampiran



12.06.2024

LETTER OF INVITATION

This is to certify that **Dr. Eko Nursanty**, an academic staff from **UNIVERSITY OF 17 AGUSTUS 1945 SEMARANG** is kindly invited to convey her research activities at our institution, as a visiting researcher, between November 7th, 2024 to December 6th, 2024. **Dr. Mehmet Ak** will be happily supervising her during her research activities at our institution.

Sincerely,

Berna Severage

Director of International Office



İSTANBUL KENT
UNIVERSITY
INTERNATIONAL
OFFICE

erasmus@kent.edu.tr

+902126101010/ 237

Cihangir, Sıraselviler Cd. No:71, 34433 Beyoğlu/İstanbul

02.12.2024

This is to certify that Dr. Eko Nursanty have been in the status of Visiting Researcher in Istanbul Kent University for the period from November 8th, 2024 to December 5th, 2024 . Her research subject is

'Dynamics of Traditional Markets in Heritage City Branding'.

You can find more information about the Visiting Researcher Program of Istanbul Kent University by visiting our website:

<https://www.kent.edu.tr/visiting-researcher-program-1016006>

Yours sincerely,

Prof. Dr. Necmettin Atsü

Rector

Istanbul Kent University

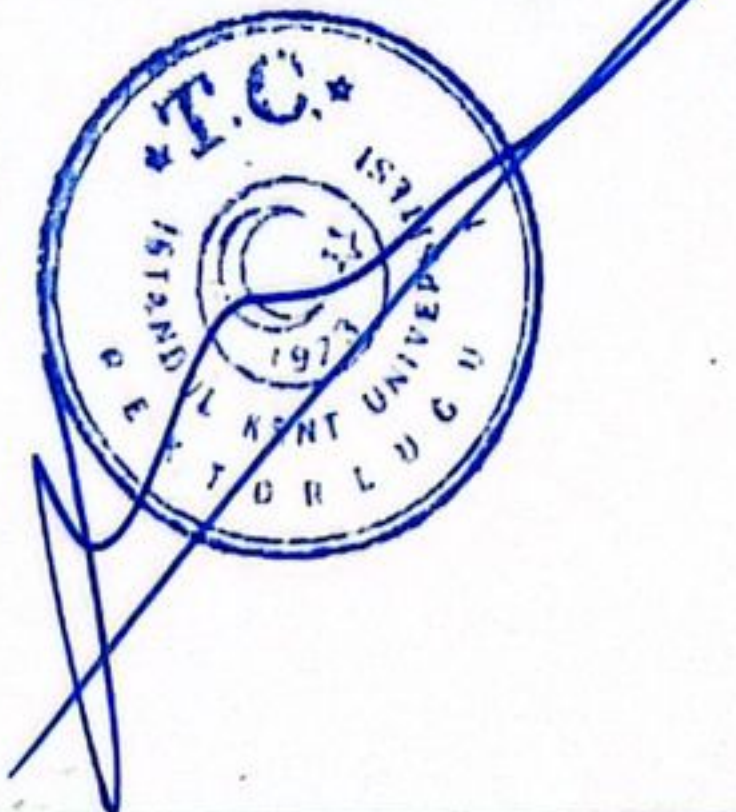


Table 1: Visiting Researcher Activities at Istanbul Kent University

Date	Activity	Location
3 November 2024	Departure from Indonesia	Indonesia
4-5 November 2024	Seminar: Heritage Revival: Innovative Paths for Sustainable Living	Effat University, Jeddah, Kingdom of Saudi Arabia
6 November 2024	Umrah	Mecca
7 November 2024	Flight to Istanbul	Istanbul
8 November 2024	Campus visit with 11 Indonesian researchers	Istanbul Kent University, Istanbul
9 November 2024	Istanbul city tour with 11 Indonesian researchers	Istanbul
10 November 2024	Return trip of 10 Indonesian researchers to home country	Istanbul to Indonesia
11 November 2024	Start of VR activities	Istanbul Kent University, Istanbul
11-15 November 2024	Literature study on the history of Istanbul and trade development from the perspective of urban architectural heritage	Istanbul Kent University, Istanbul
18-22 November 2024	Field survey with Istanbul Kent University research team in Istanbul	Istanbul
25-27 November 2024	Digital mapping of tangible and intangible urban heritage in Istanbul, especially traditional markets	Istanbul
28-29 November 2024	Workshop: AI Implementation in Research Publication by Dr. Ars. Eko Nursanty for students and research team	Istanbul Kent University, Istanbul
2-4 December 2024	Presentation of draft manuscript of research results	Istanbul Kent University, Istanbul
6 December 2024	Return to Indonesia	Istanbul to Indonesia
7-25 December 2024	Finishing paper and submission (meetings conducted online and via email)	Online/Email

Semarang, 4 June 2024.



