



Application of Local Potential in the Design of Selondang Kelapa Floating Market Area as an Icon of Tembilahan City

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Abstract. *Selondang Kelapa Market is the main market in Tembilahan City, the fire incident in 2019 caused this market lose its vital function. The of the Selondang Kelapa Market aims to re-optimize the function of the market as before and develop it into a market with modern buildings and as regional tourism destination. The application of Tembilahan's local potential and the Neo-Vernacular Architecture theme to buildings is expected to make the Selondang Kelapa Floating Market a city icon and landmark in Tembilahan City.*

Keywords: *Selondang Kelapa floating market, local potential, Neo-Vernacular Architecture*

1. INTRODUCTION

According to the Kamus Besar Bahasa Indonesia (KBBI), a market is a place where people carry out buying and selling activities in the form of goods and services. Apart from being a place buying and selling activities take place, the market is the identity of a region/city. When The market in an area is in good condition, so the regional identity is good too. Tembilahan City is the capital of Indragiri Hilir Regency, Riau. City Tembilahan has a main market, known as the Selondang Kelapa Floating Market, because it is located on the banks of the Indragiri river.

Tembilahan, the capital of Indragiri Hilir Regency, is well-known for its rich cultural and economic potential, particularly in the coconut industry. As part of the region's development plan, the local government has sought to capitalize on this potential by designing the Selondang Kelapa Floating Market. This initiative is aimed at promoting the city's unique identity while bolstering the local economy through the revitalization of traditional markets. Pasar rakyat, or public markets, have long played a crucial role in Indonesia's economic structure, providing accessible marketplaces for daily necessities and fostering social interaction. According to the National Standardization Agency (Badan Standardisasi Nasional, 2015), public markets must meet specific quality standards to ensure they effectively serve their communities and contribute to the local economy.

The Selondang Kelapa Floating Market project aligns with broader urban planning efforts in Tembilahan, particularly the development of the Water Front City area, which spans

from Parit 11 to Parit 15. This initiative is governed by the Indragiri Hilir Regency's 2016 Regulation No. 8 concerning building and environmental planning in the area (Peraturan Bupati Indragiri Hilir, 2016). By leveraging the city's natural waterways, the floating market is designed to serve as both an economic hub and a tourist attraction, drawing visitors while enhancing the livelihoods of local traders.

In terms of market regulation, the design and management of Selondang Kelapa Floating Market adheres to national guidelines established by the Ministry of Trade's Regulation No. 70 of 2013 on the development of traditional markets, shopping centers, and modern stores (Republik Indonesia, 2013). These regulations emphasize the importance of maintaining traditional market spaces while ensuring they remain competitive with modern retail outlets. The floating market concept offers a distinct advantage, integrating the region's natural resources and cultural heritage with modern market management practices.

Additionally, Tembilahan's development as a floating market hub reflects the region's economic priorities as outlined in earlier legislation, including the 2005 Regional Regulation No. 28 of Indragiri Hilir Regency, which supports local economic development through strategic planning initiatives (Republik Indonesia, 2005). The market will not only enhance the city's economy but also serve as a symbol of Tembilahan's connection to its waterways and agricultural potential, specifically its iconic coconut industry. In summary, the creation of the Selondang Kelapa Floating Market taps into the unique local potential of Tembilahan, combining traditional market practices with modern urban development strategies. By incorporating local cultural elements and natural resources, the market aims to become an icon of the city, strengthening its identity and fostering sustainable economic growth.

On August 22 2019, the Floating Market experienced a fire. The current condition of the Floating Market is that it has been permanently closed by the local government. The physical condition of the building has been destroyed in the walls, roof and floors. Wall which was blackened due to fire, the floor had collapsed into the river, and the existing condition buildings that can no longer be used. Because market conditions are not allows it to be utilized by traders who previously sold in the market, now selling in tents set up in the circulation on Jalan Yos Sudarso. These merchant tents cause another problem, namely hampering circulation at the moment market conditions are busy with visitors, road circulation must be shared with tents/lots traders, visitors on foot, passing vehicles, parking lots on the shoulder of the road, as well as rickshaws and motorbike taxis hanging out on the shoulder of the road. A number of it is the existing problems that are expected to be resolved by designing back to the Selondang Kelapa Market area. It is hoped that with the design Selondang Kelapa Tembilahan Floating

Market area, this area can return to become one of the icons of Tembilahan City. The application of the Neo-Vernacular Architecture theme is expected to support function The Floating Market is an icon in Tembilahan City, and is a characteristic of the City Tembilahan. We hope to get a modern impression and a touch of local Melayu culture supports this function.

