

## TRADE TRANSFORMATION IN PASAR SENEN 1974-1977: FROM THE MALARI RIOTS TO MARKET RESTRUCTURING

Alviana Junita Syaira\*, Carolina Santi Muji Utami

Universitas Negeri Semarang, Indonesia

### Abstract

The Malari riots of 15 January 1974 brought about profound changes in the structure of trade and the livelihoods of traders at Pasar Senen, Jakarta. Prior to this event, Pasar Senen functioned as one of the principal centers of trade and distribution, supporting the provision of essential goods for urban communities. The riots resulted in extensive physical destruction of the market, the disruption of trading activities, and significant economic losses for traders. This study aims to analyze the transformation of trading practices at Pasar Senen following the 1974 Malari riots, as well as the policies implemented by the Jakarta Provincial Government in the processes of restructuring and recovery. The research employs a historical method, encompassing the stages of heuristics, source criticism, interpretation, and historiography, utilizing primary sources in the form of contemporary newspapers, including *Berita Buana*, *Sinar Harapan*, *Merdeka*, and *Pelita*. The findings indicate that recovery policies were not solely focused on the physical rehabilitation of the market but also involved the restructuring of the trade distribution system through trader relocation and the transfer of distribution functions to the Kramat Jati Central Market. These policies led to changes in cost structures and weakened the bargaining position of small scale traders, as reflected in rising operational costs and reduced economic leverage. The post Malari recovery of Pasar Senen reflects a shift in the role of the state in regulating urban trade, with direct implications for the socio economic conditions of traditional market traders.

Keywords: Malari riots of 1974; Pasar senen; Trade transformation; Government policy.

### INTRODUCTION

Pasar Senen is one of the oldest traditional markets in Jakarta, having played a significant role in the urban economy since the early twentieth century (Cahya, Waspodu Tjipto Subroto, & Norida Canda Sakti, 2025). As a center of trade, Pasar Senen has functioned not only as a site for the distribution of daily necessities but also as a social space that brings together diverse groups of people from various socio economic backgrounds (Sulistiyo, Gantina, Haryono, Rachmatullah, & Khrisna, 2025). Its strategic location in the city center has positioned Pasar Senen as a key node of economic activity and urban mobility in Jakarta (Maria, Panjaitan, Milanie, Riah, & Tarigan, 2025). A number of studies in urban history indicate that from the colonial period to the early New Order era, Pasar Senen developed as a relatively open economic space, with trading patterns evolving gradually in response to social dynamics and urban demands (Ferissa, 2018; Nugraha, Saputra, & Pradini, 2025).

Alongside the rapid urbanization of Jakarta during the 1960s and 1970s (Candiwidoro, 2017), Pasar Senen evolved into a highly dense and dynamic commercial area. Population growth, increasing migration flows, and the intensification of economic activities contributed to the markets role as a central hub for goods distribution, while also reflecting the broader socio economic dynamics of urban Jakarta (Cahya et al., 2025). In this context, Pasar Senen can be understood not merely as an economic infrastructure, but also as a site of commercial interaction that embodies the relationships between the state, market actors, and urban society. This perspective is supported by studies on traditional markets in Jakarta, which position markets as

\*Correspondance Author: [alvianajunitasyaira@students.unnes.ac.id](mailto:alvianajunitasyaira@students.unnes.ac.id)

Article History | Submitted: 8 February 2026 | Revised: April 2026 | Accepted: 10 May 2026 | Publish: 2 July 2026

HOW TO CITE (APA 6<sup>th</sup> Edition):

Syaira, Alviana Junita., Utami, Carolina Santi Muji. (2026). Trade Transformation in Pasar Senen 1974-1977: From the Malari Riots to Market Restructuring. *Juspi: Jurnal Sejarah Peradaban Islam*. 10(1), page.27-37

DOI: <https://dx.doi.org/10.30829/juspi.v10i1.28574>

arenas of social and economic interaction for lower and middle income communities (Sulistiyo et al., 2025).

Significant changes occurred following the Malari Riots of 15 January 1974. These events not only disrupted national political stability but also had direct repercussions for major commercial centers in Jakarta, including Pasar Senen. The physical destruction of market infrastructure, coupled with the cessation of trading activities, disrupted the distribution of goods and the livelihoods of traders. This situation reflects the close interconnection between political crises and the economic vulnerability of urban communities (Rustamana, Antarik, & Liana, 2024). A number of studies on the Malari Riots emphasize that the event affected not only national political dynamics and student movements, but also generated socio economic consequences at the local level, particularly within urban economic spaces that serve as focal points of mass concentration and commercial activity (Fathonah, Sutiya, & Yuniyanto, 2024).

