

Comparative Analysis of Architectural Aspects at Pasar Kampung Melayu and Pasar Komplek Mutiara Garuda, Kabupaten Tangerang

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ABSTRACT

Pasar Kampung Melayu is the only market managed by the Government of Kabupaten Tangerang. Pasar Kampung Melayu is located in a very strategic location, which is in the center of Kampung Melayu Subdistrict, Kabupaten Tangerang. However, this does not rule out the possibility that this market is not operating optimally because of the emergence of a competing market, namely the Pasar Komplek Mutiara Garuda. The existence of the Pasar Komplek Mutiara Garuda is one of the attractions for traders and also the community to seek economic opportunities, thus making the performance of the Pasar Kampung Melayu decline. The purpose of this research is to see the comparison between the two markets in architectural technical terms, especially in terms of accessibility and market facilities. The research method used is qualitative with data collection by conducting observations, interviews, and literature studies. The results of this study will ultimately describe the comparison between the two markets in architectural aspects, especially in terms of accessibility and market facilities that affect the performance of Pasar Kampung Melayu.

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INTRODUCTION

Markets that function as public spaces can reflect the characteristics and characteristics of the adjacent urban context. Markets can facilitate social and cultural interactions for society. The market has local trade characteristics because it is the result of urbanization of society, this is different from products found in big cities experiencing globalization (Gantner, 2018). Markets have different forms in each location, in terms of space, goods sold, and how people use the space during buying and selling activities. Because market composition has a close relationship with the social and physical community of daily market use, the existence of markets functions as a socio cultural marker of the community and the surrounding urban context. Local markets reflect the culture of the community through interaction patterns, ways of communicating, and community habits. Additionally, markets have building access and movement areas that facilitate user activities, allowing them to see various local images. A market with good movement areas will certainly enhance the comfort of sellers and buyers. However, unfortunately, there are still markets that do not maximize comfort, one of which is the market in Teluk Naga District, Tangerang Regency.



Figure 1. Market Map in Teluk Naga District
Source: Authors' analysis (2026)

Teluk Naga District, a relatively advanced sub-district in Tangerang Regency, Banten Province, features several markets that serve as economic and social hubs. Among the four active markets, only Kampung Melayu Market is officially managed by the Tangerang Regency Government. The other three—Mutiara Garuda Complex Market, Rame Kali Baru Market, and Wates Kali Jaya Market—are informal markets not managed by the government. These informal markets, characterized by traders without fixed locations, have diminished the role of Kampung Melayu Market as residents increasingly prefer shopping at these informal venues, particularly at 2 the Mutiara Garuda Complex Market. Kampung Melayu Market, managed by the Tangerang Regency Government under Perumda Pasar Niaga Kerta Raharja, sells a variety of daily necessities and promotes local products and economic activities in Teluk Naga District. Strategically located at an intersection connecting Tangerang, Cengkareng, Kramat, and Mauk, the market is easily accessible and serves as an economic support facility. It provides significant economic benefits to surrounding residents by creating job opportunities and facilitating the exchange of goods and services, thereby boosting local economic activity and potentially improving overall community welfare. Additionally, Kampung Melayu Market acts as an important center for social and cultural interaction for the local community.

Kampung Melayu Market, centrally located at a crossroads in Teluk Naga District, is easily accessible from three main directions: Jalan Tanjung Pasir from the north, Jalan Raya Selembaran from the west, and Jalan Raya Kampung Melayu from the south. Despite its strategic and accessible location, the market is not yet operating optimally, largely due to the competition from informal markets, particularly the Mutiara Garuda Complex Market, which attracts more frequent shoppers. These informal markets play a significant role in the local economy, impacting the performance of Kampung Melayu Market.



Figure 2. Existing Kampung Melayu Market
Source: Authors' documentation (2026)

The Mutiara Garuda Complex Market, an independent market not managed by the Tangerang Regency Government, is located in the Mutiara Garuda housing complex, a strategic area connecting Jalan Raya Kampung Melayu and Jalan Raya Selembaran. This market, formed due to the high foot traffic in the area, uses the roadside for stalls, causing traffic congestion and waste issues. Its accessibility and convenience for both buyers and sellers make it a popular shopping destination, significantly affecting the operations of the nearby Kampung Melayu Market, just 1.6 to 1.8 km away. This proximity and the preference for the informal market over the government-managed Kampung Melayu Market highlight a need to investigate the architectural aspects influencing this dynamic. Hence, the research will focus on comparing the architectural features of both markets to understand the factors contributing to the decline in Kampung Melayu Market's operations.