2. LITERATURE REVIEW

Location

The zoning function of the Selondang Kelapa Floating Market area according to the Regional Spatial Plan Riau Province is included in an area with trade and commercial zone functions. Whereas according to the Bappeda of Indragiri Hilir Regency, the site of the Selondang Kelapa Floating Market area itself included in zone D. Zone D is dominated by trade and services, image of Zone D can be seen in image 1.



Image 1 Zone D area

Source: Bappeda Kab Indragiri Hilir, 2016

The average intensity for trade and services and other facilities is, KDB (Basic Coefficient Building) the maximum permitted is 60-70%, the maximum KLB (Building Floor Coefficient) is 2.4 with the maximum permitted building height being 4 floors, KDH (Basic Coefficient Green) is a minimum of 30% of the area. The orientation of buildings in zone D must be oriented towards Jalan Jendral Sudirman and the Indragiri River. Application of GSB (Border Line Building) is by applying the formula $(ROW \times \frac{1}{2})$ measured from the outside of the Road Owned Space (Ruminja).

Theme

Riau Province itself is an area with a majority population Melayu tribe. Melayu Riau architecture is one style traditional architecture in the Riau area which is dominated by Melayu community, which reflects the characteristics of the traditional values adhered to by the Melayu Riau community.

The implementation can be:

- a. Application of Melayu Riau architectural elements : roof, door, window, and ornaments.
- b. Use of colours of Riau Melayu architectural
- c. Use of ornaments of Riau Melayu architectural

3. METHOD

The research method begins with researching existing field conditions, both the location of the old Selondang Kelapa market, as well as researching the potential of the local area which will be applied to the design planning for the Selondang Kelapa Tembilahan market area. Then, the research continued by planning the concepts that would be applied based on the results of research on existing conditions in the field. The research results and design strategies are used as a basis for implementing design strategies in the spatial program design, zoning, mass transformation and final building design.

4. RESULT AND DISCUSSION

Design Analysis

a. Location

The project is located on Jl. Kol. Yos Sudarso, Tembilahan, Indragiri Hilir, Riau, with land use dominated by comercil area with wide area of ± 4 Ha. The existing location of the site can be seen in image 2.



Image 2. Existing Site Location

Source: google earth

Site Boundaries:

- North : Indragiri River
- East : Al-Huda mosque
- South : Rakyat market and Tembilahan Customs Office
- West : Tembilahan Ferry Port

Table 1. Site Data


Criteria	Location at Jl. Kol. Yos Sudarso, Tembilahan Kota, Kec Tembilahan, Kab Indragiri Hilir, Riau
Environment	Strategic
RDTR	Trade and commercial
Achievements	Strategic because it is located in a trade area with high population density and there are several public service facilities and riverfront.
Existing Function	Existing Land
Road Level	Primary Road
Land Area	$\pm 40.000 \text{ m}^2$

Source: Author's Analysis

b. Design Analysis

Analysis of the design on the site to be designed can be in the form of analysis sun and wind on the site, analysis of accessibility to the site, analysis of views around the site, and analysis of climate and noise around the site. The design analysis can be seen in Table 6.

