

## **Child Friendly Markets as A Means of Public Learning Space For Children Case Study at Kowen Market, Sidokarto, Godean, Sleman, DIY**

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### **Abstract**

The child-friendly market is one of the programs that has begun to be developed in several markets in Indonesia. This program was designed to meet the needs of a safe, comfortable, and accessible environment for families, where children can play, learn, and interact with others while their caregivers carry out buying and selling activities. Child-friendly market is one of some agenda that support Sleman regency to withstand as a Child Friendly City and as a market that located in Sleman regency, Kowen market have the amenability to construct its environment as a child friendly market. Therefore, the aim of this study is to provide material for consideration for policy makers, in this case the management of Kalurahan Sidokarto in the discourse on establishing a child-friendly market at Pasar Kowen. This study is conducted with qualitative method that will be developed in an analytical descriptive manner. Researchers collected data through field research and literature research by applying a sociological approach to produce accurate data.

**Keywords:** market, public space, child friendly infrastructure, education, child development

### **INTRODUCTION**

Kowen Market, which is located in Kalurahan Sidokarto, Kapanewon Godean, Sleman Regency, Daerah Istimewa Yogyakarta, is one of the community's economic centers that was established in 2017. This market has become busier since the poultry and klithikan (Flea Market) market traders who used to sell on the side of the road in front of Godean Market moved to the Pasar Kowen Sidokarto area in 2019. The busiest day come once every five days that is at Pon (a day name in javanese calendar system), because this market becomes a destination for the local community and visitor from outside Sidokarto to hunt for various kinds of necessities or just visiting.

The growth of the Kowen market shows the adaptation efforts of the merchants there. The merchants are required to be able to compete and adapt to the times with an ever-growing market share and strive to be on par or at least not left behind by modern markets which are growing rapidly. Thus, traditional market innovation is an agenda that continues to be carried out to this day. One of these innovations is the "Eco-Market", which is an environmentally friendly and child-friendly market as a means of education in a friendly environment. At the child-friendly market the children can learn that Markets are places where people come together to buy and sell goods and services. They are also places where people can learn about the economy, business, and entrepreneurship.

As child-friendly programs begun to implement in many facilities in Indonesia, and Sleman Regency has been awarded as Kabupaten layak anak kategori utama (Child friendly regency, prime category) (Antara, 2022). There is a need to explore child-friendly market concepts. particularly the one that can be applicable to the Kowen market. The concept that can be developed includes the management, layout, facility, and the community itself. At the end, the aim of this study is to serve a child friendly market model that can be a consideration material for Sidokarto Governments in the discourse on establishing a child-friendly market at Pasar Kowen in the future.

Discussion about child friendly markets is still hard to find in local references. The closest reference to a child-friendly market is a kid's market or farmer market which is sometimes held temporarily as an additional activity at schools or at several carnivals (Nasution et al., 2023). But in general, the concept of child-friendly market development can be based on the concept of child-friendly public spaces.

The child-friendly market concept that will be developed at the Kowen Sidokarto market refers to PERATURAN BUPATI SLEMAN NOMOR 12 TAHUN 2018 or Sleman Regency Regulation No. 12 about child friendly district. According to these regulations, child-friendly districts are districts that have a development system

based on children's rights through integrating commitments and resources from the government, the community and the business world that are planned in a comprehensive and sustainable manner in policies, programs, and activities to ensure the fulfilment of children's rights. The rights of the child that meant in that regulation including the fulfilment of 4 aspects of child development that is:

- a. emotional development
- b. social development
- c. cognitive development, and
- d. physical development

The efforts to fulfil the right to grow are certainly not easy. Research on RPTRA Bahari, which is a pilot project for child-friendly open public spaces in South Jakarta, found that RPTRA has various functions enclosed by educational functions. Children's rights are fulfilled by the characteristics of public spaces in the form of parks, playgrounds, and growth and development centres which are the center of social activities (Hernowo & Navastara, 2017). (Rahmiati & Prihastomo, 2018) identify the application of the RPTRA concept to the Kambang Iwak park according to the criteria of the PPPA ministry that is accessibility, affordable, have an adequate human resource, decent infrastructure with endorsement of comfortable physical and social environment. Finally, the process of establishing a playground can follow the criteria and indicators of children's playground design are safety, health, comfort, convenience, security, and aesthetic. While the components that need to be arranged in the design control of children playground are location, layout, game equipment's, construction, and materials (Baskara, 2011)