Figure 3. Existing Condition of the Mutiara Garuda Complex Market
Source: Authors' documentation (2026)

LITERATURE REVIEW

A market is a gathering place for traders and buyers, facilitating economic activity and real transaction activities, as defined by both Sulistyono & Cahyono (2010) and Presidential Regulation Number 112 of 2007. Markets play a crucial role in encouraging economic activity by providing a venue for buying and selling goods and services, fostering free

competition among traders and buyers. Beyond their economic functions, markets are significant cultural and social phenomena, influencing local community life by showcasing art, culture, and traditions, and building social networks. Heathcott (2019) notes that markets shape urban landscapes, creating dynamic spaces of economic and social exchange. They provide employment and economic opportunities across various social levels, making them vital for both local economies and social interactions, thus transforming public spaces into vibrant, active environments.

According to SNI 8152-2015 data, the market has several facilities, namely main, supporting and supporting facilities. Accommodation in appropriate facilities and space that can provide a sense of comfort and will not cause problems for users is an important thing (Rahardjo et al., 2021). Technically the main market facilities are:

1. Kiosk, a selling place that is more closed and organized because it is built from several partitions, thus providing a more private selling space between kiosks. Kiosks usually use tables to sell products and carry out buying and selling. According to regulatory standards, kiosks must not be designed to cover the wind direction.
2. Los, a trading place consisting of a table, storage area and sitting room for traders. The stall does not have partitions on the sides, so it is more open than the kiosk. According to the standard, stalls must be in the form of modules to be more ideal.
3. Counter, a non-permanent trading place. Usually consists of a seating area for traders, a tarpaulin, and a simple table to place their merchandise. This counter must be in a special place that has been provided, not obstruct other stalls, and must not interfere with market access.
4. Accessibility must be accessible to everyone, including people with special needs and the elderly.
5. Loading dock, its location must not interfere with other access which will cause congestion, and must be separated from the main access and parking area for market visitors.
6. Zoning, divided based on type of merchandise
 - a. Wet, dry, fast food and poultry slaughterhouses must be divided separately.
 - b. Access must be easy to achieve for all market users, to avoid crowds.

The impression formed of public space will be influenced by each individual's observation of the surrounding environment. Everyone has a subjective assessment of the image of a place based on their personal experiences. People's perceptions of a city or area are reflected in the mental images they create, which involve the identity, structure and meaning of that place (Lynch, 1960). The physical aspects that shape and support urban space related to markets can be seen in the following five elements:

1. Landmarks: These are reference points used for orientation, such as buildings, monuments, or natural features, that create a recognizable identity for a region.
2. Districts: These are distinct areas within a city with unique characteristics, easily recognizable both from within and outside due to their uniform elements like building types and functions.
3. Paths: These organize and facilitate movement, contributing to the structure and identity of an area. Clear, well-defined paths enhance users' sense of security and overall impression of the space.
4. Nodes: These are strategic meeting points or intersections that serve as reference points. They interact with districts, helping to define the area's identity and facilitating the sensation of entering or leaving a space.

5. Edges: These are linear boundaries that separate different areas, such as walls or rows of trees. They function as barriers or access points, defining the limits of an area and helping users understand the spatial structure.

