

A CRITICAL REVIEW ON THE FAILURE OR SUCCESS OF THE NIGHT MARKET
AT JONKER STREET AFTER TEN YEARS OF ITS EXISTENCE'

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The first step is always the hardest,
But never expect the second one will be as beautiful as the former...

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ABSTRACT

Cultural heritage value possesses historical, archaeological, architectural, technological, aesthetic, scientific, spiritual, social, traditional or other special cultural significance, associated with human activity. Meanwhile, intangible heritage is a term used to portray the social values that the people symbolize and associate the site aesthetically or spiritually. Understanding from the concept of both, the night market activities on the heritage site are considered as a cultural heritage as it showcases the 'living heritage' of Melaka. The establishment of Jonker Street night market activities is an effort to highlight the cultural and historical values of Melaka World Historic City which at the same time creates a new point of interest for touristic activities and revitalizes the local economy and add vibrancy to the old urban quarter. The 11-year old Jonker Street night market operates every Friday till Sunday from 5.30pm till 12.00am. It draws a large number of visitors, not only domestic visitors but international ones too. This huge influx of tourists in Jonker Street changes the street's ambience, atmosphere and affected how the city functions. Not forgetting, the ones that are affected the most are the local people of their ways of life, identity, sense of belonging and other cultural aspects. Unfortunately, the level of understanding of local responses and perceptions towards the heritage values of the Jonker Street night market is very superficial. The aim of this study is to evaluate and learn the impacts of Jonker Street night market activities to the quality of life of the community after ten years it is being converted into a pedestrian street mall. In order to achieve this aim, a thorough investigation will be done to attain the effects and impacts of the transformation of the street towards the heavily affected parties namely the shop owners and the residents, the traders who conducted business on this street and the tourists who visits and experiences this street. This study basically incorporates both primary and secondary data collection and analyzed and presented through simple percentage and mean forms. From the analyses on all three respondents, it is found that each of them has different interpretation of the function and purpose of Jonker Street and its night market night activity. Thus, their opinion and perception were heavily influenced by their demand, experience and anticipation of the world renowned World Heritage listed site. The shopowners wanted the site to revive economically but at the same time protect the cultural heritage elements of it. Meanwhile, the traders were more of business-oriented and hoped to be provided with adequate assistance of their stalls. Last but not least, the visitors thought that the street was fairly satisfactory yet special at the same, only that Jonker Street needed improvements for the overall betterment of the street. As a whole, the execution of the street has fulfilled some of the aspirations set by the initial proposal only that after some time, a bigger picture that balances economic vitality, old urban quarter vibrancy, good governance of the resources and social sustainability should be accomplished.