## **METHOD**

This research is a type of research with qualitative methods with the aim of finding out information or data as deep as possible regarding the object under study. While the nature of this research is descriptive with the objective of providing a complete, informative, and exploratory picture of the research problem. Data and information were collected through the observation stage and then compared the results with previous studies through a systematic literature review. The results of the study were analysed and interpreted to obtain a descriptive presentation of the concept of a child-friendly market which is ready to be implemented, especially at Pasar Kowen Sidokarto.

## **RESULT AND DISCUSSION**

### **Condition of Public Facilities for Children.**

Ratification of UN Convention on the Right of the Child by the government of Indonesia giving them the consequences to carry out all the rules set out in the Convention (Nurusshobah, 2019). The Children rights that mention in the convention include:

1. equal treatment regardless of their identity, race, religion etc.
2. right to live with their family
3. right to be alive and deserve the best possible health care, nutritious food, clothing, clean water, electricity, and safe housing.
4. protection from harm
5. registered and have identity.
6. the right to have an education.
7. the right to speak, express and share what they learn, think, and feel.
8. access to information
9. protection to their privacy
10. the right to engage in cultural and creative activities.
11. the right to receive reparation and rehabilitation.
12. Governments should prioritize child rights when considering any major policy.

There are still many public facilities that are not child friendly. Some of the earlier facilities have not been maintained properly, and the others have not been adapted to fulfil the rights of children. For this reason, some rehabilitation and improvements are needed to make them enable to accommodate the needs of children so that they can experience the public facilities as the adult does.

The Sleman Regency has tried to create a child-friendly environment in its area. From the data released on 30th July 2021 it is known that there are 86 child friendly villages, 17 child friendly Kapanewonan, 4 child friendly Hospitals, 25 child friendly health centers, 913 child friendly schools, 19 child friendly mosque, 25 friendly Islamic boarding schools and 2 child friendly churches (Humas Pemda Sleman, 2021). This effort invert Sleman regency as Kabupaten layak anak kategori utama (Child friendly regency, prime category) (Antara, 2022).

The improvement of public facilities at Sleman Regency can be used as an asset to promote the other public facilities like shopping centres or market to more child friendly. Observations at markets in DIY show that this child-

friendly program has not yet touched these facilities. As we know, the market is the most frequented place to shop and fulfil people's needs. Parents who shop and sellers who have children share this problem. The visitor certainly wants to shop in peace without being haunted by anxiety for the safety of their children. The same thing is felt by the seller who brings their children to the market. This makes the realization of a child-friendly market an urgent matter.

### **Child Friendly Public Space**

Globalization brings a significant reconstruction to the behaviour patterns of today's society. Changes in various aspects of life bring consequences in people's lives. The need for the quality of child growth and development is one thing that is often overlooked. This problem makes children vulnerable to various problems, such as physical and psychological health problems, educational problems, and even criminality. Thus, the development of cities that are suitable and safe for children has become a centre of attention for the world community, including the Indonesian government.

UNICEF state that children of today are leaders of tomorrow. Thus, the policies and the programs from government should properly support the quality of child development. In this regard, the government launched a program called Child Friendly City (Kabupaten/Kota Layak Anak, KLA). Child-friendly cities are one of the efforts of the government, the community, and the private sector in fulfilling children's rights which is the part of the balance of the ecosystem. Therefore, this program must be carefully planned, bearing in mind that there are no regions in Indonesia that apply the concept of Child Friendly City (Hernowo & Navastara, 2017).

Ministerial Regulation of PPPA (Women's Empowerment and Child Protection) Republic of Indonesia No. 11 of 2011 concerning Child-Friendly District/City Development Policies is one manifestation of the Indonesian government's attention to facing problems that are spreading in society. This mandate is a guide and guideline for city and district governments to formulate a development strategy so that children really get good attention in the public sphere. Not to get the title only.

