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Revitalization of the Rau Market in Serang City as A Strategy for Local Economic Development Based on Long-Term Planning

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Abstract

This study examines the revitalization of Rau Market in Serang City as a strategy for local economic development within a long-term planning framework. The research aims to analyze the existing conditions of the market, identify structural, institutional, and spatial constraints, and formulate sustainable revitalization strategies. A qualitative descriptive approach with a single-case study design was employed. Data were collected through observations, semi-structured interviews with government officials, market managers, traders, and planning experts, as well as document analysis. The data were analyzed using thematic analysis, triangulation, and SWOT analysis. The findings indicate that Rau Market remains a strategic regional distribution center and an important source of livelihood for micro and small enterprises. However, its development is constrained by deteriorating infrastructure, inadequate sanitation and drainage systems, traffic congestion, weak institutional coordination, limited fiscal capacity, and increasing competition from modern retail and digital commerce. The study highlights that effective revitalization requires an integrated approach combining infrastructure improvement, governance reform, spatial reorganization, digital adaptation, and stakeholder participation. Integrating revitalization programs into long-term regional planning is essential for enhancing market competitiveness and supporting sustainable local economic development.

Keywords: *Local Economic Development, Long-Term Planning, Market Revitalization, Rau Market, Traditional Market Governance.*

INTRODUCTION

Local economic development has increasingly become a central concern within contemporary regional development discourse as governments worldwide seek to strengthen territorial competitiveness, improve community welfare, and enhance economic resilience amid accelerating urbanization, globalization, and digital transformation. The growing emphasis on place-based development highlights that local economies are shaped not only by productive activities and market exchanges but also by institutional capacity, spatial planning, social networks, and governance structures that collectively determine long-term development outcomes (Kuncoro, 2010). Within decentralized development systems, local governments are expected to mobilize endogenous resources and transform strategic economic assets into sustainable growth drivers that generate broad socio-economic benefits for local communities (Hamid, 2012). Traditional markets continue to occupy an important position within this framework because they function as economic nodes that connect local production, distribution, and consumption activities while simultaneously preserving social interactions and community-based economic relations (Yustika, 2021). Their relevance remains significant despite rapid economic modernization because traditional markets contribute to employment creation, support micro and small enterprises, and strengthen local economic circulation at the regional level. Recent studies further indicate that market-centered development strategies can enhance regional economic vitality when integrated into comprehensive urban and territorial planning frameworks (Noor et al., 2025).

The strategic role of traditional markets in local economic development has attracted increasing scholarly attention, particularly regarding market revitalization as an instrument for improving competitiveness and sustainability. Existing studies generally demonstrate that revitalization initiatives can improve market functionality through infrastructure upgrades, spatial reorganization, and service enhancement, thereby creating a more conducive environment for commercial activities (Prakoso & Rolalisasi, 2025). Evidence from several Indonesian cities reveals that revitalized markets often experience improvements in accessibility, environmental quality, and consumer perceptions, which contribute positively to market attractiveness (Dahnelia et al., 2025). Research also suggests that effective governance arrangements and stakeholder collaboration constitute critical determinants of successful revitalization outcomes because market transformation involves institutional as well as physical changes (SN & Rosshad, 2025). The identification and accommodation of trader interests have likewise been recognized as important elements in reducing resistance and increasing program legitimacy during market restructuring processes (Ilpandari et al., 2025). At the same time, emerging discussions emphasize that traditional markets are increasingly challenged by digital commerce and changing consumer behavior, requiring revitalization programs to address technological adaptation and business innovation rather than focusing solely on physical improvements (Lubis et al., 2024). These findings collectively indicate that market revitalization represents a multidimensional development intervention whose success depends on the integration of economic, institutional, spatial, and technological dimensions.