ABSTRAK

'Cultural Heritage Value' mempunyai kepentingan budaya dari segi sejarah, arkeologi, seni bina, teknologi, estetik, saintifik, rohani, sosial dan tradisi yang berkait rapat dengan aktiviti manusia di sesuatu tempat. 'Intangible Heritage' pula merupakan istilah yang digunakan bagi menunjukkan nilai sosial yang simbolik dan berkaitan dengan tapak kajian secara spiritual atau estetikanya. Setelah memahami definisi kedua-dua konsep, aktiviti pasar di Jonker Street boleh dianggap sebagai warisan budaya kerana ia merupakan 'living museum' yang menggambarkan budaya Melaka. Transformasi Jonker Street kepada pasar budaya di waktu malam di hujung minggu merupakan salah satu cara memperkenalkan nilai budaya dan sejarah Melaka kepada dunia. Dalam masa yang sama, ia mampu mewujudkan pusat tumpuan pelancong yang baru yang boleh menjana ekonomi tempatan dan memeriahkan kawasan Bandar lama Melaka. Sejak penubuhannya iaitu sebelas tahun yang dahulu pada Julai 2000, pasar budaya itu beroperasi setiap hujung minggu dari pukul 5 petang sehingga 12 malam. Ia menarik ramai pengunjung tidak kira dari dalam atau luar negara. Bilangan pelancong keluar dan masuk ke Jonker Street ini telah mengakibatkan penukaran suasana dan juga bagaimana Bandar itu berfungsi sekarang. Walaubagaimanapun, yang paling terkesan adalah mereka yang tinggal di Jonker Street atau sekitarnya. Malangnya, pemahaman dan maklumat yang ada terhadap persepsi penduduk setempat kepada nilai budaya adalah sangat rendah. Matlamat kajian ini adalah bertujuan untuk mengkaji kesan transformasi dan pelaksanaannya kepada penduduk, peniaga dan juga para pengunjung di Jonker Street. Bagi mencapai matlamat ini, kajian menyeluruh telah dijalankan dan hasil analisis telah mendapati bahawa setiap dari mereka berpendapat berbeza mengikut kehendak, keperluan dan pengalaman masing-masing. Para penduduk mahukan penjana dan pembaikan ekonomi tanpa menjejaskan nilai budaya Jonker Street. Manakala para peniaga lebih tertumpu kepada perniagaan dan kemudahan yang mereka perlukan. Dan para pelancong pula berpendapat bahawa Jonker Street adalah memuaskan dan menarik, cuma jalan itu masih perlukan banyak penambahbaikan di masa akan datang. Akhir kajian menunjukkan bahawa objektif dan matlamat kajian tercapai dan Jonker Street telah pun mencapai sasaran dan matlamat penubuhannya dahulu. Walaubagaimanapun, secara keseluruhannya, adalah diharapkan bahawa pihak yang terlibat tidak lupa menyeimbangkan kerancakan ekonomi, kemeriahan fungsi kuarter lama Bandar, pengurusan sumber yang baik dan juga kemapanan sosial setempat mampu tercapai di masa akan datang.

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CHAPTER 1

INTRODUCTION TO THE RESEARCH

This chapter will describe an in-depth description of the study by establishing issues regarding to the study topic '*A Critical Review on the Failure or Success of The Night Market at Jonker Street After Ten Years of Its Existence*'. Apart from that, other important study components such as study aims and its objectives, the study scope, expected contributions and significance will be discussed too. To further describe this study, the study design and process will be thoroughly outlined.

1.1 Background of Study and Problem Statement

Heritage can be identified as the ways of how historical features form frameworks of people identifying and relating to certain places and spaces. Identities are layered into landscapes, framed and informed by previous relationships. Dynamics of absence and presence are also important, as memories are cherished and held onto, narratives created and relationships negotiated both in terms of what is there and what is not. Based on Bienkowski and Harvey (2005), such negotiations claim of cultural continuity. Overall, cultural heritage value means possessing historical, archaeological, architectural, technological, aesthetic, scientific, spiritual, social, traditional or other special cultural significance, associated with human activity. Meanwhile, intangible heritage is a term used to portray the social values that the people symbolize and associate the site with aesthetically or spiritually.

Understanding from the concept of intangible and cultural heritage, the night market activities on the heritage site are considered as cultural heritage as it showcases the 'living heritage'. The establishment of Jonker Street night market activities is an effort to highlight the cultural values of Melaka World Historic City which at the same time creates a new point of interest for touristic activities and revitalizes the local economy and add vibrancy to the old urban quarter. The Jonker Street night market operates every Friday till Sunday from 5.30pm till 12.00am. It draws a large number of visitors, not only domestic visitors but international ones too. This huge influx of tourists in Jonker Street changes the street's ambience, atmosphere and affected how the city functions. Not forgetting, the ones that are affected the most are the

local people of their ways of life, identity, sense of belonging and other cultural aspects. Unfortunately, the level of understanding of local responses and perceptions towards the heritage values of the Jonker Street night market is very superficial.