In this section the author will explain a number of studies that have been carried out previously, with the aim of being used as reference material for research that will be carried out. The following is a table containing previous research journals used as references:

Table 1. Comparison of Previous Research

No.	Research Title & Author	Research purposes	Research methods	Variable	Description & Results
1	Study of the Success of Revitalization of the Malabar Clean Market, Cibodas District, Tangerang City, Banten Post Revitalization (Hidayat & Santoso, 2022)	Examining the success rate of the revitalization of the Malabar Clean Market by comparing the condition of the building with the Malabar Market in Tangerang City.	Qualitative	Facilities, Architectural Aspects (physical condition of the building)	Comparison of the Malabar Clean Market which is a market managed by a private company with the Malabar Market which is managed by the government. The result of this journal is that the revitalization of the Malabar Clean Market is considered successful because it can revive the function of the building and the activities within it.
2	Study of Accommodation Space for Traditional Market Functions at Santa Market (Rahardjo, Bachtiar, & Rezaie, 2021)	Determine the level of Suitability of market accommodation space Including its functions and elements by comparing the condition of Santa Market before and after revitalization.	Qualitative	Facilities, Zoning, Space Type, Materials and dimensions	Examining the suitability of market accommodation space and its supporting elements. After the revitalization of Santa Market, it is considered that it has succeeded in meeting the standards set by the government in terms of the function of the space.

Source: Authors' elaboration (2026)

It can be concluded that both journals have the same research object, namely the market. Not only that, the research method used in the two journals is also the same, namely the comparative analysis method. This comparative method is used to compare the two markets, so that later it will answer existing issues. The connection with the research being carried out is that the author can find out how to conduct research using the comparative analysis method.

RESEARCH METHODOLOGY

Data Collection

The research employs a multi-method data collection approach, including observation, interviews, literature study, and data analysis. Initially, observations are conducted at Kampung Melayu Market and Mutiara Garuda Complex Market in Teluk Naga District, Tangerang Regency, focusing on market space patterns, circulation,

accessibility, and available facilities. Subsequent interviews with sources such as Tangerang Regency Bappeda, Kampung Melayu Market managers, traders, and buyers validate the observational data. A literature review of relevant works, including "Public Places - Urban Spaces" by Matthew Carmona, "Architecture: Form, Space, and Order" by Francis D.K. Ching, "Urban Spaces" by Rob Krier, and "The Image of The City" by Kevin Lynch, supports the research framework and analysis

Data Analysis

Data analysis, this stage is the final stage used in this research. At this stage the author will carry out an analysis using the data and theories that have been taken. This analysis will be supported by diagrams to explain the results obtained. The data analysis method used by the author is a comparative technique by comparing data that has been taken during observations and interviews based on SNI market standards and urban space analysis.

RESULT AND DISCUSSION

Kampung Melayu Market is strategically located in the center of Teluk Naga District, surrounded by key public service buildings such as the Teluk Naga Community Health Center and the Teluk Naga Police, which ensure health services and security for the community. Adjacent to the market is Teluk Naga Square, a vital green space and social hub for various community activities. The market's central location near the Kampung Melayu intersection, which connects major roads leading to Tangerang City, Cengkareng, Mauk, and Tanjung Pasir, enhances its accessibility and prominence on both regional and urban scales, making it a well-recognized and easily reachable landmark.

Kampung Melayu Market is easily accessible by both public and private transportation, making it a key public space in the area. Public transportation options include angkot routes F05, F04, and F03, which serve various surrounding areas and stop directly at the market. However, these angkots often occupy parking spaces intended for private vehicles, causing congestion. For those driving, major roads such as Jalan Raya Kampung Melayu, Jalan Raya Selembaran, and Jalan Tanjung Pasir provide straightforward routes, although traffic jams occur at the busy Kampung Melayu T-junction. Pedestrian accessibility is poor due to the absence of sidewalks on these roads, posing safety risks. The market itself is single-story with wide corridors, making it accessible for the elderly and disabled, although additional facilities like ramps could further improve accessibility.

Circulation at Kampung Melayu Market is designed with a grid pattern, creating a clear and efficient layout for both buyers and traders. This pattern maximizes space usage and facilitates easy navigation. Visitors typically enter through the main entrance and park at the front. Shoppers seeking clothing, gold, or household items find these stalls at the front, while those buying food must traverse these areas to reach the food stalls at the back. Traders follow a similar circulation pattern, sharing parking with visitors, and benefiting from the proximity of waste disposal facilities located behind the food stalls. Market managers have a slightly different route, parking directly in front of the management office to avoid interference with buyer and trader circulation.