Despite the growing body of literature, substantial conceptual and empirical limitations remain evident. Much of the existing research evaluates revitalization primarily through short-term indicators such as infrastructure quality, visitor numbers, or administrative performance, while providing limited insight into how revitalization contributes to broader local economic transformation over extended planning horizons (Lumbantobing et al., 2024). Several studies also report improvements in market conditions without adequately examining whether such improvements translate into enhanced competitiveness, stronger local value chains, or sustainable economic development outcomes (Yuwana et al., 2025). The literature remains fragmented because market revitalization is frequently analyzed as an isolated sectoral intervention rather than as part of an integrated regional development strategy. Similar limitations are observed in studies of urban redevelopment, where the relationship between spatial restructuring and local economic growth often lacks a coherent long-term planning perspective (Winarni, 2025). Existing planning-oriented studies acknowledge the importance of strategic urban revitalization but rarely provide an integrated framework connecting traditional market transformation with local economic development objectives and regional planning agendas (Hakim & Utomo, 2008). This condition creates an important gap in understanding how traditional markets can function as catalysts for sustainable local economic development beyond their immediate commercial functions.

The unresolved issues within the literature carry significant scientific and practical implications, particularly for developing urban regions experiencing increasing competition between traditional and modern retail systems. Contemporary policy frameworks emphasize that market revitalization should be implemented through integrated planning approaches that combine infrastructure development, institutional strengthening, service improvement, and economic empowerment initiatives (Peraturan Menteri Perdagangan Republik Indonesia Nomor 21 Tahun 2021). Nevertheless, many revitalization programs continue to generate mixed outcomes because physical redevelopment is frequently disconnected from long-term economic planning and stakeholder participation mechanisms (Fernia et al., 2025). The persistence of these challenges suggests that revitalization cannot be understood merely as a technical intervention but must be approached as a strategic development process embedded within broader regional governance and economic planning systems (Tarigan, 2014). The issue becomes increasingly urgent in rapidly growing urban centers where traditional markets continue to support large numbers of traders and consumers while simultaneously facing pressure from changing consumption patterns and modern retail expansion. Understanding how revitalization can be aligned with long-term local economic development strategies therefore represents an important agenda for both scholars and policymakers.

The case of Rau Market in Serang City provides a particularly relevant context for addressing these concerns because the market serves as the largest traditional trading center in the city and plays a crucial role in supporting regional economic activities across Banten Province. As the provincial capital, Serang occupies a strategic position within regional development networks, making the performance of its economic infrastructure highly consequential for local growth dynamics (Mardiasmo, 2018). Recent assessments of regional development in Serang indicate that economic competitiveness increasingly depends on the effectiveness of local institutions and the optimization of strategic economic spaces capable of generating multiplier effects across sectors (Amrulloh et al., 2024). Nevertheless, field evidence suggests that Rau Market continues to face structural challenges, including overcrowding, inadequate facilities, inefficient spatial organization, and limited managerial innovation, all of which reduce its competitiveness relative to modern retail establishments (Dharmawan et al., 2025). Information obtained from local government stakeholders further indicates that market revitalization remains a priority issue due to its potential contribution to regional economic strengthening and sustainable urban development planning (Wawancara DINKOPUKMPERINDAG Kota Serang, 2026). These circumstances highlight the need for a more comprehensive analytical framework capable of linking market revitalization with long-term local economic development objectives.

Against this background, the present study positions itself at the intersection of local economic development, market revitalization, and long-term regional planning by examining how the revitalization of Rau Market can be formulated as a strategic instrument for strengthening local economic development in Serang City. Rather than treating revitalization as a purely physical redevelopment project, this research conceptualizes market transformation as a multidimensional process involving economic, social, institutional, and spatial restructuring. The study seeks to analyze the existing conditions of Rau Market, evaluate the effectiveness of current revitalization efforts, and formulate a comprehensive revitalization strategy grounded in long-term planning principles. Theoretically, the research contributes to the development of a more integrated understanding of traditional market revitalization within the broader framework of local economic development. Methodologically, it offers a contextual and planning-oriented analytical approach that connects market governance, stakeholder participation, and regional development objectives within a single evaluative framework.