1.2 Aim and Objectives of Study

The aim of this study is to evaluate and learn the impacts of Jonker Street night market activities to the quality of life of the community after ten years it is being converted into a pedestrian street mall. In order to achieve this aim, the study objectives are;

- i. To identify the tangible and intangible heritage elements of Jonker Street night market activities in order to provide background and understand its significance to Melaka.
- ii. To evaluate the local people's responses towards Jonker Street night market activities with the intention of understanding their opinions and perceptions since its implementation over the years.
- iii. To investigate the key elements and factors of Jonker Street night market activities to the locals' quality of life as a proof for its success or failures.
- iv. To propose appropriate recommendations and measures designed for the night market activities for future improvements and enhancements.

1.3 Study Questions

There are three study questions that are expected to be answered from this study. They are;

- i. What are the fundamental and important heritage elements of Jonker Street that makes it significant to Melaka?
- ii. How do the local people perceive the Jonker Street night market over its implementation?
- iii. What are the factors and key elements that contribute to the success or failure of the Jonker Street night market activities to the local people's quality of life?

1.4 Scope Of Study

The scope of study is divided into seven main areas. The following are the areas that will be covered in the study;

1.4.1 Theoretical framework and concepts related to the study

There are a lot of theories and concepts that are associated with the human activities in the urban areas. However, the core of this study will only highlight the theories and concepts that are in relation with trading and human activities in the urban heritage area. On top of that, there are also peripheral theories and concepts which are referred to enhance the understanding of the subject matter. They are;

- i. Social sustainability in revitalized areas
- ii. Urban revitalization, regeneration and gentrification
- iii. Cultural heritage tourism and management

1.4.2 Heritage elements on Jonker Street

This study will look into the influences and also to the factors contributing to the distinctiveness of Jonker Street towards other point of interests in Melaka. In doing so, a list of tangible and intangible heritage elements are fundamental in order to achieve the objective of this study.

1.4.3 Shop owners along the study area, Jonker Street

A hundred percent count survey towards the shop houses will be conducted as the review encompasses of the current condition of Jonker Street. Vital information such as the ownership status, building use, type of business run in the premise, their opinions and experiences towards the changes of the street over the years is required. Apart from that, their preferences and recommendations towards the street's improvement will be taken into account for future planning and design.

1.4.4 Traders and stall owners that runs their businesses on the street

A hundred percent survey count on the traders and stall owners on Jonker Street night market will be done in order to investigate important details such as their personal background, types of merchandise sold, and important business details. However, only twenty percent of them will be randomly picked and interviewed of their experiences and anticipations towards the street's transformation apart from their recommendations and suggestions.

1.4.5 Activities on site

The activities on the Jonker Street will be observed and mapped in order to understand how the street functions and operates on the weekends.