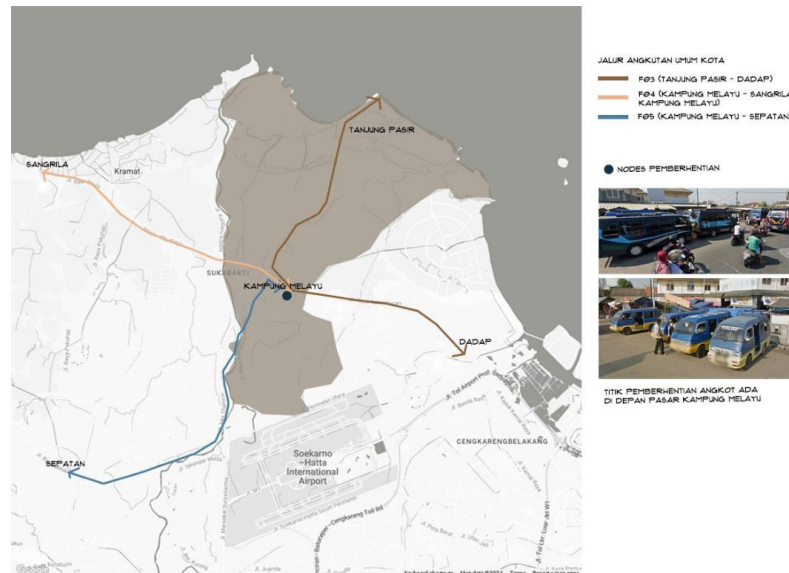


Figure 4. Kampung Melayu Public Transportation Routes
Source: Authors' analysis (2026)

The spatial arrangement at Kampung Melayu Market features a grid-pattern layout with a corridor system, forming a linear pattern of stalls from the front to the back of the market. The zoning is based on the type of commodities sold, with high-value items like gold and clothes at the front to attract buyers and enhance supervision. Food items are located at the back, facilitating waste disposal and maintaining cleanliness. This zoning improves visitor circulation and spreads density, enhancing shopping comfort and safety. However, the linear and monotonous layout might reduce interest in the back stalls, potentially affecting traders selling groceries and food items. Overall, the arrangement aims to efficiently utilize space and support market functions, though it poses challenges in maintaining equal visitor interest throughout the market.

According to data from market managers, Kampung Melayu Market is included in the type 1 regional market. In accordance with SNI 8152-2015, there are several criteria requirements that must be met in type 1 people's markets. In this chapter the author will assess the level of technical suitability of the market. Malay Village. The assessment will be presented in table form as follows.

Table 2. Kampung Melayu Market Facilities

Criteria	Rules	Type 1 Market Requirements	Implementation	Analysis
The size of the trading room	SNI 8152-2015	2 m2	9 m2	Fulfilled
Zone	SNI 8152-2015	- Wet food - Dry food - Non-food - Live poultry slaughterhouse	Separate trading space based on commodities	Fulfilled
Loading and unloading area	SNI 8152-2015	Available	There is no special loading and unloading area	Not fulfilled yet

Criteria	Rules	Type 1 Market Requirements	Implementation	Analysis
Corridor width	SNI 8152-2015	Minimal 1.8 m	The corridor is 3 m wide	Fulfilled
Management office	SNI 8152-2015	In the market	The management office is in the market	Fulfilled
Number of toilets	SNI 8152-2015	Min 4 men's toilets and women's toilets	There are separate toilets for women and men	Fulfilled
Worship space	SNI 8152-2015	Min 2 spaces	There is 1 worship space	Not fulfilled yet
Parking	SNI 8152-2015	Proportional to the market land area	The parking lot has an area of 378 m ² , with a capacity for 4 cars and 20 motorbikes	Not fulfilled yet
TPS	SNI 8152-2015	Available	There is a TPS with an area of 9 m ² with an open type	Fulfilled

Source: Authors' analysis (2026)

The Mutiara Garuda Complex Market in Teluk Naga District, Tangerang Regency, is an informal, organically developed street market situated within the Mutiara Garuda housing complex. Operating daily from 2 am to 10 pm, it primarily sells food ingredients and household items, with most traders using both sides of the main road for their stalls. This results in traffic congestion, illegal parking, and unpleasant odors from market waste. The market's strategic location and easy accessibility make it attractive to small and medium-sized business owners. The market is busiest in the early morning and weekends, catering mainly to housewives and workers shopping for household needs and weekly supplies. Despite its informal setup and associated issues, the market fosters direct human interaction, offering a traditional shopping experience distinct from modern markets.