RESEARCH METHODS

This study employed an empirical qualitative research design using a single-case study approach to examine the revitalization of Rau Market in Serang City as a strategy for local economic development based on long-term planning. The case study design was selected because it enables an in-depth investigation of contemporary socio-economic phenomena within their real-life context, particularly the complex interactions among market infrastructure, governance systems, stakeholder participation, and regional development planning. The study population consisted of stakeholders directly associated with the operation and development of Rau Market, including market traders, market managers, local government officials, and urban planning experts. Informants were selected through purposive sampling based on their knowledge, experience, and involvement in market management and revitalization initiatives. Primary data were collected through semi-structured interviews, participant observation, and field documentation, while secondary data were obtained from regional development plans, government reports, statistical publications, regulatory documents, and relevant academic literature. The operational focus of the study encompassed four analytical dimensions: existing market conditions, structural and institutional constraints, revitalization effectiveness, and long-term development strategies for strengthening local economic competitiveness.

Data analysis was conducted using thematic analysis following the interactive model of data condensation, data display, and conclusion drawing. Interview transcripts, observation notes, and documentary evidence were systematically coded and categorized using NVivo software to identify recurring themes and relationships among key variables. The analytical process was complemented by SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to formulate strategic revitalization recommendations aligned with long-term regional development objectives. To enhance analytical rigor, data triangulation was performed across multiple sources and stakeholder groups, while member checking was employed to verify the credibility and consistency of participants' interpretations. The trustworthiness of the findings was further ensured through prolonged engagement in the field, peer debriefing, and the maintenance of an audit trail documenting all stages of data collection and analysis. These procedures enabled the study to generate contextually grounded and policy-relevant insights regarding the role of market revitalization in promoting sustainable local economic development.

RESULTS AND DISCUSSION

Existing Conditions of Rau Market and Its Role in Local Economic Development

The findings indicate that Rau Market continues to occupy a strategic position within the economic structure of Serang City, functioning as the primary center for the distribution of food commodities, household necessities, and various consumer goods. Field observations revealed that the market remains highly active throughout the day, attracting traders, suppliers, and consumers not only from Serang City but also from surrounding regions. Interviews with local government representatives and market stakeholders further confirmed that Rau Market serves as one of the most important traditional commercial centers in Banten Province due to its accessibility and extensive trading network (Wawancara DINKOPUKMPERINDAG Kota Serang, 2026). This condition reflects the theoretical proposition that traditional markets constitute local economic hubs capable of facilitating economic transactions while strengthening linkages between production and consumption activities within a region (Yustika, 2021). The market therefore performs functions that extend beyond simple commercial exchange, encompassing employment generation, income creation, and support for local business sustainability.

Despite its economic significance, the existing physical condition of Rau Market demonstrates several limitations that reduce its competitiveness and operational efficiency. Observational data showed that numerous facilities have experienced deterioration due to prolonged use and limited maintenance interventions. Several circulation corridors were occupied by informal trading activities, creating congestion and reducing the comfort of visitors. Drainage infrastructure was also found to be inadequate in several locations, increasing the vulnerability of the market environment to flooding and sanitation problems during periods of high rainfall. Similar patterns have been identified in studies of traditional markets undergoing revitalization processes, where deteriorating infrastructure often contributes to declining consumer satisfaction and weakens the market's ability to compete with modern retail facilities (Prakoso & Rolalisasi, 2025). These conditions suggest that the economic potential of Rau Market is constrained by physical limitations that affect both traders and consumers.

The interviews further revealed that spatial organization remains one of the most prominent challenges affecting market performance. The concentration of traders along access roads and public circulation areas has resulted in inefficient movement patterns for both vehicles and pedestrians. Market users frequently reported difficulties accessing certain sections of the market due to overcrowding and the absence of effective zoning arrangements. From the perspective of urban commercial planning, spatial inefficiency reduces operational effectiveness and negatively influences visitor experiences, particularly in highly populated market environments (Hakim & Utomo, 2008). The findings indicate that the current spatial arrangement has not adequately accommodated the growing intensity of commercial activities occurring within and around the market area. Such conditions reduce the capacity of the market to provide a comfortable and organized trading environment.

Beyond physical and spatial concerns, the study identified several managerial issues influencing the overall functionality of Rau Market. Interview participants highlighted limitations in operational supervision, facility maintenance, and coordination among stakeholders involved in market management. These issues have contributed to inconsistencies in the implementation of regulations concerning vendor placement, waste management, and public space utilization. Institutional economic theory emphasizes that effective governance structures are necessary for reducing inefficiencies and improving the performance of economic institutions operating within competitive environments (Yustika, 2021). The persistence of managerial weaknesses therefore reflects broader governance challenges that influence the sustainability and competitiveness of traditional markets. The findings suggest that improving market management should become an integral component of future revitalization efforts.