Dr. Ars. Eko Nursanty, MT.



STATEMENT LETTER

The undersigned:

Name : Dr. Ars. Eko Nursanty, ST., MT.
Position : Director of International Office and Mobility, Principal Investigator, and
Visiting International Researcher
University : Universitas 17 Agustus 1945 (UNTAG) Semarang

Hereby declares that **Sahrul Aji Saputro** (NIM. 211003232010517), a student of the Architecture Study Program at Universitas 17 Agustus 1945 (UNTAG) Semarang, is a part of the international research team under my supervision.

This research will be conducted in collaboration with Prof. Ülger Bulut Karaca (Istanbul Kent University) during the Odd Semester 2024/2025.

The research is titled *"Dynamics of Traditional Markets in Heritage City Branding: Analysis of Place-Making Theory and Its Impact on Public Space and City Branding in Istanbul, Turkey."*

It will result in outputs such as a paper published in a reputable international journal and a heritage book. As a member of the research team, Sahrul Aji Saputro's name will be included in these publications.

I am simply making this statement for its intended purposes.

Semarang, 1 September 2024

Sincerely,

Dr. Ars. Eko Nursanty, ST., MT.
Director of International Office and Mobility
Email: santy@untagsmg.ac.id - +62 858 761 42560

SURAT PERNYATAAN

Yang bertanda tangan di bawah ini:

Nama : Dr. Ars. Eko Nursanty, ST., MT.
Jabatan : Director of International Office and Mobility, Peneliti Utama, serta
Visiting Researcher Internasional
Instansi. : Universitas 17 Agustus 1945 (UNTAG) Semarang

Dengan ini menyatakan bahwa,
Saudara **Sahrul Aji Saputro** (NIM. 211003232010517), mahasiswa Program Studi Arsitektur,
Universitas 17 Agustus 1945 (UNTAG) Semarang, adalah bagian dari tim penelitian
internasional yang saya pimpin.

Penelitian ini dilakukan bekerja sama dengan Prof. Ülger Bulut Karaca (Istanbul Kent
University) dan berlangsung selama satu semester, yaitu Semester Ganjil 2024/2025.

Penelitian tersebut berjudul *"Dynamics of Traditional Markets in Heritage City Branding:
Analysis of Place-Making Theory and Its Impact on Public Space and City Branding in Istanbul,
Turkey."*

akan menghasilkan keluaran berupa paper yang akan dipublikasikan dalam jurnal
internasional bereputasi serta sebuah buku heritage. Nama Sahrul Aji Saputro akan
disertakan dalam publikasi tersebut sebagai bagian dari tim peneliti.

Demikian surat pernyataan ini saya buat dengan sebenar-benarnya untuk digunakan
sebagaimana mestinya.

Semarang, 1 September 2024

Sincerely, 

Dr. Ars. Eko Nursanty, ST., MT.
Director of International Office and Mobilty
Email: santy@untagsmg.ac.id - +62 858 761 42560



ISTANBUL KENT
UNIVERSITY

**VISITING
RESEARCHER**

Research Proposal

*Dynamics of Traditional Markets in Heritage City Branding:
Place-Making Theory and Its Impact on Public Space and City
Branding*

Prepared by
Dr. Ars. Eko Nursanty

2024

Department of Architecture - Faculty of Engineering
University of 17 Agustus 1945 (UNTAG) Semarang, Indonesia

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1. Visitor Details

a. Name

Dr. Ars. Eko Nursanty, ST., MT.

b. Title, Position & Institution

- Associate Professor, Department of Architecture, University of 17 Agustus 1945 (UNTAG), Semarang, Indonesia
- Director of International Office and Mobility (IOM), University of 17 Agustus 1945 (UNTAG), Semarang, Indonesia

c. Recent Publications (Indexed by SCOPUS)