1.4.6 Visitors' perception and evaluation

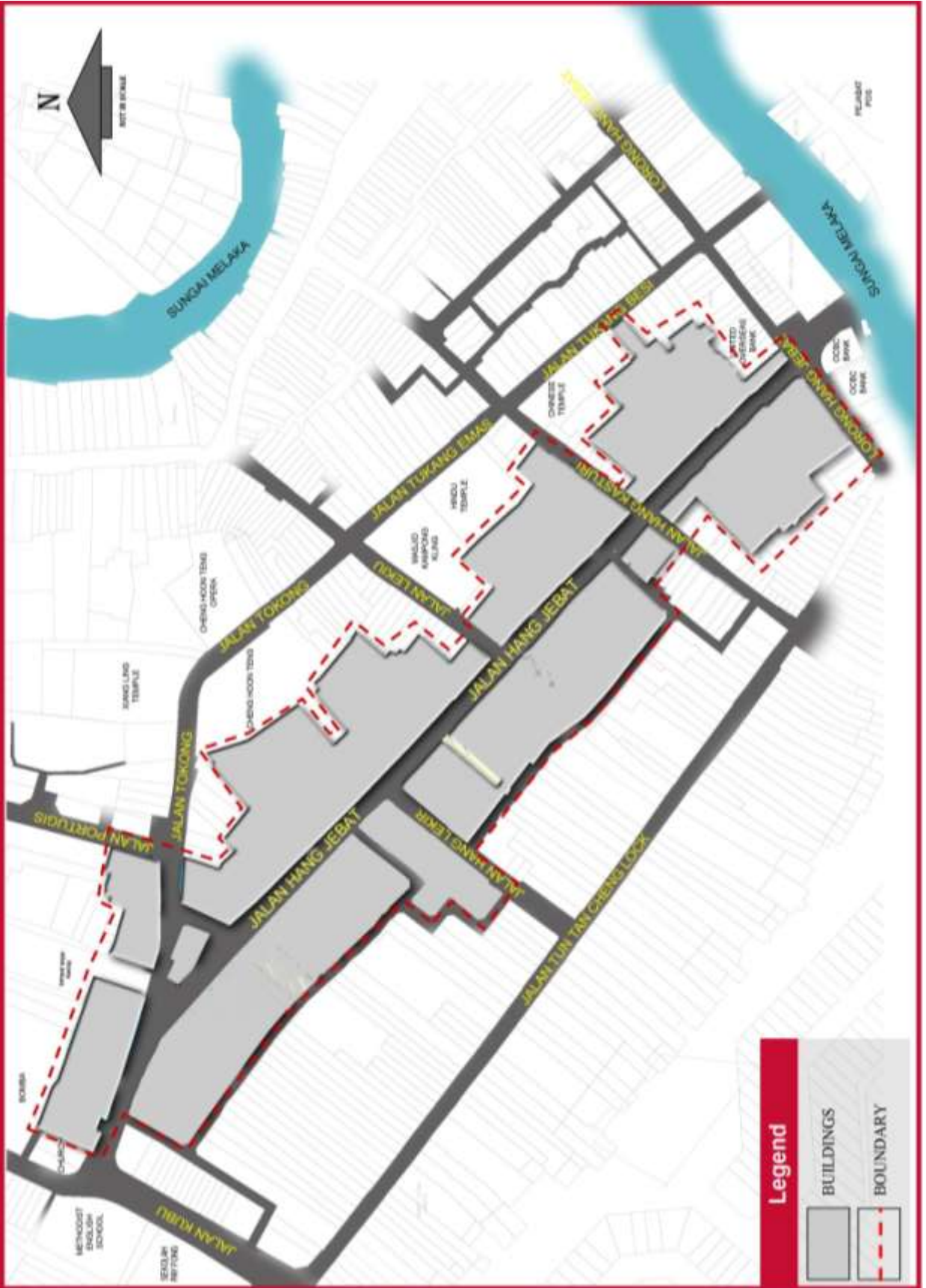
This study is extended to the real life experiences and perceptions from visitors towards Jonker Street, Melaka. Seeing that Jonker Street is known as a shopping pedestrian street, their valuable evaluations and assessments are important in order to gauge what they really want and perceive of this street. The visitors will be interviewed with structured questionnaire which encompasses of questions such as:

- i. Number of visits to Jonker Street;
- ii. Expectations and perception before and after visit;
- iii. Preference on activities and merchandise sold;
- iv. Opinions, recommendations and suggestions to improve the street.

1.4.7 Study area

This study is a case-based study which will be done on Jonker Street, Melaka. This mode of study is chosen as it focuses on the special characteristics on Jonker Street after being transformed to a pedestrian street. Other adjacent streets such as Jalan Hang Lekir, Jalan Hang Kasturi and Jalan Hang Lekiu will be included in order to see its influence and effects to these streets.

Map of Study Area in Jonker Street, Melaka (2011)



1.5 Study Limitations

As the study is focusing on the case of Jonker Street, it will only cover to the extent of the other three parallel streets namely Jalan Hang Lekiu, Jalan Hang Kasturi and Jalan Hang Lekir. However, the survey of shopwonders, traders and visitor will not cover these three adjacent streets. Just a non-participatory observation will be done towards the effects of the Jonker Street's night market activity.