The economic contribution of Rau Market remains substantial despite the various operational challenges identified in this study. Interview data indicate that a significant number of micro and small enterprises depend on the market as their primary source of income, while suppliers from different regions continue to utilize the market as a distribution channel. This economic interaction generates multiplier effects that extend beyond the market itself, supporting transportation services, logistics activities, and informal employment opportunities throughout the city. Such findings are consistent with regional development theory, which argues that local economic growth is strongly influenced by the ability of strategic economic centers to stimulate interconnected economic activities across sectors

(Kuncoro, 2010). Within the context of decentralization, the optimization of strategic local assets such as Rau Market represents an important mechanism for enhancing regional competitiveness and economic resilience (Hamid, 2012).

The overall findings illustrate that Rau Market possesses substantial economic potential but simultaneously faces structural limitations that hinder its long-term development. The market continues to function as a major economic asset for Serang City, yet its current physical, spatial, and managerial conditions have reduced its ability to adapt to changing consumer preferences and increasingly competitive market environments. Similar observations have been reported in studies examining urban economic development in Serang, where the optimization of strategic public assets remains essential for strengthening local competitiveness and supporting sustainable growth (Amrulloh et al., 2024). The evidence generated from this study indicates that maintaining the status quo is unlikely to preserve the market's strategic role in the future. A comprehensive revitalization approach that integrates infrastructure improvement, governance reform, and spatial restructuring appears necessary to enhance the contribution of Rau Market to local economic development within a long-term planning framework.

Structural, Institutional, and Spatial Constraints in Rau Market Revitalization

The thematic analysis revealed that the challenges surrounding Rau Market revitalization are not limited to physical deterioration but also encompass institutional and spatial dimensions that collectively influence market performance. Interviews with government officials, traders, and planning experts consistently highlighted the interconnected nature of these constraints, indicating that isolated interventions are unlikely to generate sustainable improvements. The current condition of the market reflects the accumulation of long-standing management, infrastructure, and planning issues that have gradually reduced its competitiveness. Similar findings have been reported in studies evaluating traditional market revitalization programs, where physical rehabilitation alone often failed to address deeper structural barriers affecting market sustainability (Lumbantobing et al., 2024). The evidence suggests that understanding the interaction among structural, institutional, and spatial constraints is essential for designing an effective revitalization strategy.

From a structural perspective, the most significant challenge concerns the declining quality of market infrastructure. Observational findings indicate that several sections of the market exhibit deteriorating building conditions, inadequate sanitation facilities, insufficient drainage systems, and overcrowded trading spaces. These deficiencies directly affect user comfort and reduce the attractiveness of the market as a commercial destination. Government representatives acknowledged that infrastructure maintenance has not been conducted systematically, resulting in uneven physical conditions across the market complex (Wawancara DINKOPUKMPERINDAG Kota Serang, 2026). The situation reflects broader development challenges commonly encountered in local public infrastructure management, particularly in regions with limited fiscal capacity and competing development priorities (Mardiasmo, 2018). Structural weaknesses therefore constitute a major obstacle to efforts aimed at modernizing the market environment.

Table 1. Major Constraints Affecting Rau Market Revitalization

Dimension	Identified Issues	Potential Impacts
Structural	Aging facilities, poor drainage, inadequate sanitation	Reduced market attractiveness and operational efficiency
Institutional	Limited coordination, management transition, budget constraints	Delayed decision-making and implementation
Spatial	Congestion, informal trading zones, inefficient circulation	Accessibility problems and visitor discomfort

The information presented in Table 1 demonstrates that market challenges are multidimensional and mutually reinforcing. Infrastructure deficiencies affect market operations, while institutional weaknesses reduce the effectiveness of corrective measures. Spatial disorder further amplifies these problems by creating operational inefficiencies that negatively influence both traders and consumers.