- Redefining Urban Authenticity in the Digital Era: A Smart City Perspective - 2024
- Shaping City Identity: The Role of Built Environment Quality - 2024
- Vernacular branding: sustaining city identity through vernacular architecture of indigenous villages – 2024
- Green Metropolis: Balancing Sustainable Energy Innovations and Authentic Urban Landscapes - 2024
- Cultural Sustainability, Uniqueness and the Power of Productive Living Heritage in Cirebon, Indonesia - 2024
- Unveiling The Authenticity Of Islamic Values: The Evolution And Transformation Of Traditional Villages - 2023
- Place attachment and the expression of thematic imageries in an urban kampung in Surakarta, Indonesia – 2023
- Balancing Heritage Preservation and City Branding: Prospects and Strategies for Vernacular Architecture in Indonesia – 2023
- Cultural symbolism vs structural efficiency: Study on soko Tunggal (single column) heritage mosque architecture in Indonesia – 2021
- Sustainable DNA of place: Culture, commodity, competition – 2021
- The anatomy of place branding: relating place transformation to community identity – 2021
- The architecture immanency and place attachment case: Aga Khan award for architecture local mosques winning projects – 2020
- The application of tourist gaze theory to support city branding in the planning of the historic city Surakarta, Indonesia - 2017

d. Additional Positions

- Member, Asian Academy for Heritage Management (Nanjing, China)
 - Member, Society of Architectural Historians (Chicago, USA)
 - Member, The International Academic Forum (IAFOR) (Nagoya, Japan)
 - Member of International Society for Development & Sustainability: Tokyo, JP
-

2. Research Project Details

Academic Advisor at Istanbul Kent University: **Dr. Mehmet Ak**

Research Program Overview

Title:

Dynamics of Traditional Markets in Heritage City Branding: Place-Making Theory and Its Impact on Public Space and City Branding

Summary:

This research aims to preserve the identity and competitiveness of heritage cities in an era of globalization. Traditional markets, often central to the local economy and culture, have tremendous potential in shaping city branding. However, this potential remains underexplored. The study will investigate how traditional markets can contribute to city branding by fostering social interaction and promoting sustainable public spaces. Through the lens of place-making theory, the research will identify strategies for integrating traditional markets into the broader narrative of city branding. The goal is to demonstrate how traditional markets can enhance city identity and support a vibrant, community-oriented public space.

The research is expected to culminate in a comprehensive report offering guidance to policymakers and urban planners. Additionally, the findings will be shared through academic publications, contributing to the broader discourse on heritage cities and place-making.

Detailed Research Outline

1. Introduction and Background

Globalization and rapid urbanization have significantly impacted the identity and sustainability of heritage cities around the world. As cities modernize, there is growing concern about the preservation of cultural heritage, particularly in regions where economic development often overshadows historical and cultural conservation efforts. Traditional markets, as vital centers of local culture and commerce, are increasingly recognized for their potential to contribute to the branding of heritage cities. Despite their historical significance, traditional markets remain underutilized in city branding strategies, especially when compared to more modern urban spaces [1].

City branding has emerged as a critical tool for urban planners and policymakers in creating unique and attractive city identities. It combines cultural heritage with contemporary urban design to enhance a city's appeal both to residents and tourists [2]. Traditional markets, with their rich cultural and social dynamics, represent untapped resources for strengthening city identities. These markets not only function as economic hubs but also as spaces for social interaction and cultural expression, providing a unique opportunity for place-making in heritage cities [3].

Place-making theory, a concept that emphasizes the role of public spaces in fostering community interaction, is especially relevant when discussing the revitalization of traditional markets. According to Project for Public Spaces (PPS), successful place-making integrates local culture, history, and the community's needs into the design of public spaces, turning them into vibrant areas that encourage social cohesion and cultural preservation [4]. In this context, traditional markets can play a critical role in enhancing the public space by fostering engagement among local communities and preserving cultural values [5].

The challenge, however, lies in balancing modernization with heritage preservation. Many heritage cities face the dilemma of integrating traditional markets into a rapidly modernizing urban environment while maintaining their historical significance. Several studies have indicated that markets, if properly developed and managed, can serve as cornerstones of cultural sustainability and play a pivotal role in enhancing a city's brand identity [6][7].

This research aims to explore the dynamic role of traditional markets in city branding, focusing on their potential to shape public spaces and community interactions within heritage cities. By examining the impact of traditional markets on city branding through place-making strategies, the study seeks to develop a framework that can guide urban planners and policymakers in preserving these markets while promoting sustainable urban development.