In the aftermath of the riots, trading activities at Pasar Senen did not immediately recover. Many traders lost their kiosks and business capital, resulting in prolonged economic uncertainty, in line with previous studies highlighting the impact of market relocation and restructuring on the sustainability of small scale traders livelihoods (Migusti, 2025). In response to this situation, the Jakarta Provincial Government implemented a series of policies aimed at restructuring and restoring Pasar Senen. These measures included the physical renovation of market buildings, the reorganization of trading activities, the relocation of traders, and the transfer of food distribution functions to the Kramat Jati Central Market. Such policies reflect broader patterns of traditional market restructuring undertaken by local governments as part of urban modernization and spatial control initiatives (Ningsih & Megawati, 2022). However, these interventions did not merely result in physical transformations of the market they also reshaped the structure of trade distribution and the socio economic relations of small scale traders, including increased operational costs and a weakening of their bargaining position (Saputra & Sembiring, 2025; Suswandari, 2019).

To date, studies on Pasar Senen have generally examined the market from the perspectives of urban spatial planning, architectural development, and the modernization of traditional markets within the broader framework of urban development (Ferissa, 2018; Martiny & Sumidartiny, 2024; Nugraha et al., 2025). Meanwhile, research on the 1974 Malari Riots has largely focused on national political dynamics, student movements, and the power structure of the New Order regime, without positioning traditional markets as a primary object of analysis (Sahasrad & Ridwan, 2020). Studies that explicitly link the Malari Riots with market restructuring policies and their impact on the livelihoods of traditional market traders remain limited and have not yet been examined in an integrated manner (Baso & Arafat, 2024; Puteri, Lastri, Aditiya, Suprasman, & Rudi, 2025). Existing historical studies of Pasar Senen also tend to analyze market transformations over extended periods or from the perspective of urban development and economic modernization (Ambariyani, 2024; Fadhilah & Adhar, 2025).

Building on the existing body of scholarship, this article establishes its scholarly contribution by positioning the 1974 Malari Riots as a critical turning point in the transformation of trading life at Pasar Senen. This perspective remains underexplored, particularly in relation to the intersection between political events, market restructuring policies, and changes in the socio economic conditions of traditional market traders. The Malari Riots of 1974 (Malapetaka Lima Belas Januari) originated as a series of student demonstrations that escalated into widespread social unrest in Jakarta on 15 January. Triggered by dissatisfaction with government economic policies, the dominance of foreign capital, and growing social inequality, the protests culminated in acts of arson, looting, and the destruction of public facilities, including commercial areas (Sahasrad & Ridwan, 2020). This article focuses on examining the conditions and trading activities at Pasar Senen before, during, and after the Malari Riots of 1974, as well as analyzing the policies implemented by the Jakarta Provincial Government in restructuring and restoring the market through renovation, trader relocation, and the reorganization of distribution systems.

This article utilizes contemporary newspaper sources as primary materials to analyze the dynamics of trading activities at Pasar Senen before, during, and after the 1974 Malari Riots. It also

examines the policies implemented by the Jakarta Provincial Government in the processes of recovery and restructuring of Pasar Senen following the unrest, along with their implications for changes in trading practices. This study is expected to contribute to the development of urban social history, particularly in enhancing understanding of the relationships between political events, state policies, and the economic life of urban communities in Jakarta during the New Order period.

## RESEARCH METHOD

This study employs a historical method to examine the dynamics of trading life at Pasar Senen following the 1974 Malari Riots (Kuntowijoyo, 2003; Sayono, 2021). The research process consists of four main stages: heuristics, verification (source criticism), interpretation, and historiography, which constitute the fundamental procedures in historical research for constructing a systematic and critical reconstruction of past events (Kuntowijoyo, 2003). This method is selected because it enables the researcher to critically reconstruct historical events through the analysis of contemporary sources that directly document the dynamics of trade and policy developments (Sayono, 2021).

The primary sources for this study consist of contemporary newspapers, including *Sinar Harapan*, *Berita Buana*, *Merdeka*, and *Pelita*, obtained from the National Library of the Republic of Indonesia (Perpusnas RI). These sources are used as primary materials to reconstruct the dynamics of trade and policy responses following the 1974 Malari Riots (Kuntowijoyo, 2003). The newspapers provide reports on the conditions of Pasar Senen before and after the riots, the impact of the destruction on trading activities, and the policies implemented by the Jakarta Provincial Government concerning market renovation, restructuring, and trader relocation during the period 1974–1977. In addition, this study utilizes secondary sources, including books and journal articles, to strengthen the analysis of the 1974 Malari Riots, New Order development policies, and the socio economic dynamics of Jakarta (Sahasad & Ridwan, 2020).