Institutional challenges emerged as another critical issue influencing revitalization efforts. The findings indicate that market governance involves multiple stakeholders, including local government agencies, market administrators, and trader associations. While this arrangement creates opportunities for collaboration, it also increases the risk of fragmented decision-making and overlapping responsibilities. Interview participants reported that coordination among institutions remains inconsistent, particularly regarding market regulation, facility maintenance, and development planning. Governance studies have emphasized that fragmented institutional arrangements frequently weaken policy implementation and reduce the effectiveness of public service delivery (SN & Rosshad, 2025). The transition of market management authority and ongoing efforts to strengthen local government control over market operations further illustrate the institutional complexity surrounding the revitalization process.

Spatial issues constitute an equally important challenge because the strategic location of Rau Market simultaneously generates economic advantages and operational pressures. The market is situated within a highly active urban area characterized by intense commercial activity and significant traffic movement. Observations revealed that many vendors occupy circulation corridors and roadside areas, reducing accessibility and contributing to chronic congestion. Such conditions are commonly associated with ineffective spatial planning and insufficient integration between market facilities and surrounding urban infrastructure (Hakim & Utomo, 2008). Research on sustainable urban development has demonstrated that commercial revitalization initiatives are more effective when integrated with broader urban planning frameworks rather than implemented as isolated sectoral projects (Winarni, 2025). The spatial challenges identified in Rau Market therefore extend beyond market boundaries and involve wider urban management considerations.

The interaction among structural, institutional, and spatial constraints creates a complex development environment that cannot be addressed through conventional revitalization approaches. Infrastructure improvements may produce limited outcomes if governance mechanisms remain weak, while institutional reforms are unlikely to achieve lasting success without adequate spatial restructuring. This finding supports regional planning theories emphasizing the importance of integrated development approaches that simultaneously address physical, economic, and governance dimensions (Tarigan, 2014). Similar arguments have been advanced in studies examining urban market transformation in Serang, where sustainable development outcomes were found to depend on the coordination of infrastructure investment, institutional capacity, and spatial management initiatives (Dharmawan et al., 2025). The findings therefore indicate that future revitalization policies should prioritize multidimensional interventions capable of addressing these interconnected constraints in a coordinated manner.

Effectiveness and Urgency of Revitalization from Stakeholder Perspectives

The findings indicate that stakeholders share a common perception regarding the necessity of revitalizing Rau Market, although they emphasize different priorities according to their respective roles and interests. Traders generally associate revitalization with improvements in business performance, customer convenience, and market attractiveness, whereas government representatives view it as a strategic instrument for strengthening local economic competitiveness and increasing regional revenue. Planning experts highlighted the importance of integrating revitalization efforts with broader urban development objectives to ensure long-term sustainability. The convergence of these perspectives demonstrates that revitalization is not perceived merely as a physical reconstruction project but as a multidimensional intervention capable of generating wider socio-economic benefits. Similar conclusions have been reported in studies evaluating traditional market revitalization programs, where stakeholder support was identified as a critical determinant of implementation effectiveness and policy success (Dahnelia et al., 2025).

Interview results further revealed that the perceived urgency of revitalization is closely linked to the declining competitiveness of traditional markets in the contemporary economic environment. Many traders expressed concern regarding changing consumer preferences, particularly the growing tendency of consumers to favor modern retail facilities that offer greater convenience, cleanliness, and accessibility. Government officials similarly acknowledged that the deteriorating condition of Rau

Market has reduced its ability to compete effectively with emerging commercial alternatives. This situation reflects broader structural transformations occurring within Indonesia's retail sector, where traditional markets increasingly face pressure from both modern retail establishments and digitally mediated commerce (Wulandari & Tomanggor, 2024). Stakeholders therefore regard revitalization as an urgent response to evolving market dynamics rather than a discretionary development initiative.

Table 2. Stakeholder Perspectives on Rau Market Revitalization

Stakeholder Group	Primary Concern	Expected Outcome
Traders	Business sustainability and customer growth	Increased sales and market attractiveness
Local Government	Economic competitiveness and regional revenue	Higher PAD and improved public services
Planning Experts	Long-term urban integration	Sustainable market development
Community Members	Comfort, safety, and accessibility	Improved shopping experience

The information presented in Table 2 demonstrates that stakeholder expectations extend beyond physical infrastructure improvements. Economic, institutional, and social considerations appear equally important, suggesting that successful revitalization must address multiple dimensions simultaneously. The diversity of expectations also indicates the need for participatory planning mechanisms capable of accommodating different stakeholder interests throughout the revitalization process.

