

Revitalization of Sentul Market: Marketing Strategy of Sentul Market Culinary Plaza to Increase Tourist Interest

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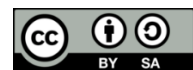
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ABSTRACT

A number of traditional markets or people's markets in Yogyakarta have begun to be laid out and beautified so that they are more modern and representative for trade activities using the support of the Special Fund (Danais). The presence of the Culinary Plaza in Sentul Market is a new culinary center, most of which is the relocation of street vendors (PKL) from Sewandanan Pakualaman Square. Because its existence is still new, it is very necessary to have a strategy so that the construction of the Culinary Plaza can be used optimally. The research method uses a type of qualitative research that is descriptive with a SWOT analysis approach. SWOT analysis with a qualitative approach, consisting of *Strengths, Weaknesses, Opportunities* and *Threats*. The SWOT analysis aims to maximize *strengths* and opportunities, but can minimize *weaknesses* and threats to help formulate the right marketing strategy in accordance with the internal environmental conditions and external environmental conditions of the Sentul Market Culinary Plaza.

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1. INTRODUCTION

A number of traditional markets or people's markets in Yogyakarta have begun to be laid out and beautified so that they are more modern and representative for trade activities using the support of the Special Fund (Danais). One of the people's markets that has been completely revitalized and ready to be occupied by traders is the Sentul Market on Jalan Sultan Agung Yogyakarta. The new look of Sentul Market is currently no less competitive with the modern market after being revitalized since May 2023. A total of 695 market traders are ready to fill the new building around the end of February or early March 2024. The market, which consumes a total of Rp 28.43 billion in Danais' budget, is

expected to improve the economy which will ultimately be able to realize people's welfare. The revitalization of Sentul Market carries the concept of an Indis-style building with white. There is an addition of floors, from one floor to two floors plus a *rooftop*. With this larger capacity, it can accommodate traders who have been initially registered to sell at the Sentul Market as well as street vendors (PKL) from Sewandanan Pakualaman Square.

Sentul Market is equipped with main and supporting facilities as well as the presence of escalators to facilitate mobilization. The main facilities consist of stalls, stalls, and stalls that will be occupied by traders. Meanwhile, supporting facilities are in the form of vehicle parking lots, management rooms, ATMs, places of

worship, bathrooms/toilets, health service places, security facilities, and others. This people's market is also friendly to people with disabilities, related to the arrangement, the traders are divided into several placement zones. The 1st floor or lower floor will be a zone for dry traders such as vegetables, fruits, produce, snacks, coconut, tofu tempeh, charcoal and others. The 2nd floor is intended as a wet trader zone such as beef and goat, chicken and duck, fish, as well as spices, basic necessities, groceries, and so on. While the 3rd floor or rooftop will be a culinary zone. Culinary on the rooftop of Sentul Market to accommodate traders affected by the arrangement of the Pakualaman cultural heritage area, so that those who enter are traders from Sewandanan and stalls from Bintaran. The culinary plaza will operate longer or until the evening to support the pulse of the people's economy, especially in the city of Yogyakarta.

The strategy that a company can do is a marketing strategy. Marketing strategy is one of the important roles for companies that can help companies in marketing products or services so that they can attract consumers or customers to consume the product so that they can win the competition [1].

Marketing strategy has 5 parts that will strengthen the condition, namely (1) market selection, (2) perception of the product, (3) limited resources from within, (4) experience, (5) special abilities [2]. In addition to carrying out marketing strategies, companies are also required to make an evaluation that is useful as a tool to analyze whether the strategy that has been used is able to achieve the goals or not. Moreover, companies engaged in industries like this have very strong competition and must continuously improve the quality of their products in order to maintain their sales [3]. If the organization's objectives are met, sustaining and growing profits will have an effect on the company's ability to continue operating and competing in the future [4].

Implementing a marketing strategy is one of the business strategies that can be used. Since the created marketing plan must be able to draw in customers who are willing to

purchase the provided products, marketing plays a crucial part in corporate operations. There are seven components to a service marketing strategy: people, process, price, place, promotion, product, and tangible proof. Businesses can use SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to examine how their company plan should be implemented. The methodical identification of multiple aspects to develop a company's strategy is known as SWOT analysis. Logic that can optimize the power (Strengths), weaknesses (Weaknesses), opportunities (Opportunities), and threats (Threats) is the basis of this analysis [5].