Table 2 Design Analysis

No	Design Analysis	Picture
1.	Sun and wind on the site	

2. Accessibility to the Site



3. Analysis of Views Around the Site



4. Noise Analysis of the Site


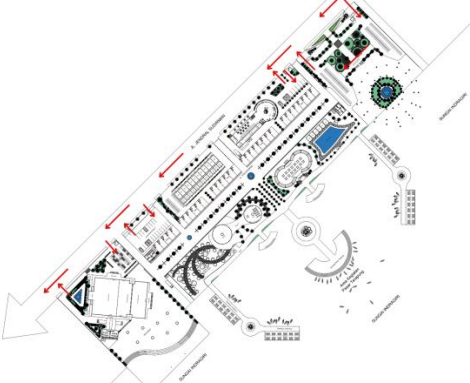

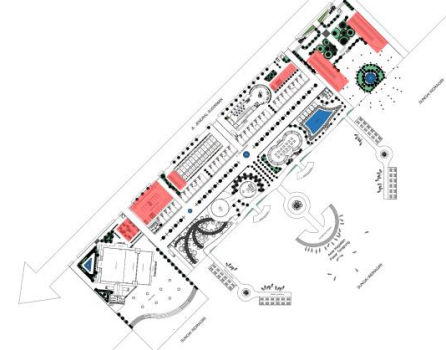


Source: Author's Analysis

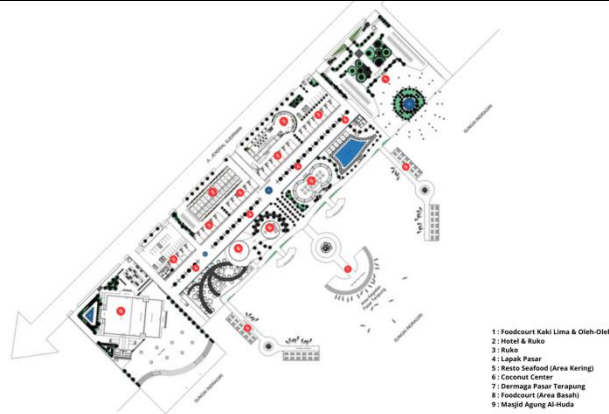
Design Results

The basic concept of designing Selondang Kelapa Floating Market are Outdoor Zoning, Vehicle Circulation Pedestrian Circulation, Vehicle Parking, and Mass Concept, the basic concept can be seen in Table 7.

Table 3 Basic Concept

No	Concept Design Picture	Description
1.		When designing an outdoor space, there are many things to consider, including: others are public space, circulation, accessibility and use of outdoor space.
2.		Access to enter and exit vehicles starts from Jalan Yos Sudarso at left side of the site.
3.		The main pedestrian access is via Jalan Jendral Sudirman, then given access to a different lane from the vehicle, then later get out of Jalan Yos Sudarso.
4.		Vehicle parking is on the left and front of the site, as shown in the image below.

5.






The concept of mass in the Selondang Kelapa Floating Market building was taken from the approach to the chosen theme, namely Riau Malay Neo-Vernacular architecture, the basic shapes of the building masses themselves are squares and circles, then shapes this square is adjusted to the flow of the design site shape

Source: Author's Analysis

After comparative studies and analyses that have been carried out and there is a basic concept, the following are the results of the Selondang Kelapa Floating Market Tembilahan can be seen in Table 8.

Table 4 Design Picture

No	Design Picture	Description
1.		The mass of the floating food court building uses Melayu tops and ornaments on its facade. The mass of this building also functions to fulfill the potential of floating market tourism in the Selondang Kelapa Tembilahan Floating Market area.
2.		The mass of seafood food court buildings is an answer to the potential of sea and river products in the Selondang Kelapa Tembilahan Floating Market area.
3.		The mass of the Indragiri Coconut Center building supports the potential of the region in the form of the largest coconut producer in the world in the Tembilahan Selondang Coconut Floating Market area.

		
4.	 	The mass of food court buildings and street vendors supports the potential of regional MSMEs in the Selondang Kelapa Tembilihan Floating Market area.
5.		The plaza at the Al-Huda Tembiahan Grand Mosque supports the potential for religious tourism in the Tembilihan Selondang Kelapa Floating Market area.
6.		The mass of shophouse buildings is also a support for the commercial potential of the local area which was designed in the Selondang Kelapa Tembilihan Floating Market area.
7.		The fishing pond and ornamental fish shophouse support the potential of regional fish lovers designed in the Selondang Kelapa Tembilihan Floating Market area.
8.		The floating market pier functions as a pier to the floating boat market in the area. This pier supports the potential as a waterside tourist area in the Selondang Kelapa Tembilihan Floating Market area.

Source: Author's Analysis

5. CONCLUSION

The design of the Selondang Kelapa Tembilahan Floating Market Area aims to restore the role of this market as the main market in Tembilahan City, which was lost due to a fire disaster that occurred in 2019. This design also aims to create a Selondang Kelapa Floating Market as an icon for the City of Tembilahan, and a riverside tourist destination in the Tembilahan city. It is hoped that the application of the Neo-Vernacular Architectural Theme will be able to support this aim of designing the Selondang Kelapa Floating Market is to become an icon in the city Tembilahan by applying Riau Malay culture to architecture the building and application of local potential on the design. With this design, it is hoped that it can provide space with convenient market function for the people of Tembilahan City, but also can paying attention to environmental conditions, as well as becoming a tourist attraction and icon in the city Tembilahan.

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