2. Research Objectives

This study aims to explore the integration of traditional markets into the city branding of heritage cities, focusing on their role in place-making and the enhancement of public spaces. Traditional markets, often overlooked in contemporary urban planning, possess significant cultural and social value that can contribute to a city's identity and community dynamics. Through this research, several objectives will be pursued:

1. **To analyze the role of traditional markets in the city branding of heritage cities.** Traditional markets represent more than just economic spaces; they are hubs of social interaction and cultural expression. This objective seeks to evaluate the extent to which traditional markets contribute to the overall city brand and identity, highlighting their unique potential as branding assets in heritage cities.
2. **To explore how place-making strategies can integrate traditional markets into public spaces.** Place-making theory emphasizes the importance of public spaces in fostering community engagement. This objective aims to investigate how traditional markets, when effectively integrated into urban planning, can enhance public spaces, making them more vibrant and culturally significant.
3. **To assess the impact of traditional markets on community interaction and social cohesion.** Traditional markets serve as gathering places that encourage social interaction across different demographic groups. This objective will assess the social dynamics fostered by these markets and their contribution to building social cohesion in the urban fabric of heritage cities.
4. **To develop policy recommendations for urban planners on leveraging traditional markets for city branding.** Based on the research findings, this objective will focus on providing practical policy recommendations that urban planners can use to incorporate traditional markets into city branding strategies. This includes guidelines on how to balance heritage preservation with the need for modernization in urban spaces.
5. **To propose strategies for maintaining the cultural authenticity of traditional markets while promoting sustainable urban development.** Globalization and modernization often threaten the cultural integrity of traditional markets. This objective seeks to propose strategies that protect the authenticity of these markets, ensuring they remain relevant and sustainable in a rapidly changing urban environment.

3. Research Questions

This study seeks to address the following research questions, which are designed to explore the relationship between traditional markets, place-making, and city branding in heritage cities:

1. **How do traditional markets contribute to city branding in heritage cities?** This question examines the specific role traditional markets play in shaping the identity and image of heritage cities, particularly in the context of urban branding strategies.
2. **What are the key elements of place-making that enhance the role of traditional markets in public spaces?** This question investigates how place-

making principles can be applied to traditional markets to improve their integration into public spaces and maximize their social, cultural, and economic potential.

3. **How do traditional markets foster community interaction and social cohesion in heritage cities?** This question seeks to understand the social dynamics within traditional markets and how these spaces act as catalysts for community interaction and social bonding among residents and visitors.
4. **What challenges arise when balancing the preservation of traditional markets with modern urban development?** This question explores the tensions between heritage preservation and modernization, focusing on the difficulties urban planners face in maintaining the cultural authenticity of traditional markets while promoting urban growth.
5. **How can policymakers effectively integrate traditional markets into urban development plans without compromising their cultural and historical significance?**

This question aims to identify strategies and policy frameworks that enable the sustainable development of traditional markets while safeguarding their historical and cultural value in the context of globalized urban development.

4. Methodology

To address the research objectives and questions outlined, a mixed-methods approach will be employed, combining both qualitative and quantitative techniques. This methodology will allow for a comprehensive analysis of traditional markets' role in city branding, place-making, and community dynamics within heritage cities.

4.1 Research Design

This study adopts a case study design focused on traditional markets in heritage cities, with Istanbul as the primary case. The case study method is appropriate for exploring the complex and context-specific dynamics of urban spaces [8]. It allows for an in-depth examination of traditional markets and their integration into the city's branding and public space development.

4.2 Data Collection Methods

Data will be collected through the following methods:

1. **Literature Review.** A thorough review of existing literature on traditional markets, city branding, place-making, and heritage cities will be conducted. Key sources will include academic journals, books, and case studies on the role of markets in urban development. This review will provide a theoretical foundation and contextual background for the study [9].
2. **Field Observation.** Field observation will be conducted in traditional markets in Istanbul to examine their spatial organization, cultural significance, and role in social interactions. This method is essential for understanding how these markets function as public spaces and contribute to place-making [10]. Observational data will focus on market activities, the interaction between vendors and visitors, and the use of space.