Source verification is conducted through both external and internal criticism. External criticism is aimed at assessing the authenticity, credibility, and publication context of the sources, particularly contemporary newspapers. Internal criticism, meanwhile, is carried out by comparing news content across different media outlets in order to identify variations in perspective and to ensure the consistency of information (Kuntowijoyo, 2003). At the interpretation stage, this study adopts a social historical approach by situating markets and trading activities within the broader social structure of urban society, which undergoes transformation in response to political dynamics and state policies, as discussed in the literature on historical methodology (Kartodirdjo, Kuntowijoyo, & Purwanto, 2013).

The final stage of historiography is conducted by organizing the research findings into a coherent and analytical historical narrative to explain the transformation of trade structures and the livelihoods of traders at Pasar Senen following the 1974 Malari Riots (Kuntowijoyo, 2003).

## RESULT AND DISCUSSION

### Conditions and Trading Activities at Pasar Senen before the 1974 Malari Riots

Prior to the Malari Riots of 15 January 1974, Pasar Senen was one of the busiest and most strategically important commercial centers in Jakarta. The area functioned not only as a marketplace for buying and selling but also as a central distribution hub for various essential commodities across the Jakarta region. In urban historical studies, Pasar Senen is understood as an economic node that supported the livelihoods of lower and middle income urban communities while forming inter-market distribution networks throughout the city (Cahya et al., 2025; Sulistiyo et al., 2025). Contemporary newspaper reports from *Merdeka* in early January 1974 indicate that trading activities involving vegetables, fruits, and other basic necessities in the Senen area were highly intensive, operating from early morning until late at night. Even itinerant traders relied on supplies sourced from this market (“Pedagang Sayur Keliling Mengeluh,” 1974). Furthermore, the inauguration of Block III of the Senen Project in early January 1974 reflects efforts by the

government and market authorities to strengthen the role of Pasar Senen as a modern commercial center (“Peresmian Blok III Pasar Senen,” 1974).

The condition of Pasar Senen as an urban commercial center is also reflected in visual documentation from 1965. The photograph of the shopping area at Pasar Senen in Figure 1 shows the presence of permanent buildings and a relatively organized commercial layout, indicating that the area had already developed as a site of economic activity well before the 1974 Malari Riots. This visual evidence underscores the continuity of Pasar Senen’s function as a strategic economic space within Jakarta’s trade structure since the pre New Order period (Ferissa, 2018).



Figure 1. Shopping area at Pasar Senen, Central Jakarta.

Source: *Tanah Air Kita* (1965)

Trading activities at Pasar Senen operated almost continuously. During the daytime, the market was dominated by retail transactions, while at night the area served as a primary site for the loading and unloading of goods. The distribution of vegetables and fruits from Pasar Senen supported supply chains to various markets, including Manggarai, Tanah Abang, and other residential areas across Jakarta. This role is consistent with findings from studies on traditional markets in Jakarta, which position markets as integral components of an urban distribution system that has developed historically in response to the demands of urbanization (Ferissa, 2018; Nugraha et al., 2025). These conditions indicate that Pasar Senen played a crucial role in the city’s distribution network prior to the policy shift that relocated the main distribution center to the Kramat Jati Central Market (“Menengok Pasar Sayur Blok III Senen,” 1974).

Beyond its function as an economic space, Pasar Senen also served as a social arena that brought together diverse groups within urban society. Small scale traders, wholesalers, porters, itinerant vendors, and lower to middle income consumers interacted daily within this area. As noted by (Sulistiyo et al., 2025), traditional markets function not only as sites of economic exchange but also as spaces of social interaction that sustain the livelihoods of lower income communities. Complaints from itinerant vegetable traders reported in *Merdeka* indicate that the economic life of many lower income groups depended heavily on the smooth operation of trading activities at Pasar Senen (“Pedagang Sayur Keliling Mengeluh,” 1974), demonstrating that any disruption to this market would have direct consequences for the broader urban economy.

Efforts to strengthen the function of Pasar Senen as a commercial center are also evident in the construction and inauguration of Block III of the Senen Project. Reports in *Merdeka* indicate that Block III was designed to organize trading activities in a more orderly and modern manner, while accommodating traders who had previously operated in open spaces (“Peresmian Blok III Pasar Senen,” 1974). This restructuring effort reflects an early tendency in local government policies toward the modernization of traditional markets as part of broader initiatives to regulate urban space (Ningsih & Megawati, 2022). However, despite these efforts, the high density of activities and the intensity of social interactions continued to render the Pasar Senen area particularly vulnerable in situations where urban security and stability were disrupted.

### **Pasar Senen during the Malari Riots of 15 January 1974**

The Malari Riots of 15 January 1974 had an immediate and profound impact on the Pasar Senen area. Contemporary newspaper reports describe how, from late afternoon into the evening, the situation around the Senen Project deteriorated into chaos and became uncontrollable due to widespread acts of arson and destruction carried out by mass groups (“Kondisi Pasar Senen Pasca Kerusuhan Malari 15 Januari 1974.” 1974). A market that had previously functioned as a major center of economic activity thus became one of the areas most severely affected by the unrest. This condition illustrates how urban economic spaces characterized by openness and high levels of activity can become particularly vulnerable during periods of escalating political conflict at the national level, as highlighted in studies examining the relationship between political crises and the economic vulnerability of urban communities (Rustamana et al., 2024).