The urgency of revitalization is further reinforced by the strategic economic role of Rau Market within the regional economy. Interviews conducted with representatives of DINKOPUKMPERINDAG revealed that the market serves as a major commercial hub connecting suppliers, traders, and consumers from multiple districts surrounding Serang City (Wawancara DINKOPUKMPERINDAG Kota Serang, 2026). This function generates significant economic circulation and creates opportunities for micro and small enterprises operating within the local supply chain. Studies on local economic development have demonstrated that strategic commercial spaces can generate multiplier effects that contribute to employment growth, entrepreneurial activity, and regional economic expansion when supported by appropriate planning interventions (Noor et al., 2025). The declining condition of such an important economic asset therefore represents a development risk that requires immediate policy attention.

Another important finding concerns the relationship between revitalization and regional fiscal performance. Government informants emphasized that one of the long-term objectives of revitalization is to optimize market-generated revenue through improved management systems, increased occupancy rates, and enhanced commercial activity. The expectation that revitalization can strengthen local revenue generation is consistent with findings from studies examining the contribution of market retributions to regional fiscal capacity. Research conducted in other Indonesian regions indicates that improvements in market facilities and governance can positively influence revenue collection performance while simultaneously enhancing service quality (Yuwana et al., 2025). This relationship suggests that revitalization should be understood not only as a development expenditure but also as a strategic investment capable of producing sustainable economic returns for local governments.

The findings collectively indicate that stakeholder perceptions strongly support the implementation of revitalization initiatives at Rau Market. The urgency attached to revitalization stems from concerns regarding declining competitiveness, deteriorating infrastructure, limited revenue potential, and the need to strengthen local economic resilience in an increasingly dynamic commercial environment. These concerns align with studies emphasizing that successful market revitalization requires a balance between physical improvement, institutional strengthening, and economic empowerment initiatives (Dahnelia et al., 2025). The evidence generated through this study suggests that postponing revitalization efforts may further weaken the market's strategic role within the regional economy, whereas timely intervention offers opportunities to enhance competitiveness and support sustainable local development.

Long-Term Revitalization Strategy for Strengthening Local Economic Development

The findings indicate that the revitalization of Rau Market should not be limited to short-term physical improvements but must be positioned within a comprehensive long-term development framework. Interviews with local government representatives revealed that the planned revitalization process consists of several sequential stages, including the strengthening of management authority, infrastructure rehabilitation, and the optimization of economic functions. Such an approach reflects the principle that strategic public assets should be developed through integrated planning mechanisms capable of generating sustainable economic benefits over time. Regional development theory emphasizes that long-term planning enables local governments to align economic, spatial, and institutional objectives within a coherent development agenda (Tarigan, 2014). The revitalization of Rau Market therefore represents an opportunity to transform a traditional trading center into a more competitive and sustainable economic institution.

The analysis further suggests that future revitalization efforts should prioritize both physical and non-physical dimensions of development. Improvements in market buildings, sanitation facilities, drainage systems, parking areas, and circulation networks are necessary to enhance visitor comfort and operational efficiency. At the same time, institutional reforms involving governance strengthening, stakeholder coordination, and management modernization are equally important for ensuring the sustainability of revitalization outcomes. Previous studies have demonstrated that market revitalization programs frequently fail to achieve their objectives when physical reconstruction is not accompanied by institutional transformation and effective governance arrangements (SN & Rosshad, 2025). The findings indicate that a balanced approach combining infrastructure enhancement and institutional capacity-building is required to improve the long-term performance of Rau Market.