Of the various things to realize KLA, one of the focuses that is emphasized the programs through the provision of Child-Friendly Integrated Public Spaces (RPTRA) or what is more commonly referred to as child-friendly parks in various public facilities as well as in residential areas. RPTRA is a Green Open Space (RTH) in the form of a garden conceptualized with a modern design that is friendly and appropriate for children's development. Child-Friendly Integrated Public Spaces or RPTRAs are open spaces that combine community activities and activities by implementing the 10 Main Programs for Empowerment and Family Welfare (10 Program Pokok PKK) with the Child-Friendly Cities Program. The 10 PKK Main Programs include 1) Understanding and Practicing Pancasila, 2) Community self-help, 3) Food, 4) Clothing, 5) Housing and Household Management, 6) Education and Skills, 7) Health, 8) Development of Cooperative Life, 9) Environmental Sustainability, and 10) Sanitation Planning.

In order to support the 10 programs above, RPTRA at least pays attention to and is equipped with various kinds of supporting infrastructure such as shelters (huts, gazebos, etc.), sports facilities, educational game facilities (both cognitive and motor), toilets, courts, and so on (Rahmiati & Prihastomo, 2018). This Child-Friendly Integrated Public Space is intended as a public open space for children, as a means of educational games spot that support children's growth and development, to support the freedom of the child to express their feeling, and as a place for held social activities of the local community as well as a green open space.

Regulation of the state minister for Women's Empowerment and Child Protection No. 12 of 2011 Concerning Child-Friendly District/City Indicators) state that "a child is someone who is not yet 18 (eighteen) years old, including children who are still in the womb". As one of the most crucial stages in human development, the childhood phase is an important thing to pay attention to in detail. The child's growth stage is categorized into two characteristics, namely quantitative and qualitative. Quantitative properties are closely related to physical elements, such as weight and height. Qualitative development relates to the child's ability to carry out daily activities, such as motor skills, cognitive skills, emotional management, and others. These two characteristics of development can be processed through activities both indoors and outdoors. Outdoor activities are an alternative that is no less important for physical, cognitive, social, psychological, and spiritual development (Besari B, 2018). Thus, the procurement of RPTRA is one of the solutions that should be realized in all public facilities in Indonesia. The above discourse is in accordance with the rights that children must obtain which was state by UNICEF, including 1) Walking in safe ground and playing with friends, 2) have the access to green spaces with animals and vegetation there, and 3) live in free pollution environments.

Public open space is a crucial element in urban spatial planning, especially its existence in areas with dense activity. There are three functions of open public space. First, the ecological function is to enhance the ecosystem balance. Second, the architectural function with the aim of creating beautiful urban aesthetics as well as the social function that aims to accommodate the social interaction of the local community. In order to bridge these social

functions, public open spaces should fulfil characteristics that are responsive (designed and regulated to serve various needs from the use of basic needs), democratic (can be used by all elements of society without social classes) and meaningful (contributing to that can be felt and reached by people with various conditions) (Besari B, 2018).

The social function that exists in public spaces should be utilized to support the growth and development of children around their area. They need a save playground but still easy to access for the kids. Therefore, attention and support from regional stakeholders and related agencies are needed to build public spaces that comply with these standards.

### Pasar Kowen in a Glance

Kowen Market in Sidokarto Village is in the eastern part of the Godean District area, Sleman Regency, DI Yogyakarta. According to the sidokarto village website, the Sidokarto area itself is surrounded by several villages, that is Margoluwih in northern area and Sidomulyo and Sidoarum in the east. Meanwhile, in the southern part of Sidokarto Village, it is neighbored by Balecatur Village, and Sidomulyo and Sidoluhur Village to the west. Sidokarto Village consists of 14 padukuhan and most of the residence of this padukuhan turn the wheels of their economy through activities at the Kowen Market.