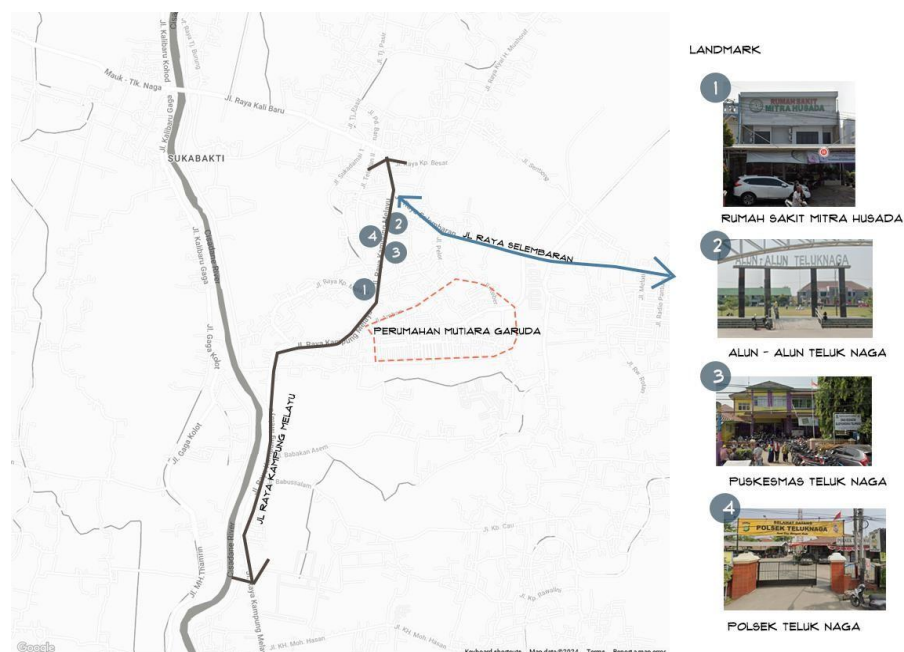


Figure 5. Landmark diagram of Mutiara Garuda Housing Complex
Source: Authors' analysis (2026)

The Mutiara Garuda Complex Market, located at the back of the Mutiara Garuda housing complex in Teluk Naga District, Tangerang Regency, occupies the road shoulder for traders' stalls. Its strategic location in the center of Teluk Naga and within a well-known housing complex makes it easily identifiable. The market benefits from proximity to schools, hospitals, health centers, and Teluk Naga Square, and is conveniently flanked by Jalan Raya Kampung Melayu and Jalan Raya Selembaran. These factors, along with its position on a popular shortcut road, contribute to its high foot traffic, as many visitors shop while passing through.

Before the establishment of the Mutiara Garuda Complex Market, the main road within the housing complex served as a key access route between Jalan Raya Kampung Melayu and Jalan Raya Selembaran, making it a busy thoroughfare. Its strategic location at an intersection connecting several villages contributed to the market's formation. The market is accessible from four directions: west via Jalan Raya Kampung Melayu, east via Selembaran, north via Kampung Melayu, and south via Kampung Sukasari. These roads, approximately 3.5 meters wide, can accommodate two cars. Most buyers use private vehicles as no public transportation serves the housing complex directly, with angkots only stopping at the housing gates.

Analysis and observations at the Mutiara Garuda Complex Market reveal that visitors follow a similar circulation pattern: parking their motorbikes in front of the desired trader, quickly purchasing items, and then leaving promptly. This behavior, driven by the need to avoid blocking the road with their parked vehicles, results in hasty buying and selling activities. Traders occupy 80 cm to 1 meter of the road shoulder on both sides, reducing the vehicle circulation lane by 2 meters. This setup not only disrupts vehicle flow, causing traffic jams, but also compromises shopping comfort and safety for buyers.