1.6 Expected Contributions

Melaka, being enlisted as one of the world heritage sites, is facing a humongous amount of international and domestic tourists coming in and out of the site. The sudden and drastic influx of people in the site will affect how the heritage area functions, managed and reacts to the demands of the tourism market. However, the most affected parties are those who are living and trading in the heritage sensitive area and its adjacent vicinity. So, the review on the success or failure of the implementation of the night market activity in Jonker Street will be a useful guidance as future references in developing and managing this area and periphery. Apart from that, the designers be it urban designers, architects, urban conservationists and planners may refer to this review as it will help in understanding the people's voices especially those who are heavily influenced by the night market activities in Jonker Street. Consequently, more attractive yet socially sustainable heritage sensitive areas will be created thus making more high quality urban areas.

1.7 Significance Of Study

Overall this study is beneficial to all parties that are interested in the urban studies as:

- i. This study will determine the heritage values of night market activities at heritage sites;
- ii. This study will highlight the influences of night market activities on the quality of life of the locals;
- iii. This study will help to identify the factors which influences on the success or failure of the night market activities on Jonker Street;

- iv. This study will also provide proofs that show Jonker Street has been successful or failed in providing alternative attraction for the night scene in Melaka despite the claims in the past years.
- v. This study is intended to reflect the actual situation through the expression of local people, visitors and people who has been affected directly or indirectly by the implementation of Jonker Street over the past ten years.

1.8 Study Design

Overall, the study encompasses of five stages. All of the stages will be described below;

1.8.1 Stage 1 – Preliminary study

The preliminary stage is started by refining the issues through reviews from relevant literature materials on the subject matter. Next, the study framework is outlined and designed by establishing the study's questions, objectives, aim, and significance. Meanwhile, the scope of study is determined in guiding the researcher to organize the direction of this study.

1.8.2 Stage 2 – Literature review

The literature review encompasses of established theories and also concepts related to the context of heritage areas, trading activities and revitalization fundamentals. These reviews will help in identification of heritage elements and also understanding the site better.

1.8.3 Stage 3 – Site of study

This chapter will discuss on the site of study which encompasses of the brief history of the street, from the initial proposal till the current condition. Apart from that, previous researches and documents related to the site will be discussed for an easier comprehension of the site.

1.8.4 Stage 4 – Analysis and synthesis

This stage will be separated into two parts. The first part will describe briefly on the methods used for data analysis. Basically, method used for the evaluation and assessments includes descriptive analysis and matrix. This analysis will be assisted using Excel and SPSS in order to understand the respondents' background.

The result will later be discussed and synthesized using simple illustrations of frequencies, tabulations of characteristics and descriptions and charts with relevant cross-referred and related concepts and theories. Apart from that, the output from respondents' perception and opinions towards the site will provide an in-sight on improvements that can be designed from it. The connection between these two elements is important for Jonker Street's future improvement and sustainability.

1.8.5 Stage 5 – Recommendations and conclusion

The last stage will provide formulated recommendations and closing discussion for the betterment of Jonker Street. This will act as guidance to concerning parties in helping building sustainable heritage urban areas.