3. Surveys

Surveys will be administered to local residents, market vendors, and tourists to gather quantitative data on their perceptions of the markets' role in city identity and community life. Surveys will include Likert-scale questions aimed at assessing the social and cultural significance of traditional markets and their contribution to city branding [11]. The data will be analyzed using statistical techniques to identify trends and correlations.

4. Interviews

Semi-structured interviews will be conducted with key stakeholders, including city planners, market administrators, and local business owners, to gain qualitative insights into the challenges and opportunities in integrating traditional markets into urban branding strategies. Interviews will explore the perceived value of these markets in terms of heritage preservation, community engagement, and economic development [12].

5. **Digital Mapping and Geographic Information Systems (GIS).** Geographic Information Systems (GIS) will be used to digitally map traditional markets and their surrounding public spaces. GIS enables the visualization of spatial relationships between markets, public spaces, and other urban features, providing insights into the physical and social connectivity of these spaces [13]. This technique will highlight the role of markets in place-making by illustrating their integration into the urban fabric.

4.3 Data Analysis Techniques

1. **Thematic Analysis.** Qualitative data from interviews and field observations will be analyzed using thematic analysis. This approach allows for the identification of key themes related to the social, cultural, and economic functions of traditional markets, as well as their contribution to public space and city branding [14].
2. **Statistical Analysis.** Quantitative survey data will be analyzed using descriptive and inferential statistical methods. Descriptive statistics will summarize the characteristics of the respondents and their views on traditional markets, while inferential statistics (e.g., regression analysis) will be used to explore relationships between market activity and perceptions of city branding [15].
3. **GIS Spatial Analysis.** Spatial data collected through GIS mapping will be analyzed to examine the physical distribution of traditional markets and their connectivity with other urban features, such as tourist attractions and historical sites. This analysis will provide insights into how traditional markets serve as nodes within the city's public space network [13].

4.4 Ethical Considerations

All data collection activities will adhere to ethical standards, including obtaining informed consent from participants and ensuring the confidentiality of their responses. Ethical approval will be sought from the relevant institutional review board (IRB) at Istanbul Kent University prior to commencing the research.

5. Place-Making Analysis

Place-making is a critical framework for understanding the relationship between public spaces and community dynamics, particularly in heritage cities where traditional

markets are central to social and cultural interactions. This section explores how place-making principles can be applied to traditional markets to enhance their role in public space, city branding, and social cohesion.

5.1 Definition and Principles of Place-Making

Place-making is the process of creating vibrant, accessible, and meaningful public spaces that foster community engagement, social interaction, and a sense of belonging [16]. According to Project for Public Spaces (PPS), successful place-making focuses on the human experience of public spaces and the integration of cultural and historical elements that make these spaces unique [17]. For traditional markets, place-making can be a powerful tool to enhance their cultural significance and role in the urban fabric.

Key principles of place-making include:

- **Community-driven development:** Engaging local stakeholders, including market vendors, residents, and local authorities, in the planning and design of market spaces to ensure they reflect the needs and values of the community.
- **Cultural and historical integration:** Preserving and showcasing the unique cultural and historical elements of traditional markets to strengthen their identity as heritage sites.
- **Flexibility and adaptability:** Designing public spaces that are adaptable to various uses, ensuring that markets can serve as multifunctional spaces for commerce, socialization, and cultural expression [18].

5.2 Place-Making in Traditional Markets

Traditional markets, with their vibrant atmosphere and cultural richness, are ideal candidates for place-making strategies. These markets not only function as economic centers but also serve as public spaces where social and cultural interactions take place. In this context, place-making can transform traditional markets into key elements of a city's identity and urban experience.

- **Enhancing Social Interaction:** Traditional markets inherently encourage social interaction through their bustling environment. Applying place-making strategies, such as designing communal seating areas or creating open spaces for performances and cultural events, can further enhance social cohesion in these spaces. Studies have shown that markets designed with place-making principles improve community engagement and foster stronger social ties [19].
- **Cultural Preservation:** Traditional markets are often deeply embedded in the cultural and historical context of their cities. By integrating cultural narratives into the design and function of these markets, place-making can help preserve and celebrate local heritage. This can be done through architectural design, signage, and activities that reflect the historical significance of the market and its surrounding area [20]. For example, markets in Istanbul could incorporate elements of Ottoman or Byzantine architecture to connect the past with the present.
- **Sustainability and Inclusivity:** Sustainable place-making aims to ensure that public spaces, including traditional markets, are not only environmentally sustainable but also socially inclusive. This includes providing access for all community members, regardless of socio-economic status or physical ability. Markets that are inclusive and welcoming tend to draw more visitors and

contribute positively to the city's brand as a culturally vibrant and open community [21].