Kowen market was built on 6000 m<sup>2</sup> area since 2017. When it was built, this market was a traditional market which is held every Pon or once in Javanese market day cycle (in Javanese calendar we know legi, pahing, pon, wage, and kliwon). The poultry seller and klithikan (spare part and used thing) merchant relocated to this market since 30 October 2019 and made the market condition livelier. Since then, the Kowen market has become more well-known as the Klithikan market under the management of BUMDES (Badan Usaha Milik Desa) Sidokarto Village. Until now there are more than 500 merchants selling at Kowen Market, the merchant fills the stall and store which have been grouped according to the type of merchandise. Kowen Market consists of traders such as traders of used goods, clothes, household furniture, various kinds of poultry, plants, and even antiques that are rarely found in other markets.

Traders at Kowen market gather in several associations to coordinate with each other and share information about activities in the market. In the Kowen market, associations are established based on profession with the same type of merchandise or stalls and store locations. The function of the association at Kowen Market is to accommodate all the aspirations of all traders. This means that the association is a bridge of communication between traders and market managers. According to Mr. Gito that is one of the market managers, the existence of traders' associations facilitating the market managers to organize and supervise the seller effectively.

After some construction, Kowen market still have some area that vacant and have opportunity to set up for various functions, including supporting the convenience of the kids who visit there. The location of the vacant area can be seen in Image 1 that shows sketch of pasar Kowen as recorded in July 2022.

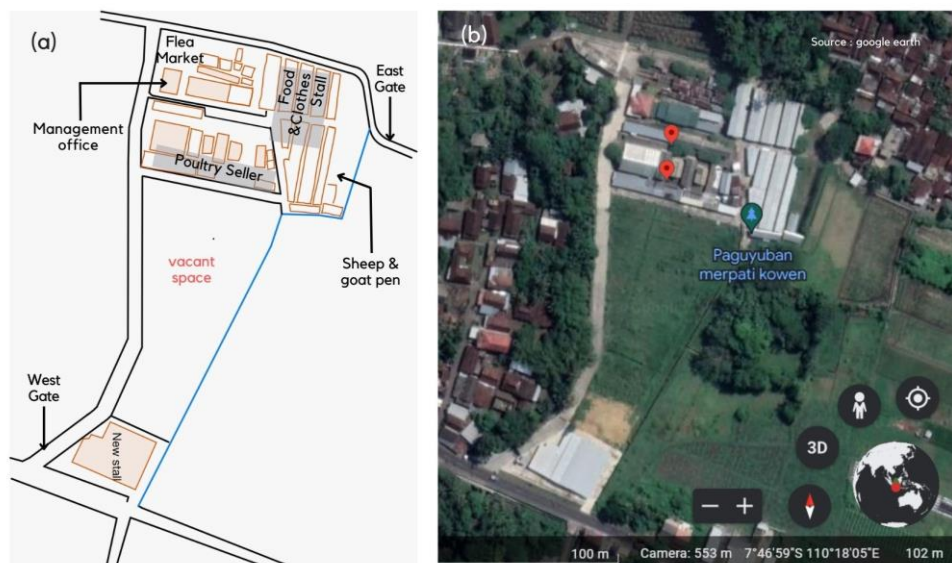


Figure 1 Area of Pasar Kowen both in sketch (a) and aerial view (b)

### Pasar Kowen Sidokarto as Child Friendly Market

Regarding the demographic condition of traders in the Kowen market, special attention is required to facilitate the merchant children who often go along with their parents to the market. Therefore, the concept of child-friendly markets needs to be taken into consideration when planning market facilities and infrastructure.

One facility that can be provided is day care or child education centre. The day care facility is a separated room or can be the part of the building designated specifically for playing and studying safely and comfortably. Ideally, the area of the facility is 3 m<sup>2</sup> for each child.

Day cares that are built must pay attention to predetermined design criteria so that learning and playing activities are more effective. The design criteria that mention before that is: a) proper natural lighting, b) good air circulation, c) have a clean access with save and good quality material, d) the door opens to the outside of the building, e) have a proper interior and facilities design namely: tables and chairs for students and educators, blackboards, sticky boards, cupboards, bookshelves or cabinets and lockers to ensure the safety of the kids, f) Have facilities for washing hands and feet at the front of the class, g) Not slippery floor, h) have a proper lighting with good intensity and equipped with least two power outlets.