The following is the summary in flow chart of the study framework:

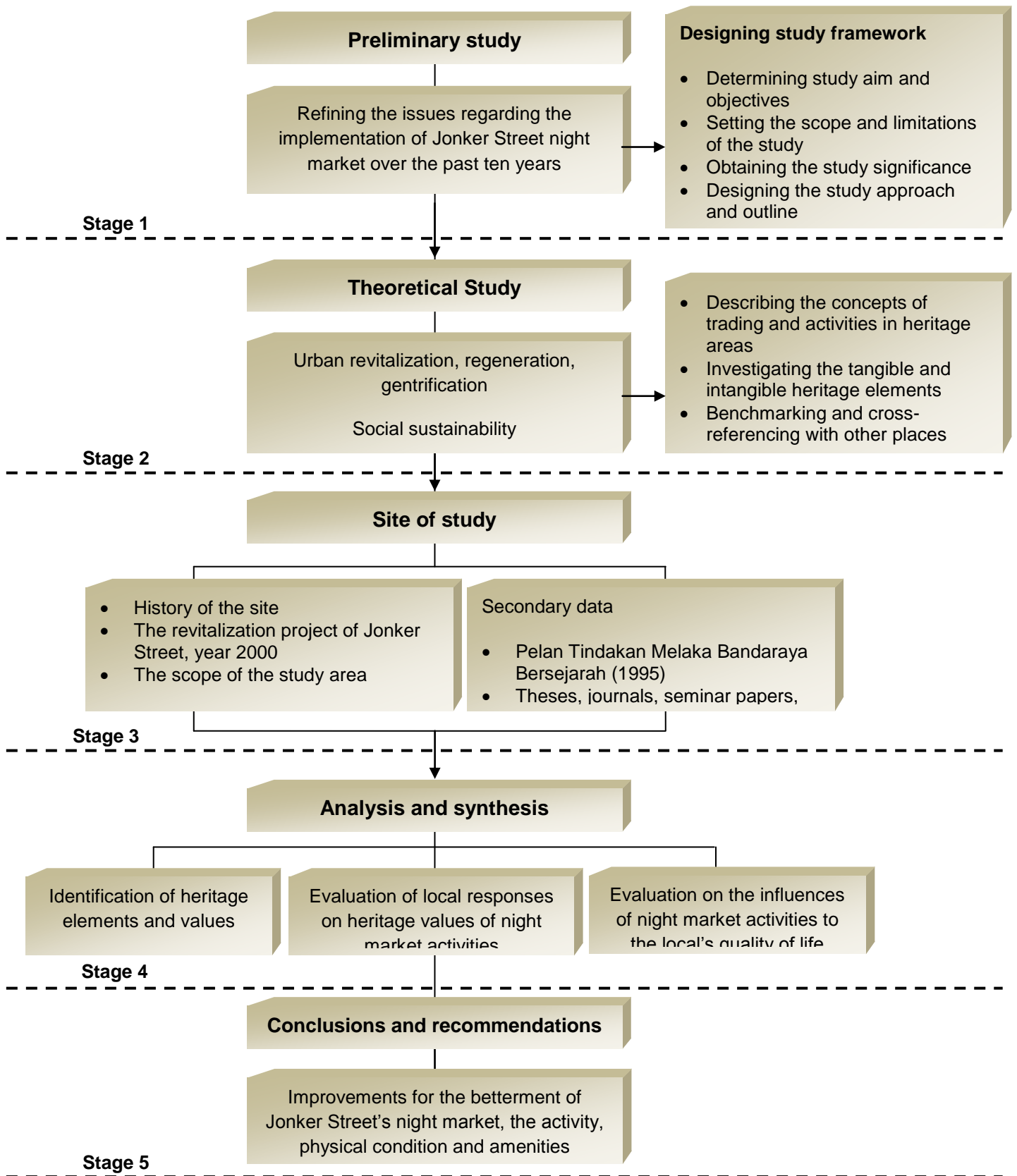


Figure 1.1 Study Methodology

1.9 Research Method

There are two types of data needed for the study which encompasses of primary and secondary data collection. Following are the descriptions of the methods used:

1.9.1 Case Study

The approach of case study research excels at bringing us to an understanding of a complex issue or object and can extend experience or add strength to what is already known through previous researches. Emphasize is put on the contextual analysis of unique, limited number of events or conditions and their relationships. Based on Robert K. Yin, he defines the case study research method as an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used. According to this, a case-study approach is suitable as the study is focusing on the night market activities in Jonker Street and its implications towards the social sustainability of the parties involved, an event with unique characteristics, contextually.