The Mutiara Garuda Complex Market features a linear layout with a corridor system, where trading spaces are arranged along the road with boundaries on both sides. This spatial arrangement, influenced by the street circulation pattern, leads to a buyer circulation flow that begins with parking in front of the stalls, purchasing items, and then leaving. Traders utilize various physical facilities, such as semi-permanent stalls and cross-legged setups, with most selling vegetables, spices, and meat. The market lacks clear zoning, mixing different commodities together. The linear trading space pattern and buyer circulation are interrelated, showing that circulation patterns significantly influence the market's layout.

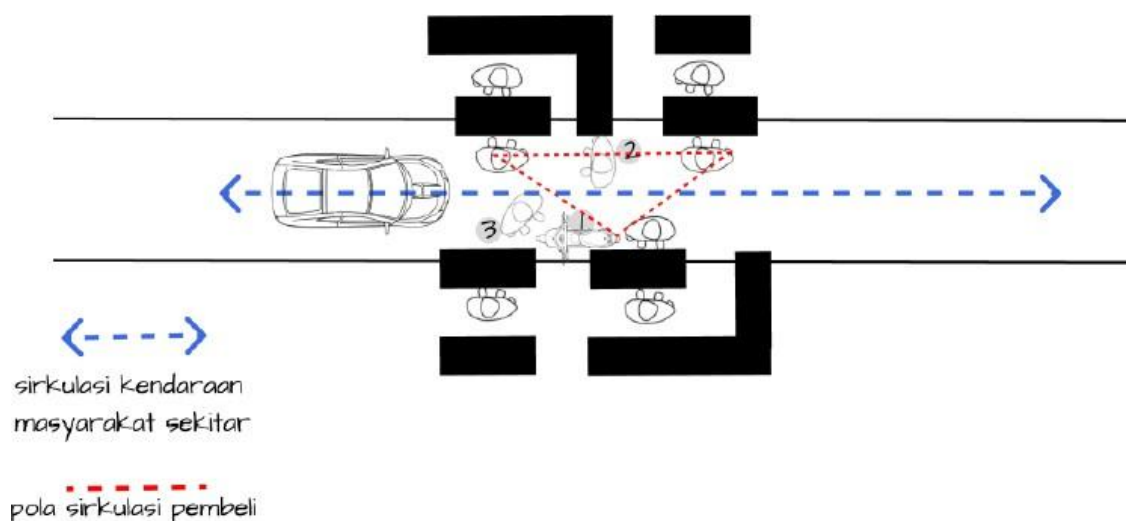


Figure 6. Diagram of the Circulation Pattern of Buyers at the Mutiara Garuda Complex Market
Source: Authors' analysis (2026)

With the resulting new pattern, it can be seen that the buyer circulation pattern with the vehicle circulation pattern creates a crash which of course will hamper accessibility for the surrounding community. It can be said to be obstructive because passing vehicles of course have to slow down their speed because there are buyers passing by. Apart from hampering accessibility for the surrounding community, crash These patterns are also the main reason for traffic jams.

Based on the analysis that has been carried out, in this chapter the author will compare the architectural aspects of the Kampung Melayu Market and the Mutiara Garuda Complex Market. Advantages in both markets will be marked with a (+) symbol and market disadvantages will be marked with a (-) symbol. A comparison of architectural aspects in the two markets will be presented in the following table.

Table 3. Comparison Table of Architectural Aspects of the Two Markets

Comparative Aspects	Malay Village Market	Mutiara Garuda Complex Market
Location	• Strategic position • Located in the center of Teluknaga District	• Strategic position • Located in the center of Teluknaga District • Being in housing (+)
Accessibility	• Easy access to public transportation • Easy disability access (+) • Access by private vehicles is easy because it is located between two main roads	• No access to public transportation (-) • Easy private vehicle access (+) • Being in the community's walking lane (+)
Circulation	• Circulation between market users does not interfere with each other (+)	• The circulation of buyers disrupts the circulation of vehicles that will pass (-)
Trading Space Pattern	• The trading room pattern is grid-shaped • There is a division of zoning based on the type of merchandise sold (+)	• The space pattern is linear • There is no zoning division based on the type of merchandise sold (-)
Market Facilities	• Some facilities meet SNI (+) standards • Market facilities experienced a technical decline in terms of building and visual durability (-)	Does not have formal market facilities because this market grows organically and unofficially (-)