1.1 Problem Formulation

The Culinary Plaza in Sentul Market is a new culinary center that is mostly a relocation of street vendors (PKL) from Sewandanan Pakualaman Square. Because its existence is still new, it is very necessary to have a strategy so that the construction of the Culinary Plaza can be used optimally. Therefore, the researcher wants to analyze and formulate the right marketing strategy for the Culinary Plaza in Sentul Market to increase the interest of tourists to visit the revitalized Sentul Market and prioritize the concept of market and culinary integration. From the results of the analysis, it is hoped that it will be able to contribute to the progress of the Culinary Plaza and improve the community's economy, especially around Sawedanan Pakualaman.

1.2 Research Purpose and Objectives

The goal of this study is to assess both internal and external factors in order to develop the most effective marketing plan and boost interest in Sentul Market Culinary Plaza among tourists.

1.3 Research Benefits

The expected benefits of this study are:

1. Theoretical Benefits

As a contribution of thoughts and contributions in the form of discourses related to SWOT analysis to determine marketing strategies in a business, especially in the culinary tourism sector.

2. Practical Benefits

a. For Academics

This research can be used as a reference source for future researchers regarding the application of SWOT analysis to determine marketing strategies to increase profits in a business. In addition, the results of the research can be used as teaching materials in accordance with courses relevant to the research theme.

b. Divide Agencies

The Yogyakarta City Government and the Street Vendors (PKL) of the Sentul Market Culinary Plaza are anticipated to gain from the research's findings by taking into account the suggestions made by the results of the development of marketing strategies aimed at boosting interest in tourists. Of course, this contributes to the progress of business management.

c. For the other party

It is anticipated that the findings of this study will serve as a source of information and new understanding of SWOT analysis and how it is applied while making business development decisions.

1.4 Scope

The Sentul market's state following revitalization and the Culinary Plaza's development as a new culinary tourist destination in the Sawedanan Pakualaman area are both included in the research's scope. It is anticipated that the Culinary Plaza will attract both domestic and foreign tourists, which will positively affect the local economy.

2. LITERATURE REVIEW

2.1 Research Studies or Literature Review

1. [6] "Revitalization of the Prawirotaman market into a creative market with a contextual

architectural approach as a design concept. This study examines the resuscitation of Prawirotaman Market using a Contextual Architecture Approach as a Creative Market, which involves redesigning a structure that serves as a marketplace for a variety of goods, such as food, vegetables, glassware, basic necessities, and much more. In addition to increasing the market status to a conventional market at the class II level, this re-planning is based on a number of issues, including a large number of ineffective and inefficient spaces, a shortage of trade places, and a lack of parking spaces. There may be a chance to make Prawirotaman Market open around-the-clock, particularly in the culinary industry, given the market's proximity to tourist villages and growing population. The author uses the idea of "Contextual Architecture Approach as a creative market" to revitalize Prawirotaman Market. The purpose of choosing this strategy is to establish a new environment, particularly in Prawirotaman Village, so that the community will recognize it as a market with a contextual concept as a creative market. The solutions applied in the Prawirotaman Market Revitalization to overcome all problems that arise by analyzing the problems then make a design concept where each analysis results get their own concept and response.

2. [7] "The Strategy of PD Pasar in revitalizing the market of Manado City". The purpose of this study is to examine PD Pasar's approach to reviving Manado City's Bersehati market. By using questionnaire data as a data gathering tool, this study employs the SWOT method. The survey's design is a mixed technique, and questionnaires were distributed to four PD Pasar Manado officials and four employees—the President

Director, Denwas, Market Coordinator, and Kabum—for a total of eight respondents. The Litmus Test and SWOT analysis are used in this study. The outcomes demonstrate that there is a conscience-driven influence on market revitalization; hence, the more effectively the market strategy is implemented, the better the outcomes will be.

2.2 Theoretical Basis

a. Definition of Strategy

Since "Stratos" means military and "Ag" means lead, the Greek term "strategists" is where the word "strategy" originates. In its original sense, strategy is seen to be something that generals undertake when they are planning to defeat the opposition and win battles. Therefore, although this tactic is well-liked and frequently employed in the military, its growth as an area of business study only started in the 50s [8].