1.9.2 Theoretical Review and Secondary Data Collection

In order to achieve the study objectives, the secondary data collection is the periphery approach/method used at the beginning of this study. Apart from building the initial understanding, the core resources of it will be based on references of documentations relevant to the subject matter. Most of the references are from published books, journals, articles, development plans, and also resources from electronic media too. Apart from that, the historical study is also important as it helps in understanding the evolution of trading streets particularly in the study area.

Main sources of secondary data are from the Majlis Bandaraya Melaka Bersejarah, published journals and book, related websites, previous researches and thesis.

1.10 Research Instruments

Following suit to the case study approach, this method involves using multiple sources and techniques in the data gathering process. The researcher determines in advance what evidence to gather and what analysis techniques to use with the data to answer the research questions. Data gathered is normally largely qualitative, but it may also be quantitative. Tools to collect data can include surveys, interviews, documentation review, observation, and even the collection of physical artifacts (K.Y. Robert). Following is the details of data collection:

1.10.1 Non-participatory Observation

This stage involves observations which cover mainly on the activities and the night market environment. This survey gives an in-sight to the researcher of physical and social experiences apart from exploratory experience of finding issues and ways to encounter them. Observer shall plot, sketch, photograph perceived on what observed which translates to what is really happening on site. Listed below is the detail of the observation:

- i. Where will the survey being conducted?

The street selected is Jonker Street and its adjacent vicinity.

- ii. What will be surveyed?

The main aspects to be observed are the street activities, environment, and the behavior of the visitors, traders, shop owners and heritage elements which are the tangible and intangible ones.

- iii. When will the survey is conducted?

The survey needs to portray the real condition of the night market activity on Jonker Street and the most suitable time is from 1800 hours – 0000 hours where the street activities actually happen. The survey is carried out on Friday, Saturday and Sunday as these are the only days which Jonker Street night market operates.

iv. What type of data needed?



Figure 1.2 Data needed for the survey

v. What are the tools/equipments needed for the survey?



Figure 1.3 Tools for data collection

1.10.2 Questionnaires

Apart from the observation, another way to obtain data is from self-administered questionnaires given to the visitors (refer Appendix A). This questionnaire is divided into two parts.

The first part is to obtain the respondents profile such as their origin, personal information and also contact number.

Meanwhile the second part consists of nine open-ended questions in which generally to obtain their number of visit to Jonker Street, their preference of Jonker Street apart from other point of interests, their expectations and opinions towards the street activity, their suggestions of improvements of the street.

1.10.3 Interviews

Both of the shop owners and traders will be interviewed through a structured list of questions which encompasses of two parts (refer to Appendix B and C). The first part is to obtain their personal info, business info, ownership status, building use, and their contact number.

The second part that comprises of eight questions is to investigate on the effects of the Jonker Street night activity towards their businesses. On top of that, this section will obtain an in-depth description by the traders and shop owners of their experiences during the street's transformation. Lastly, their suggestions and opinions toward the street upgrade and improvements will be taken into account too.

1.11 Actual Survey

The actual survey was completed within four days of survey which took place from 22nd till 25th of July 2011. Three days were done on the weekends (Friday, Saturday and Sunday) meanwhile another one remaining day was on the weekdays (Monday). The sampling gate for the visitors was put on the entrance and exit of Jonker Street and also on the Stadhuys Park and Taman Warisan Melaka Bandaraya Bersejarah.

The mornings were dedicated only for the shophouses' survey meanwhile at night, visitors and stall traders were approached. The total number of each respondent was as below:

- i. Shop owners and resident : 164 respondents (100 percent survey)
- ii. Traders : 58 respondents (20 percent survey of overall stall number, 290 stalls)
- iii. Tourists : 58 respondents (random sampling)

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