Source: Authors' analysis (2026)

Both Kampung Melayu Market and Mutiara Garuda Complex Market are located in the center of Teluk Naga District, making them highly strategic and easily recognizable. The presence of nearby landmarks, such as schools, hospitals, and squares, further enhances their visibility and accessibility on an urban scale, drawing people from both within and outside the district. Kampung Melayu Market benefits from excellent public transportation access due to its location at the intersection of three major roads: Jalan Raya Kampung Melayu, Jalan Raya Selembaran, and Jalan Tanjung Pasir. In contrast, the Mutiara Garuda Complex Market lacks access to public transportation because it is situated in a non-residential area not served by city transport lines. However, both markets are easily accessible by private vehicles. The Mutiara Garuda Complex Market has an edge over Kampung Melayu Market in this regard, as it is located on a shortcut connecting Jalan Raya Selembaran and Jalan Raya Kampung Melayu. This shortcut is frequently used, making the Mutiara Garuda Complex Market more crowded.

In terms of circulation, Kampung Melayu Market is superior to the Mutiara Garuda Complex Market, as the movement of users within Kampung Melayu Market is well-organized and does not cause disruptions. In contrast, the circulation of buyers at Mutiara Garuda Complex Market interferes with passing vehicles, as the market is located on the road shoulder, disrupting traffic flow. Regarding spatial patterns, Kampung Melayu Market also holds an advantage. It features clear patterns and zoning between stalls, with distinct zones for different commodities, resulting in an orderly and neat appearance. On the other hand, Mutiara Garuda Complex Market lacks clear zoning based on commodities, as it has developed organically without government management.

Kampung Melayu Market has an advantage in facilities due to being officially managed by the government, adhering to SNI regulations. However, a decline in operations has led to reduced maintenance and cleanliness of these facilities. In contrast, the Mutiara Garuda Complex Market lacks facilities that meet SNI regulations, as it developed organically and informally without special supervision from authorities.

CONCLUSION

This research aims to compare the architectural aspects of Kampung Melayu Market and Mutiara Garuda Complex Market to understand their impact on market operations and inform future market development. Kampung Melayu Market, strategically located in Teluk Naga District, benefits from excellent public transportation accessibility and organized spatial patterns. However, it has experienced a decline in operations due to competition from the strategically situated Mutiara Garuda Complex Market, which is surrounded by residential areas and frequented by local residents, despite causing urban issues like thuggery, waste problems, and traffic congestion. Key findings include:

1. **Location and Accessibility:** Kampung Melayu Market is centrally located and easily accessible by public transport, while Mutiara Garuda Complex Market is not served by public transport but benefits from being on a shortcut between two main roads.
2. **Circulation and Spatial Patterns:** Kampung Melayu Market has superior user circulation and clear zoning, reducing interference and maintaining order. In contrast, Mutiara Garuda Complex Market's user circulation disrupts vehicular traffic due to its roadside location and lacks clear zoning.
3. **Facilities:** Kampung Melayu Market, managed by the government and adhering to 2015 SNI standards, has better facilities but suffers from poor maintenance and cleanliness due to operational decline. Mutiara Garuda Complex Market lacks formal facilities and government oversight, growing organically and informally.

The research highlights that while government-managed markets like Kampung Melayu benefit from standardized structures and facilities, their potential is often underutilized. Conversely, organically grown markets like Mutiara Garuda, though less formal and more problematic, thrive due to their alignment with local community needs. This suggests that markets hold significant social and cultural dimensions, shaped by local context and community interactions.

The research carried out is one of many aspects that will be studied by other researchers regarding the architectural aspects of the market. There are limitations to this research due to the short time, and it can still be developed by other researchers in the future. Facilities and architectural aspects in markets in each region definitely have differences. Therefore, the author suggests knowing the types and types of markets in each region to get a more specific picture of the architectural aspects of market buildings. The researcher's hope is that this research can be useful for readers, namely the community, government, and parties involved in the world of market architecture to

understand what things can influence market performance, especially at the Kampung Melayu Market. It is hoped that the results of this research can become a design basis for developing market building designs in the future which can improve market performance.

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