Table 3. SWOT-Based Strategic Priorities for Rau Market Revitalization

Strengths	Weaknesses
Strategic location in the city center	Aging infrastructure and poor facilities
Strong economic network and customer base	Limited managerial effectiveness
Important role for MSMEs and local trade	Congestion and spatial disorder
Opportunities	Threats
Government revitalization programs	Expansion of modern retail centers
Digital market integration	Growth of e-commerce platforms
Urban economic development initiatives	Changing consumer preferences

The SWOT results indicate that Rau Market possesses considerable internal strengths that can be leveraged to address existing weaknesses. Its strategic location and strong commercial network provide a foundation for redevelopment, while external opportunities create favorable conditions for policy intervention. Simultaneously, increasing competition from modern retail formats and digital commerce highlights the necessity of adopting adaptive and forward-looking revitalization strategies.

One strategic priority emerging from the analysis concerns the integration of digital technologies into traditional market operations. Interviews revealed that traders increasingly recognize the need to adapt to evolving consumer behavior characterized by growing digital engagement. The rapid expansion of e-commerce and digital payment systems has transformed commercial interactions throughout Indonesia, creating both opportunities and challenges for traditional markets (Lubis et al., 2024). Revitalization should therefore include digital infrastructure development, online marketing support, electronic payment facilities, and capacity-building programs for traders. Research on market transformation similarly demonstrates that traditional markets are more likely to remain competitive when digital innovation complements rather than replaces conventional trading activities (Wulandari & Tomanggor, 2024).

The findings also emphasize the importance of stakeholder participation throughout the revitalization process. Traders, local communities, government agencies, and planning experts should be actively involved in planning, implementation, and evaluation activities. Participatory approaches contribute to stronger policy legitimacy and reduce resistance to organizational and spatial changes that often accompany revitalization programs. Evidence from market development initiatives in other regions indicates that stakeholder identification and engagement significantly improve implementation effectiveness and long-term sustainability (Ilpandari et al., 2025). These findings support the argument that revitalization should be understood as a collaborative governance process rather than a purely administrative intervention.

From a policy perspective, the proposed revitalization strategy aligns closely with national guidelines concerning the development and management of trade facilities, which emphasize infrastructure quality, market accessibility, institutional effectiveness, and economic empowerment as key components of sustainable market development (Peraturan Menteri Perdagangan Republik Indonesia Nomor 21 Tahun 2021). The integration of these principles within local planning documents would strengthen policy continuity across administrative periods and reduce the risk of fragmented implementation. Similar studies have shown that strategic urban revitalization can generate substantial economic benefits when embedded within broader local development agendas and supported by long-term planning commitments (Fernia et al., 2025; Noor et al., 2025). The evidence generated in this study therefore suggests that the revitalization of Rau Market should be positioned as a strategic instrument for strengthening local economic development, enhancing urban competitiveness, and promoting sustainable growth in Serang City.

CONCLUSION

This study concludes that the revitalization of Rau Market represents a strategic intervention for strengthening local economic development in Serang City within a long-term planning framework. The findings demonstrate that Rau Market continues to play a significant role as a regional distribution center, a source of livelihood for micro and small-scale traders, an employment generator, and a potential contributor to local revenue. Nevertheless, its economic functions have been constrained by deteriorating infrastructure, inadequate sanitation and drainage systems, spatial disorder, traffic congestion, limited fiscal capacity, fragmented institutional arrangements, and increasing competition from modern retail formats and digital commerce. These challenges indicate that the current condition of the market is insufficient to support its long-term competitiveness and developmental potential.

The study further reveals that successful revitalization requires a comprehensive approach extending beyond physical rehabilitation. Improvements in infrastructure should be accompanied by institutional strengthening, governance reform, spatial reorganization, digital integration, and trader empowerment initiatives. The effectiveness of revitalization is also dependent upon stakeholder collaboration, policy continuity, and the alignment of market development programs with broader regional planning objectives. Integrating the revitalization agenda into long-term planning instruments, including regional development plans and spatial planning frameworks, is essential for ensuring implementation consistency, funding sustainability, and cross-sectoral coordination.

From a practical perspective, Rau Market revitalization should be positioned as a long-term economic investment rather than a short-term construction project. Strengthening market competitiveness, improving public service quality, and expanding economic opportunities for local communities can contribute to broader urban development goals and regional resilience. By adopting an inclusive, participatory, and sustainable revitalization strategy, Rau Market has the potential to evolve into a modern and competitive traditional market while maintaining its role as a vital economic institution that supports community welfare and sustainable local economic growth in Serang City..

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