A report in *Berita Buana*, dated 22 Dzulhijah 1393/15 January 1974, stated that by nighttime the Senen Project had been almost entirely destroyed by fire. Hundreds of shops and buildings were damaged or destroyed, while the Toyota Astra building and two steambath facilities were also set ablaze by the crowd. In addition to the destruction of buildings, approximately 250 motor vehicles and cars were reportedly burned or vandalized within a short period, further exacerbating the scale of material losses in the area (“Proyek Senen Semalam Terbakar Habis \* Ratusan Toko/Bangunan Hancur \* Gedung Toyota Astra Dan 2 Steambath Dibakar \* Kira-Kira 250 Buah Kendaraan Bermotor Dibakar/Dirusak,” 1974). The scale of this unrest indicates that Pasar Senen was not merely an incidental site of violence, but rather a strategic economic space deeply embedded within the broader dynamics of political and urban security conditions in Jakarta at the time (Fathonah et al., 2024).

The condition of Pasar Senen after the riots is depicted in visual documentation published in contemporary newspapers. A photograph featured in *Merdeka* (Figure 2) shows rows of buildings reduced to charred ruins, along with damaged vehicles abandoned around the market area, clearly illustrating the extent of physical destruction caused by the unrest (“Foto Keadaan Pasar Senen Saat Kebakaran Akibat Demontran,” 1974; “Kondisi Pasar Senen Pasca Kerusuhan Malari 15 Januari 1974.” 1974). This visual evidence indicates that the riots not only destroyed the physical infrastructure of the market but also paralyzed trading activities that had previously supported the distribution of essential goods for Jakarta’s population. In this context, Pasar Senen can be understood as a strategic economic space that experienced structural disruption as a result of the escalation of political conflict during the 1974 Malari Riots (Fathonah et al., 2024; Rustamana et al., 2024).



Figure 2. The Senen Project after being set on fire by demonstrators.

Source: *Merdeka*, 18 January 1974

As a consequence of the events, trading activities at Pasar Senen came to an abrupt halt. Traders were unable to open their kiosks, while access to the market area was restricted due to security conditions that had not yet fully stabilized. *Berita Buana* reported that on the morning following the riots, Pasar Senen was largely deserted, with the remnants of burned structures still clearly visible throughout the area. The suspension of trading activities underscores that the Malari Riots had effects that extended beyond the immediate moment, temporarily disrupting the

economic function of the market as a space for meeting the needs of urban communities, as noted in studies on the impact of political crises on local economic spaces (Rustamana et al., 2024).

The destruction caused by the riots resulted in substantial losses for traders. *Berita Buana* reported that although some shops and vehicles had been insured, the damages incurred during the unrest were not compensated, as riot-related risks were not covered under existing insurance policies (“Walaupun Diasuransikan, Toko-Toko Proyek Senen Dan Kendaraan Yang Hancur Dan Terbakar Dalam Huru-Hara Tak Akan Dapat Ganti Rugi,” 1974). This condition highlights the limited economic protection available to small and medium scale traders in the face of socio-political crises, a pattern also identified in studies of Jakarta’s urban socio economic history during the New Order period (Saputra & Sembiring, 2025).

Among the affected groups of traders, gold merchants were among those who suffered the most significant losses, as their shops were located within the Senen Project buildings that became primary targets of the fires. Contemporary newspaper reports indicate that many gold shops were unable to secure their merchandise during the unrest (“300 Pedagang Emas Pasar Senen Rugi Rp. 3 Milyar,” 1974; “60 Buah Toko Emas Proyek Senen Ludes ‘Kerugian Milyaran Rupiah,’” 1974). The substantial losses incurred by gold traders illustrate how the concentration of high-value commercial activities within a single physical space can increase economic vulnerability in the event of security disruptions (Suswandari, 2019).

From a socio economic historical perspective, the Malari Riots at Pasar Senen demonstrate that urban economic spaces are highly vulnerable to political and security crises. This finding reinforces the view that national political events can generate tangible socio economic consequences at the local level, particularly within traditional economic spaces that sustain the livelihoods of urban communities (Fathonah et al., 2024).