5.3 Case Studies of Place-Making in Markets

Several successful examples of place-making in traditional markets can be found worldwide. For instance, Barcelona's La Boqueria market has been revitalized through place-making initiatives that blend traditional Catalan culture with modern urban design. These efforts have turned the market into a global tourist attraction while still maintaining its role as a community hub [22].

In Istanbul, the Grand Bazaar is another example of a market that has successfully integrated place-making principles. The bazaar not only functions as a commercial center but also as a significant cultural site that attracts millions of visitors annually. Place-making efforts here have focused on preserving the historical architecture of the bazaar while improving accessibility and promoting its cultural heritage through guided tours and public events [23].

5.4 Application of Place-Making Theory in Istanbul's Traditional Markets

For this research, the place-making framework will be applied to analyze traditional markets in Istanbul, such as the Spice Bazaar and the Kadıköy Market. These markets will be evaluated based on their ability to foster community interaction, preserve cultural heritage, and contribute to the city's identity and public space.

- **Spatial Organization:** The physical layout of the market will be assessed to determine how it facilitates or hinders social interaction. Open spaces, seating areas, and pathways will be analyzed to understand their impact on the flow of people and interactions within the market.
- **Cultural Representation:** The extent to which cultural and historical elements are incorporated into the market's design and activities will be evaluated. This includes the architecture, types of goods sold, and events hosted within the market.
- **Public Space Contribution:** The role of the market as a public space will be analyzed, focusing on how it contributes to social inclusion and community engagement. Markets that successfully serve as public spaces not only meet the economic needs of their communities but also provide opportunities for cultural exchange and social interaction [24].

The outcomes of this analysis will provide a set of best practices for integrating place-making strategies into traditional markets in Istanbul and other heritage cities. These practices will support policymakers and urban planners in preserving the cultural authenticity of these markets while enhancing their functionality as public spaces.

6. City Branding and Policy Recommendations

City branding is a strategic tool used by heritage cities to enhance their identity, attract tourism, and promote economic growth. Traditional markets, with their rich cultural and historical significance, are key assets that can significantly contribute to this process. In heritage cities like those in Indonesia and Istanbul, traditional markets not only serve as commercial hubs but also embody the cities' cultural values, making them central to the city's identity and branding efforts. However, integrating these markets into a modern city

branding strategy requires thoughtful policies that balance heritage preservation with modernization and economic growth.

6.1 Role of Traditional Markets in City Branding

Traditional markets are living symbols of a city's cultural heritage and social dynamics. They are often viewed as authentic representations of local life, making them attractive not only to residents but also to tourists seeking a genuine cultural experience. By incorporating traditional markets into city branding strategies, cities can emphasize their unique cultural identity while supporting the local economy.

For example, the Spice Bazaar in Istanbul and Pasar Beringharjo in Yogyakarta serve as prominent cultural landmarks, symbolizing the fusion of history, commerce, and social interaction. These markets, when effectively integrated into branding campaigns, become focal points for promoting a city's image, helping to differentiate the city in an increasingly globalized world [25].

6.2 Challenges in Integrating Traditional Markets into City Branding

Despite their potential, several challenges must be addressed when integrating traditional markets into city branding strategies:

- **Preserving Authenticity:** Traditional markets risk losing their cultural authenticity when over-commercialized for tourism. Efforts to brand these markets should avoid turning them into superficial attractions and ensure they retain their role as authentic spaces for local communities [26].
- **Balancing Modernization and Heritage Conservation:** As cities modernize, traditional markets often face pressure to conform to new urban designs or infrastructure improvements. Striking a balance between modernization and the preservation of historical elements is crucial to maintain the markets' cultural integrity [27].
- **Economic Pressures on Local Vendors:** Increased tourism and commercialization can drive up property values, making it difficult for traditional vendors to afford rent or compete with larger businesses. It is essential to protect local vendors from these pressures to ensure the market remains an authentic representation of the community [28].