In order to accomplish objectives, senior management formulates a strategy, which is a set of basic choices and actions taken by top management and carried out by all organizational levels. Strategic management is the decision-making process of using company resources as effectively as possible in the changing conditions of the company's environment. One definition of strategic management is management that seeks to strengthen the organization so it can seize business opportunities. to fulfill the company's predetermined tasks and goals [5].

b. Strategy Levels

Large business companies usually have three levels of strategy, namely [8]:

- 1) *Corporate level*, formulated by top managers. This strategy relates to how a company

develops a portfolio strategy for its activities.

- 2) *The business level*, typically manifests at the division level, with a focus on enhancing a business's goods or services' ability to compete in a specific market or industry.
- 3) *Functional level*, emphasizing the maximization of productivity sources based on *the corporate level* and *the business level* that have been determined, functional departments develop strategies to encourage activities and capabilities to improve the company's performance.

The three levels of strategy above form a level of strategy in a large company. The three interact with each other and are well integrated for the overall well-being of the company.

c. Business Strategy

[9] says that business strategy is a way to accomplish goals that are frequently comparable to chess strategy. Some aspects of chess games that are pertinent to business management practices include systematic thinking, planning, preparation, quickness of action, courage to take risks, and a desire to win games [10].

Strategy gives management the answers they need to accomplish the organization's mission and strategic vision as well as the company's goals. Finding targets, competing with rivals, gaining a sustained competitive advantage, and bringing management's strategic vision to life for a business are all aspects of strategy creation [11]. The type of business a corporation operates in is determined by its strategy. How a specific company competes is determined by its

business strategy. Based on the particular market niches and products it has chosen to enter, every company must establish its own competitive base.

A frequent method for achieving long-term objectives is strategy [12]. The following are examples of business strategies: diversification, acquisitions, product development, market penetration, employee rationalization, divestment, liquidation, joint ventures, and geographical expansion. A business plan outlines the course and long-term goals of an organization in order to maximize its benefits [13].

Almost invariably, business planning begins with what is possible rather than what really occurs. Core competencies are necessary given the speed of new market innovation and shifting customer trends. Change must search for competences in order to identify key capabilities in the operations of the business [14].

A business plan is a means of accomplishing long-term objectives. In order to attain competitive advantages over the long term, a business must: (1) constantly adjust to shifting external trends and internal capacities, capabilities, and resources; and (2) efficiently plan, execute, and assess key strategies [15].

2.3 Marketing

a. Definition of Marketing

Planning, pricing, advertising, and distributing goods and services that can meet the demands of current and potential customers is the goal of marketing, a comprehensive system of corporate operations. A marketing idea is required for commercial operations that plan, price, promote, and distribute goods and services in order to meet the demands of both current and potential customers [16].

According to [17], the process by which businesses add value for consumers and cultivate enduring relationships with them in order to capitalize on their repeat business is known as marketing. According to [18], the process of organizing and carrying out the pricing, distribution, and advertising of goods, services, and concepts with the goal of satisfying the business and its clients is known as marketing [19].

Human action aimed at attempting to meet needs and wants through trade is known as marketing. Marketing is a way of looking at the entire company from the end result, namely from the perspective of its customers. Planning, pricing, advertising, and distributing goods and services to meet the demands of current and potential customers is the goal of the entire marketing system [20].

b. Marketing Concepts

In this situation, marketing involves both consumers and businesses, with the latter seeking to maximize profits from the goods and services acquired. Marketing operations are intended to be able to satisfy the requirements and desires of consumers for the goods and services sold. Through the social and management process of marketing, people and organizations create, offer, and trade valued items with one another in order to obtain what they need and desire [21].

Business success can be supported by a company's application of marketing concepts. As a business philosophy, marketing is very important. Its goal is to satisfy the needs and desires of customers or to provide them with consumer orientation. The three primary elements of a marketing concept [22]:

- 1) Satisfaction of customer demands and preferences. In order to develop the best product, a

company needs to determine what makes customers happy. Businesses must continuously innovate, modify, and adapt their products to meet the evolving preferences of their customers.