### **The Impact of the Riots on Trading Life at Pasar Senen**

The impact of the Malari Riots on trading life at Pasar Senen became clearly evident following the cessation of market activities. The suspension of buying and selling transactions caused many traders to lose their daily sources of income, particularly small scale traders who lacked sufficient capital reserves to endure emergency conditions. Although the overall security situation in Jakarta was gradually reported to be improving, economic life at Pasar Senen was unable to return to normal within a short period (“Kegiatan Ekonomi Berangsur Pulih,” 1974; “Setelah 2 Hari Dilanda Huru-Hara Kemarin Situasi Ibukota Telah Normal Kembali,” 1974). This condition indicates that the restoration of security does not necessarily coincide with economic recovery, particularly in traditional market spaces that are highly dependent on social stability and public trust (Rustamana et al., 2024).

The losses incurred by traders included the destruction of merchandise, business capital, and trading facilities. The absence of compensation mechanisms for damages caused by the riots forced traders to bear these economic burdens independently, thereby delaying their ability to resume trading activities (“Walaupun Diasuransikan, Toko-Toko Proyek Senen Dan Kendaraan Yang Hancur Dan Terbakar Dalam Huru-Hara Tak Akan Dapat Ganti Rugi,” 1974). Under these conditions, many traders found themselves in a vulnerable economic position and dependent on the clarity of government recovery policies. This situation reflects the weakness of structural protections for small scale traders in the face of socio political crises (Saputra & Sembiring, 2025).

Gold traders experienced particularly severe economic impacts. *Sinar Harapan* reported that approximately 300 gold traders at Pasar Senen suffered losses amounting to Rp 3 billion, while *Merdeka* noted that at least 60 gold shops in the Senen Project were completely destroyed by fire, with losses reaching billions of rupiah (“300 Pedagang Emas Pasar Senen Rugi Rp. 3 Milyar,” 1974; “60 Buah Toko Emas Proyek Senen Ludes ‘Kerugian Milyaran Rupiah,’” 1974). The magnitude of these losses demonstrates that the concentration of high value commercial activities within a single area can significantly increase economic vulnerability in the event of security disruptions (Suswandari, 2019).

In addition to the loss of capital, traders faced uncertainty regarding access to trading space. The process of market repair and restructuring required traders to await the allocation of kiosks, leaving many unable to resume trading activities despite improvements in security conditions (“Proyek Senen Blok 3 Sudah Bisa Dipakai Berdagang,” 1974; “Proyek Senen Dimulai Tahap Pertama Perbaikannya,” 1974). This uncertainty surrounding business space indicates that post riot recovery was not solely economic in nature but was also closely linked to government policies on the governance and organization of market space (Fathonah et al., 2024).

The recovery of trading activities at Pasar Senen proceeded gradually and unevenly. Reports in *Merdeka* indicate that although Block III had resumed operation, consumer interest remained relatively low due to perceptions that prices were higher than before the riots (“(Menengok Pasar Sayur Blok III Senen) Orang Masih Enggan Dan Menyangka Harga Tinggi,” 1974). This suggests that the physical restoration of the market was not automatically accompanied by the recovery of consumer confidence, which is a crucial element in the sustainability of urban trade (Rustamana et al., 2024).

The impact of the riots also extended to the distribution system of essential goods in Jakarta. Disruptions to Pasar Senen as a key distribution node led to delays in supply and increases in the prices of vegetables and fruits across various markets in Jakarta, further burdening small scale traders and urban consumers (“Monopoli Angkutan Sayur Sayuran, Sebabkan Kenaikan Harga,” 1974; “Naiknya Harga Sayur Karena Harga Transpor Tinggi,” 1974). This situation underscores the strategic role of Pasar Senen within the city’s food distribution network and highlights the broader consequences that arise when such a critical node is disrupted (Fathonah et al., 2024).

Thus, the Malari Riots generated prolonged socio economic impacts on trading life at Pasar Senen. The event demonstrates that political and security disruptions can sever the livelihoods of small scale traders and reshape patterns of urban trade in the medium term, even after security conditions are officially restored. Pasar Senen therefore serves as a case illustrating how a national political crisis can produce tangible consequences for the economic life of urban communities at the local level (Fathonah et al., 2024).

### **Jakarta Provincial Government Policies in the Restructuring and Recovery of Pasar Senen after the 1974 Malari Riots**

In the aftermath of the 1974 Malari Riots, the Jakarta Provincial Government implemented strategic policies aimed at restructuring Pasar Senen and reorganizing the urban trading system. These measures were intended not only to restore the physical function of the market but also to transform the management and distribution patterns of trade that had previously been concentrated in Pasar Senen (“Pasar Senen Sebagai Ruang Interaksi Perdagangan Dan Pusat Distribusi Kota,” 1974). These post Malari policies marked the beginning of a fundamental shift in the structure of Jakarta’s urban trade and in traders’ access to formal economic spaces (Fathonah et al., 2024).