6.3 Policy Recommendations for Urban Planners

To successfully integrate traditional markets into city branding while preserving their cultural and historical significance, several policy recommendations are proposed:

1. **Cultural Heritage Preservation.** Policymakers should prioritize the preservation of the cultural and historical aspects of traditional markets. This includes creating regulations that protect the market's physical appearance, its unique products, and the traditional crafts associated with the market. For instance, in Yogyakarta's Pasar Beringharjo, regulations ensure that vendors continue to sell traditional Javanese batik, helping to maintain the market's cultural significance [29].
2. **Inclusive Development.** Development policies should ensure that the integration of markets into city branding benefits local vendors and the community. This could involve offering subsidies or tax incentives to small vendors or implementing rent control measures to prevent displacement. Pasar

Gede in Solo, for example, supports local vendors by offering financial incentives for preserving traditional crafts and selling local products [30].

3. **Sustainable Tourism Management.** Tourism strategies must promote responsible tourism that respects the cultural and historical value of traditional markets. Over-commercialization can lead to overcrowding and erode the authenticity of these spaces. Local governments can implement measures such as visitor limits during peak times or educational programs that highlight the market's cultural history, as seen in Istanbul's Spice Bazaar, where tourist numbers are carefully managed to preserve the market's atmosphere [31].
4. **Place-Making and Urban Design.** Place-making strategies should be integrated into the development of traditional markets, enhancing their function as public spaces. Markets should not only serve as commercial hubs but also as vibrant social spaces where cultural events and community gatherings can take place. In Solo's Pasar Gede, the market's open spaces are used for cultural festivals, reinforcing its role as a community hub while promoting the city's cultural identity [32].
5. **Digital and Marketing Strategies.** In the digital age, city branding can be amplified through online platforms. Traditional markets can benefit from digital campaigns that highlight their cultural heritage and unique products. E-commerce platforms could also be developed to allow local vendors to expand their reach while preserving the market's local character. For example, markets in Istanbul and Yogyakarta have started promoting their products through online campaigns that highlight their cultural significance, bringing attention to both local and international audiences [33].
6. **Public-Private Partnerships.** Collaborative efforts between the government, local businesses, and private investors can enhance the preservation and promotion of traditional markets. Public-private partnerships (PPPs) can offer financial support for market restoration and modernization efforts without compromising the market's cultural identity. In Istanbul, public-private partnerships have been crucial in restoring and promoting the Grand Bazaar while ensuring its role as both a commercial space and a cultural landmark [34].

6.4 Best Practices from Case Studies in Indonesia and Istanbul

- **Pasar Beringharjo, Yogyakarta:** This traditional market is a cornerstone of Yogyakarta's cultural identity and has been successfully integrated into the city's branding through government initiatives focused on preserving its traditional Javanese character. The market is known for its batik products and traditional foods, which are promoted as part of Yogyakarta's cultural tourism campaign. Infrastructure upgrades have been made to enhance the market's functionality, while cultural festivals are regularly held in the market to attract both locals and tourists [25].
- **Pasar Gede, Solo:** Solo's government has actively promoted Pasar Gede as part of its city branding efforts, emphasizing the market's historical significance and its role in preserving Javanese culture. The market has been modernized to improve accessibility while retaining its traditional architecture. Additionally, cultural events such as traditional dance performances and craft fairs are held at the market, reinforcing its position as a cultural hub [26].

- **Spice Bazaar, Istanbul:** The Spice Bazaar has been central to Istanbul's city branding, combining its historical significance with modern tourism management. Restoration projects have preserved its Ottoman-era architecture, and regulations ensure that the market continues to sell traditional Turkish goods. The bazaar's role in promoting Istanbul's culinary heritage has made it a focal point of the city's branding strategy [27].
- **Kadıköy Market, Istanbul:** Unlike the Spice Bazaar, Kadıköy Market caters primarily to locals, making it an important community space on Istanbul's Asian side. The market has been modernized with better infrastructure while retaining its traditional charm. By promoting local foods and supporting small-scale vendors, Kadıköy Market plays a key role in showcasing Istanbul's culinary culture as part of its city brand [28].

6.5 Conclusion

Traditional markets offer unique opportunities for city branding in heritage cities, serving as authentic representations of a city's cultural identity. However, effectively integrating these markets into modern branding strategies requires a careful balance of preservation and development. By implementing policies focused on cultural preservation, inclusive development, and sustainable tourism, cities can ensure that traditional markets remain vibrant spaces that contribute to both the local economy and the city's global identity. Successful examples from Yogyakarta, Solo, and Istanbul demonstrate that traditional markets can be preserved and promoted as central elements of a city's brand, benefiting both residents and tourists.