If providing day care is found too difficult, another infrastructure that can be provided is a playground for the kids. We can adapt the standard from RPTRA standard that mentioned before both for comfort and safety standards. The choice of playground equipment can be customized according to the nature of the local kids. Common games like slides, swings, and seesaw can be put at the playground along with the other game that have some other purposes.

Sanitation facilities that accommodate the kids also need to be provided. The ideal and good height for a sink for use by children aged 2-3 years is 43 cm so that children with low hip height can wash or use the tub properly and comfortably (Siaul et al., 2018). The presence of sinks is really needed, especially during this pandemic, which must always maintain the health protocols.

The next facility that is crucial is the toilet. Actually, Kowen market has toilets, but the number of the chamber not enough and not accommodate the needs of the young yet. The standard of toilet space according to the ministry of culture and tourism are the length is 80-90 cm and the wide is 150-160 cm with 220-240 cm high. For urinals, they set the standard distance between urinals as 70-80 cm and the height are 40-45 cm. To ensure the cleanliness and the health of the toilet, it need adequate air circulation & ventilation system, floors that clean and does not retain water all time and have waterproof door with inwards opening (ASEAN Secretariat, 2016).

Closed and separated trash bins are needed to maintain environmental sanitation and for educational purposes. For educational purposes, it is hoped waste separation can be a habitual action that continues to be carried out until they grow up.

For younger children we can provide a special room to carry out lactation activities. The standard size of lactation room is 3x4 m with a door that is easy to close and open. The lactation room should have a floor that has been paved with either cement or tile and has adequate ventilation. Build in a quiet environment and have a distance from the danger also equipped with a sink with running water.



**Figure 2 Illustration of sanitation facility for children  
(a) Sink, (b) Family Toilet**

Apart from preparing infrastructure that accommodates children's needs, the market environment also needs to be transformed to be more child friendly. Exposure to the cigarette smokes, unclean environment, and the security of

the kids itself are the things that make people reluctant to bring their children to the market. It needs regulation support from the market manager to provide safe and comfortable space for the kids in the market. As well as support the budgeting for development and maintenance of TPA, playground and the sanitation facility.

Recruitment of educators and educational staff in day care needs to have special standards and priority is given to those with experience. In addition, management and financing are very crucial in the running of an institution. Regarding the plan to create a child-friendly market, everything is delegated to the market manager as a stakeholder who will work together with the TPA manager (Lisma and Nurhayati, 2022).

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### **CONCLUSION**

As a Child-Friendly Regency, Sleman Regency offers several programs such as the establishment of child-friendly public facilities, including Child-Friendly Villages (KRA), Child-Friendly Schools (SRA), child-friendly places of worship, child-friendly hospitals, and other public facilities that are currently started to spread to the village area. In addition to public facilities, Yogyakarta's Child Friendly City title is also supported by the existence of institutions dealing with children's rights, the existence of a Task Force Ready to Move Against Violence and integrating children's programs in various fields from the central level to the smallest scope. However, from several observations to several markets there are still very few markets that are suitable for children, and Pasar Kowen Sidokarto is not one of them. As one of the economic centres of the people of Sidokarto Village and its surroundings, Kowen Market requires child-friendly infrastructure so that it can facilitate economic actors in Kowen Market and its surroundings to be able to carry out market activities efficiently.

Considering the demographics of Pasar Kowen Sidokarto, it is necessary to have a market concept that is friendly to children. To support the achievement of a child friendly market, there are many things that need to be considered so that they comply with the applicable terms and standards, including infrastructure including child-friendly daycare sites (TPA) or playground. In addition, it is also important to pay attention to the elements in it, such as the facilities that must exist in a child-friendly market, namely the right regulation, adequate building, and facilities, as well as professional students and educators. Based on the analysis above, it is hoped that this study can become material for consideration for the Sidokarto Village in the discourse on establishing a child-friendly market at Pasar Kowen in the future. In addition, it is also hoped that this paper can be used as related research material by subsequent reviewers.

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