One of the primary policies involved the reconstruction and redevelopment of the Senen Project. The cost of repairs was estimated to be equivalent to the initial construction cost, and the government aimed to complete the renovation within a few months (“Biaya Perbaikan Proyek Senen Sama Dengan Pembangunannya,” 1974). Under this policy framework, former traders were given the opportunity to resume their activities at Pasar Senen within a more orderly and regulated kiosk system. This approach aligns with broader trends in the modernization of traditional markets, which emphasize spatial organization, efficiency, and administrative control (Ningsih & Megawati, 2022).

On the other hand, the Jakarta Provincial Government reorganized the distribution system for food commodities by transferring the primary distribution function to the Kramat Jati Central Market. As of 3 February 1974, all loading and unloading activities for vegetables and fruits were centralized at this facility, while older markets, including Pasar Senen, no longer performed distribution functions (“Pedagang Sayur & Buah-Buahan Di Pusatkan Di Kramat Jati,” 1974). The relocation of traders from Pasar Senen, Manggarai, Tanah Abang, and Glodok to the central market

aimed to establish a more organized distribution system (“Pasar Induk Sayur & Buah-Buahan, Pedagangnya Yang Berasal Dari Berbagai Pasar Di Jakarta,” 1974).

This policy of centralized distribution is reflected in visual documentation of the Kramat Jati Central Market for vegetables and fruits published in *Sinar Harapan*. Figure 3 illustrates the readiness of the newly completed central market to accommodate approximately 2,000 traders relocated from Pasar Senen, Manggarai, Tanah Abang, and Glodok, following the removal of distribution functions from these markets. This documentation underscores that post Malari policies were directed toward restructuring the urban trading system through the centralization of distribution under government control (“Pasar Induk Sayur & Buah-Buahan, Pedagangnya Yang Berasal Dari Berbagai Pasar Di Jakarta,” 1974).



Figure 3. Central Market for Vegetables and Fruits.

Source: *Sinar Harapan*, 22 January 1974

However, the relocation policy was not fully adopted by all traders. Only around 40% were able to meet the economic requirements necessary to move to the Kramat Jati Central Market, primarily due to the high cost of kiosks and mandatory payment obligations at the new site (“Hanya 40% Yang Mampu Pindah Kepasar Kramat Jati,” 1974). This indicates that the new distribution policy indirectly restricted small scale traders access to formal trading spaces, thereby reinforcing inequalities within the urban market system (Saputra & Sembiring, 2025).

The Jakarta Provincial Government also implemented a centralized system for the transportation of vegetables and fruits through PD Pasar Jaya. Traders were required to use designated transport fleets, effectively creating a monopolistic distribution system. As a result, traders had no alternative distribution channels beyond the official transport services, while transportation costs increased (“Monopoli Angkutan Sayur Sayuran, Sebabkan Kenaikan Harga,” 1974). This policy demonstrates that the restructuring of traditional markets extended beyond physical reorganization to also reshape the cost structure and logistics of trade (Fathonah et al., 2024).

The reorganization of commercial space also had significant implications for the pricing of market stalls and kiosks. The cost of stalls and kiosks in Block III of the Senen Project increased substantially compared to previous levels, reaching hundreds of thousands of rupiah for strategically located spaces (“Menengok Pasar Sayur Blok III Senen,” 1974). Not all traders were able to secure formal kiosks, leading to the emergence of alternative practices such as the use of market corridors and daily rental systems as survival strategies. This condition reflects the adaptive responses of small scale traders to market modernization policies that constrained their economic access (Fathonah et al., 2024).

The restructuring of Pasar Senen continued into 1977, when the government initiated the demolition and redevelopment of the 6.8-hectare Segitiga Senen area as a subsequent phase of the Senen Project. This process involved the demolition of old buildings, road widening, and plans for the construction of an integrated commercial complex (“Areal Segitiga Senen Di Bongkar Dan Diremajakan,” 1977). This program formed part of the government’s medium term policy to reshape

the commercial landscape of Jakarta and to reinforce a modernization-oriented approach to traditional markets, integrating physical development with the regulation of traders economic activities (Ningsih & Megawati, 2022).

Overall, the post Malari 1974 policies of the Jakarta Provincial Government reveal a fundamental transformation in the management of Pasar Senen and the broader urban trading system. The recovery process not only rebuilt the market physically but also reconfigured its functions, structure, and traders access to economic space. This transformation generated new socio economic dynamics for traders while underscoring the close relationship between state policy, the modernization of traditional markets, and the sustainability of urban trade (Fathonah et al., 2024; Ningsih & Megawati, 2022).