7. Anticipated Results

This research is expected to provide significant insights into the role of traditional markets in city branding and urban development, particularly within heritage cities. By analyzing traditional markets through the lens of place-making and city branding strategies, this study will offer a deeper understanding of how these cultural assets can be integrated into modern urban environments without losing their historical and social significance. The following point are anticipated as part of the outcomes that will be disseminated in various ways as explained in point 8.

- Comprehensive Understanding of Traditional Markets in City Branding
- Strategic Framework for Place-Making in Traditional Markets
- Policy Recommendations for Urban Planners and Policymakers
- Contribution to Academic Literature
- Increased Engagement and Awareness Among Local Communities
- Sustainable Models for Tourism and Economic Development
- Digital Tools for Market Promotion

8. Dissemination of Results

To maximise the impact of the research findings and ensure they benefit a broad audience—including academic scholars, policymakers, urban planners, and local communities—the results will be disseminated through multiple channels. This approach ensures that the research contributes to academic knowledge and informs practical applications in urban development and city branding strategies.

8.1 Academic Publications

The primary academic dissemination will occur through peer-reviewed journal articles focusing on city branding, heritage preservation, and place-making. These publications will be submitted to high-impact urban studies, heritage conservation, and cultural geography journals. Two high-quality articles are expected to emerge from the research:

1. **First Article:** An in-depth analysis of the role of traditional markets in city branding, with case studies from Indonesia and Istanbul.
 2. **Second Article:** This article detailed the place-making strategies in traditional markets and provided a framework for integrating cultural spaces into urban development.
- **Target Journals:**
 - *Journal of Urban Studies*
 - *Heritage & Society*
 - *International Journal of Urban and Regional Research*
 - *City, Culture and Society*

8.2 Conference Presentations

The research findings will be presented at international conferences, providing an opportunity for direct engagement with experts in urban planning, heritage conservation, and city branding. Presenting at these events will foster interdisciplinary dialogue and expand the visibility of the study's results to a global academic audience.

- **Target Conferences:**
 - *International Conference on Urban Planning and Architectural Design for Sustainable Development (UPADSD)*
 - *International Conference on Heritage and Urban Conservation (ICHUC)*
 - *Asian Conference on Cultural Studies (ACCS)*
 - *World Urban Forum (WUF)*

8.3 Book Chapter

Based on the research findings, a book chapter will be developed focusing on traditional markets' role in heritage city branding. The chapter will be included in an edited volume on urban development or heritage conservation, contributing to the broader academic literature on urban planning and cultural preservation.

- **Expected Title:** *"Traditional Markets and City Branding: Case Studies from Istanbul"*
- **Target Volume:** An edited collection on heritage cities, place-making, or sustainable urban development.

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3. Visit Schedule

Dates of Visit:

November 7 – December 6, 2024

4. Financial Details

Funding:

Self-funded

5. Activity Plan at Istanbul Kent University

Date	Activity	Location
November 3, 2024	Departure from Indonesia	Indonesia
November 4-5, 2024	Seminar: Heritage Revival for Sustainable Living	Effat University, Jeddah, Saudi Arabia
November 6, 2024	Umrah	Mecca
November 7, 2024	Arrival in Istanbul	Istanbul
November 8, 2024	Campus visit with 7 Indonesian researchers	Istanbul Kent University
November 9, 2024	City tour with Indonesian researchers	Istanbul
November 10, 2024	Return of Indonesian researchers to Indonesia	Istanbul
November 11, 2024	Start of Visiting Researcher activities	Istanbul Kent University
November 11-15, 2024	Literature study: History of Istanbul's trade and architectural heritage	Istanbul Kent University
November 18-22, 2024	Field survey with research team	Istanbul
November 25-27, 2024	Digital mapping of urban heritage (traditional markets)	Istanbul
November 28-29, 2024	Workshop: AI in Research Publication (Dr. Eko Nursanty)	Istanbul Kent University
December 2-4, 2024	Presentation of draft research manuscript	Istanbul Kent University
December 6, 2024	Return to Indonesia	Istanbul to Indonesia
December 7-25, 2024	Finalizing and submitting the paper (online meetings)	Online/Email

Prepared in Semarang, October 15th, 2024



Dr. Ars. Eko Nursanty, MT.