- 2) Unified marketing initiatives throughout the company. One of the tasks involved in satisfying customer needs is marketing. The chances of an organization succeeding are significantly increased when marketing efforts are coordinated with research and development of manufacturing, finance, and other functions.
- 3) Accomplishment of long-term objectives. A business that uses marketing must accomplish both its own objectives and the goals of its customers; otherwise, it will not be able to endure in the marketplace for very long. Increasing sales, market share, profitability, or a combination of these are often the main objectives of a company organization. Businesses truly created the marketing concept and discovered that customers will keep purchasing the goods that best meet their wants, which will eventually boost sales and earnings for the business.

A marketing mix, which includes products, prices, promotions, distribution methods, and everything else businesses may do to determine consumer demand for their goods, is required to intensify the marketing concept.

2.4 Definition of the Market in General

A market, also known as a shopping center, traditional market, shop, mall, plaza, trade center, or another name, is a place where things are bought and sold by a number of merchants. In an economic context, the market is defined primarily for transactions involving the purchase and sale of goods. In theory,

market-based economic activity is predicated on the freedom of competition for both buyers and sellers. The choice of what products or services should be manufactured and marketed rests with the vendor. In the meanwhile, consumers are free to select and purchase goods and services that match their level of purchasing power. In daily life, the existence of the market is very important. This is because if there is a need that cannot be produced by itself, then these needs can be obtained in the market. Consumers or buyers come to the market to shop and meet their needs by bringing a certain amount of money to pay the price.

2.5 Market Function

1. Economic Aspect It is a place of transaction between producers and consumers which is a commodity to accommodate needs as demand and supply.
2. Socio-Cultural Aspect It is a direct social contract that is a tradition of a society which is an interaction between communities in the informal and formal sectors.
3. Architectural Aspects Showing the characteristics of the area, which displays the physical forms of buildings and artifacts owned.

2.6 Culinary

One aspect of a country's culture that is readily identifiable as a society's identity is its cuisine. One aspect of culture that demonstrates the presence of social ties is the culinary arts. Social interactions are defined in large part by what we eat, who we eat with, and how food is provided. The fundamental form of all interactions with other people and any exchange of goods is eating [23]. In this instance, the researcher concurs with the statement that each nation, including local communities, has its own cuisine that is tailored to its own preferences and environmental circumstances.

3. RESEARCH METHODS

3.1 Data Collection Method

This study employs a descriptive qualitative research design. The research is being discussed using a qualitative approach, which includes techniques for studying the state of natural objects. The researcher is the primary tool in this process, and the data collection method is triangulated using a combination of documentation, interviews, and observation [19].

3.2 Analysis

SWOT analysis, which stands for Strengths, Weaknesses, Opportunities, and Threats, is the qualitative method of data analysis employed in this study. SWOT analysis can reduce threats and vulnerabilities while maximizing opportunities and strengths.

From the meaning of SWOT, it will be explained as follows:

1. Internal Factor Evaluation
 - a. Strength, which is what strength the Sentul Market Culinary Plaza has. By knowing the strength, the culinary plaza can be developed to be more resilient so that it is able to survive in the market and be able to compete for further development.
 - b. Weakness, which is all factors that are unfavorable or detrimental to the culinary plaza of the Sentul market.
2. Evaluation of External Factors
 - a. Opportunities, namely all existing opportunities are

considered to provide opportunities for the culinary plaza of Pasar Sentul to grow and develop a business in the future.

- b. Threats, which are things that can cause losses to the Sentul Market Culinary Plaza, such as a decrease in income or competition that makes the Sentul Market Culinary Plaza suffer losses.

3.3 Research Location

The research location was carried out at Sentul Market by taking several people to be research informants, including: Head of the Sentul Market Office, representatives of traders, and representatives of visitors or buyers.

4. CONCLUSION

One aspect of a country's culture that is readily identifiable as a society's identity is its cuisine. One aspect of culture that demonstrates the presence of social ties is the culinary arts.

A number of traditional markets or people's markets in Yogyakarta have begun to be laid out and beautified so that they are more modern and representative for trade activities using the support of the Special Fund (Danais). The presence of the Culinary Plaza in Sentul Market is a new culinary center, most of which is the relocation of street vendors (PKL) from Sewandanan Pakualaman Square. Because its existence is still new, it is very necessary to have a strategy so that the construction of the Culinary Plaza can be used optimally.

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