## CONCLUSION

Prior to the Malari Riots of 15 January 1974, Pasar Senen occupied a crucial position within Jakarta's trading system as a central distribution hub that supported traders' economic activities and the supply of essential goods for the city. The Malari Riots marked a turning point that not only caused extensive physical destruction to the market but also disrupted the continuity of trading activities and destabilized the socio economic order that had developed in the area. The loss of kiosks, merchandise, and business capital directly affected the sustainability of traders' livelihoods, particularly among small scale traders who were highly dependent on the stability of market activities. The post riot recovery process demonstrates that the restoration of Pasar Senen did not fully return it to its pre Malari condition. The policies implemented by the Jakarta Provincial Government encompassing market reconstruction, trader relocation, and the transfer of the primary food distribution center to the Kramat Jati Central Market reflect a shift in the state's approach to organizing urban trade. These policies were not limited to physical recovery but also restructured the management and distribution systems of trade in Jakarta. In practice, these restructuring measures altered the role of Pasar Senen within the city's distribution network and introduced a more centralized model of trade management. This transformation generated economic consequences, including increased cost burdens and restricted access for small scale traders to formal trading spaces. From a socio economic historical perspective, post Malari Pasar Senen represents a transformation of commercial space from a relatively open system toward a more structured order, while also illustrating the dynamic relationship between state policy and the economic life of traditional market traders.

## REFERENCES

- Ambariyani. (2024). Dampak Strategi Pasar Modern terhadap Pedagang Tradisional di Kota Metro. *Bulletin of Community Engagement*, 4(1), 456–461.
- Areal segitiga Senen di bongkar dan diremajakan. (1977). *Berita Buana*.
- Baso, S., & Arafat. (2024). Implementasi Kebijakan Penataan Pasar Tradisional di Kabupaten Kolaka Timur. *Arus Jurnal Sosial Dan Humaniora (AJSH)*, 4(2), 809–818.
- Biaya Perbaikan Proyek Senen Sama Dengan Pembangunannya. (1974, January). *Sinar Harapan*.
- Cahya, S. B., Waspodo Tjipto Subroto, & Norida Canda Sakti. (2025). The Role of Traditional Markets in Improving the Economy of the Community in Indonesia. *International Journal of Economics, Commerce, and Management*, 2(1), 386–396. <https://doi.org/10.62951/ijecm.v2i1.432>
- Candiwidoro, R. R. (2017). Menuju Masyarakat Urban: Sejarah Pendatang di Kota Jakarta Pasca Kemerdekaan (1949-1970). *Jurnal Pemikiran Sosiologi*, 4.
- Fadhilah, A. S., & Adhar, K. (2025). Analisis Dampak Revitalisasi Pasar Senaken terhadap Pedagang dan Pengunjung Berdasarkan Aspek-Aspek Revitalisasi. *Compact: Spatial Development Journal*, 04(01), 19–30.
- Fathonah, A. D., Sutiyah, & Yuniyanto, T. (2024). Peristiwa Malari dan Dampaknya terhadap

- Gerakan Mahasiswa Indonesia (1974-1998). *Candi: Jurnal Pendidikan Dan Penelitian Sejarah*, 24(1), 1-11.
- Ferissa, A. (2018). Pasar Senen : Reorganisasi Pasar Tahun 1966 - 1993. *Historia Madania*, 2, 86-100. <https://doi.org/10.15575/hm.v2i1.9672>
- Foto keadaan Pasar Senen saat kebakaran akibat demonstran. (1974). *Merdeka*.
- Hanya 40% yang mampu pindah kepasar Kramat Jati. (1974, February). *Berita Buana*.
- Kartodirdjo, S., Kuntowijoyo, & Purwanto, B. (2013). *Sejarah Sosial Konseptualisasi, Model, dan Tantangannya* (1st ed.). Yogyakarta: Ombak.
- Kegiatan Ekonomi Berangsur Pulih. (1974, January). *Sinar Harapan*.
- Kondisi Pasar Senen pasca Kerusuhan Malari 15 Januari 1974. (1974). *Berita Buana*.
- Kuntowijoyo. (2003). *Metodologi Sejarah* (Kedua). Yogyakarta: Tiara Wacana.
- Maria, O., Panjaitan, M., Milanie, F., Riah, R., & Tarigan, A. (2025). Strategic Location of Traditional Markets in Medan City (A Spatial and Economic Approach). *International Journal of Mechanical, Electrical and Civil Engineering*, 2(4), 107-124.
- Martiny, M., & Sumidartiny, A. N. (2024). Penataan Kawasan Pasar Senen Sebagai Wujud Marketing Destination Kota Jakarta Oleh Perumda Pasar Jaya Tahun 2024. *JAMBIS: JURNAL Administrasi Bisnis*, 4(6), 513-521. <https://doi.org/10.31334/jambis.v4i6.4592>
- Menengok pasar sayur Blok III Senen. (1974). *Merdeka*.
- (Menengok Pasar Sayur Blok III Senen) Orang masih enggan dan menyangka harga tinggi. (1974, February). *Merdeka*.
- 300 Pedagang Emas Pasar Senen Rugi Rp. 3 Milyar. (1974, January). *Sinar Harapan*.
- 60 Buah Toko Emas Proyek Senen Ludes "Kerugian Milyaran Rupiah." (1974, January). *Merdeka*.
- Migusti, S. B. (2025). Dampak Relokasi Pasar Tradisional Terhadap Pendapatan Pedagang Pasar Bandungan Kabupaten Semarang. *ULIL ALBAB: Jurnal Ilmiah Multi Disiplin*, 4(10), 2475-2487.
- Monopoli angkutan sayur sayuran, sebabkan kenaikan harga. (1974, February). *Berita Buana*.
- Naiknya Harga Sayur Karena Harga Transpor Tinggi. (1974, February). *Sinar Harapan*.
- Ningsih, R., & Megawati, S. (2022). Analisis Implementasi Kebijakan Relokasi Pedagang Pelataran di Pasar Tradisional Semampir Kabupaten Probolinggo. *Publika*, 10(4), 1053-1064.
- Nugraha, B. S., Saputra, A. D., & Pradini, P. S. (2025). Evaluasi Tata Ruang Kawasan Pasar Senen Berdasarkan Prinsip Perancangan Kota Shirvani. *Jurnal Pendidikan Tambusai*, 9(2), 25314-25316. <https://doi.org/10.31004/jptam.v9i2.30786>
- Pasar Induk Sayur & Buah-buahan, pedagangnya yang berasal dari berbagai pasar di Jakarta. (1974). *Sinar Harapan*.
- Pasar Senen sebagai ruang interaksi perdagangan dan pusat distribusi kota. (1974). *Sinar Harapan*.
- Pedagang Sayur & Buah-buahan di pusatkan di Kramat Jati. (1974). *Sinar Harapan*.
- Pedagang sayur keliling mengeluh. (1974, January). *Merdeka*.
- Peresmian Blok III Pasar Senen. (1974, January). *Merdeka*.
- Proyek Senen Blok 3 Sudah Bisa Dipakai Berdagang. (1974, February). *Sinar Harapan*.
- Proyek Senen dimulai tahap pertama perbaikannya. (1974, January). *Berita Buana*.
- Proyek Senen Semalam terbakar habis \* Ratusan toko/bangunan hancur \* Gedung Toyota Astra dan 2 steambath dibakar \* Kira-kira 250 buah kendaraan bermotor dibakar/dirusak. (1974,

- January). *Berita Buana*, pp. 1 & 8.
- Puteri, J., Lastri, N., Aditiya, V., Suprasman, & Rudi, H. (2025). Implementation of Traditional Market Regulation Policies in Improving the Welfare of Small Traders. *Journal Of The American Institute*, 2(9), 1292–1300.
- Rustamana, A., Antarik, M. J. F., & Liana, H. (2024). Pengaruh Peristiwa Malari 1974 Terhadap Kemunduran Pers Mahasiswa. *Dewaruci: Jurnal Sejarah Dan Pengajarannya e-ISSN*, 2(2).
- Sahasrad, H., & Ridwan, M. (2020). The Malari 1974 , Press and the Soeharto ' s New Order : A Historical Reflection on Student Movement in the Authoritarian Era. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 3(4), 2796–2806. <https://doi.org/10.33258/birci.v3i4.1289>
- Saputra, M. I., & Sembiring, R. (2025). The Impact of Traditional Market Relocation on Traders ' Income ( Case Study at Kampung Lalang Market ). *Li Falah-Jurnal Studi Ekonomi Dan Bisnis Islam*, 10(1), 70–84.
- Sayono, J. (2021). Langkah-Langkah Heuristik Dalam Metode Sejarah di Era Digital. *Sejarah Dan Budaya: Jurnal Sejarah, Budaya, Dan Pengajarannya*, 15(2), 369–376. <https://doi.org/10.17977/umo21v15i22021p369>
- Setelah 2 hari dilanda huru-hara Kemarin situasi Ibukota telah normal kembali. (1974, January). *Berita Buana*.
- Sulistiyo, T. D., Gantina, D., Haryono, J., Rachmatullah, A., & Khrisna, M. (2025). Keberadaan Pasar Tradisional di Jakarta Sebagai Destinasi Wisata. *Jurnal Ilmiah Pariwisata*, 30(1), 66–84. <https://doi.org/10.30647/jip.v30i1.1879>
- Suswandari. (2019). Potensi Konflik Etnis Pasar Induk Kramat Jati (Kajian Sosial di Pasar Induk Kramat Jati, Jakarta Timur). *Chronologia: Journal of History Education*, 1(1), 41–50.
- Walaupun diasuransikan, Toko-Toko proyek Senen dan kendaraan yang hancur dan terbakar dalam huru-hara tak akan dapat ganti rugi. (1974, January). *Berita Buana*.