



Revitalization of People's Market: A Case Study of Jibama Market, Jayawijaya Regency

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ARTICLE INFO

Keywords: Revitalization, People's Market, Traditional Market, Jibama Market

Received : 17, March

Revised : 20, April

Accepted: 22, May

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ABSTRACT

The study was conducted with the aim of discussing the Jibama people's market revitalization policy as an effort to improve people's welfare in Jayawijaya Regency, Papua Mountains Province. The method used is a library approach. Sources of data come from various sources of literature that are relevant to the topic under study. Data analysis was carried out through three stages: data collection, data presentation, and a final conclusion. The results of this study indicate that Jibama market traders are both local traders and non-local traders (immigrants). In 2017, the number of selling booths was 6 with 50 kiosks. The revitalization of the Jibama Market was carried out in 2018. Nevertheless, it is important to reorganize the Jibama people's market, mainly related to market order and security. This is intended to make market traders more organized and tidy.

INTRODUCTION

The market is a means of meeting sellers and buyers directly or indirectly so that interactions occur to reach agreement on prices and the amount of goods or services traded. According to Febyanto (2022) basically it is a place for small traders to depend on their life. The rupiah that is in their pockets can only be expected from the goods they sell. Not even a few who feel the market is a second home for them. So that the phenomenon that occurs is traders who are passed down from generation to generation to their children and grand children.

From its shape, the market is divided into two, namely traditional and modern (Glo & Juh, 2023). Traditional markets, which are currently also known as people's markets, are economic institutions that have a strategic function. The term *Pasar Rakyat* was first popularized by the Minister of Trade, Marie Eka Pangestu. The term Traditional Market which was widely used at that time had a bad connotation. Traditional markets are often identified as slums, irregular, prices are set by traders, and some are not even safe for visitors. For this reason, the use of the term People's Market has been developed with a better and dignified understanding (Department of Industry and Commerce, West Sumatra Province, 2021).

Along with the times, modern markets have indeed made the existence of traditional markets less vital in the eyes of the public, especially in big cities. Even so, this does not apply to remote communities, where the existence of traditional markets is still very much taken into account (Sultan, 2018). Likewise in the Jayawijaya Regency area, the existence of traditional markets (people's markets) is still very much taken into account. Therefore, the management must be carried out properly in order to provide welfare for the community, including the management of the people's market in Jayawijaya Regency, Papua Mountains Province. The ideal people's market management should include planning, organizing, implementing as well as monitoring and evaluation. This management is related to the performance of the people's market itself. If the people's market is managed properly, it is hoped that the income of traders will increase and their welfare will increase, the welfare of traders will increase, so that people's markets are created that are clean, safe, comfortable, friendly, orderly, honest and healthy and preserve socio-cultural values (kemendag.go.id, 2016).

One of the people's markets in Jayawijaya Regency is the Jibama market which is located on Jalan JB. Wenas, Hubikiak District, the existence of this market is one of the pulses of the community's economic life. However, the current Jibama market is very concerning. This negative image of traditional markets is inseparable from the weak management of the traditional markets themselves, including low awareness of discipline in aspects of cleanliness and order so that they pay little attention to maintenance of physical facilities, thuggery, the practice of murder crimes, the practice of buying and selling stolen goods, the practice of buying and selling stolen goods, many school-age children who are in the market when the teaching and learning process is taking place in schools, theft, and people's understanding of the benefits of the

market and the management that apply in markets that have been determined by the local government, even in markets there are the practice of prostitution and many illegal and slum buildings in the market, many booths in the market that are not maintained, car parks that are not properly organized, the roads in the market are damaged, there is no supervision of the goods being sold and standardization of sizes and scales, limited public facilities, low understanding of consumer behavior, and irregular arrangement of stalls/kiosks/stalls.

This weak market management is due to the fact that market managers have not functioned and served effectively and have not been supported by a clear Standard Operation Procedure (SOP). This kind of condition illustrates that the Jibama traditional market is quite apprehensive. So that the government of Jayawijaya Regency should have revitalized the market, and issued policies that regulate and protect traders. With revitalization, it is not only easier for traders but also buyers. Through revitalization, gradually economic activities in traditional markets can ease the burden on the community and can further improve people's welfare. Departing from the description above, this study aims to discuss the revitalization of the Jibama traditional market (people's market) as an effort to improve people's welfare in Jayawijaya Regency, Papua Mountains Province.

THEORITICAL REVIEW

Definition of Revitalization

Revitalization is a way to revive or reactivate a program or activity. With revitalization, the quality of a program can be improved and better utilized (Yulianto, 2022). Quoting *wikipedia.org* (2021) revitalization is a process or method and action to revive something that was previously empowered so that revitalization means making something or action vital, while the word vital means very important or very necessary for life and so on. Revitalization is carried out in areas that have experienced a decrease in activity which is usually marked by a decrease in economic activity.

Referring to Martokusumo (2008) it is said that revitalization was born from efforts to empower an area when it began to decline due to the abandonment of some of its residents as a direct result of economic expansion, social pressure, and/or the impact of opening new residential areas in suburban areas. In the same vein, Danisworo in Firdausyah and Dewi (2021) stated that revitalization is an effort to revive dead areas, increase area vitality, and inject something new (activities and buildings) into an area.

People's Market (Traditional Market)

Traditional market as the center people's socio-economic activities, thus the pattern of economic relations that occur in traditional markets results in the establishment of social interaction familiarity between the seller and the buyer, traders, and dealers-suppliers who are a social legacy representing the social needs of individuals (Aliyah, 2017). Traditional markets are cultural assets and drivers of the national economy so far proven to be resilient from the blows of the economic crisis (Purwakarta Regency Research and Development

Development Planning Agency, 2019). According to Ferliana (2018). Traditional markets are markets that are traditional, where sellers and buyers can bargain directly.

Traditional markets in the Presidential Regulation of the Republic of Indonesia Number 112 of 2007 are markets that are built and managed by the Regional Government, the private sector, State-Owned Enterprises and Regional-Owned Enterprises, including private cooperation with business premises in the form of shops, kiosks, stalls and tents owned / managed by small, medium, non-governmental traders or cooperatives with small-scale businesses, small capital and with the process of buying and selling merchandise through bargaining. Referring to the official website of the Office of Industry and Trade of West Sumatra Province (*disperindag.sumbarprov.go.id*, 2021) as a people's market economic institution has strategic functions, namely: (1) node of local economic power; (2) contribute to the regional economy; (3) increase employment opportunities; (4) provide means of selling, especially for micro, small and medium enterprises; (5) serves as a reference for the price of basic commodities that underlies the calculation of the inflation rate and an indicator of price stability; (6) increasing local revenue; (7) as a means of sustaining local culture; (8) is the upstream as well as the estuary of the informal economy which is the backbone of the Indonesian economy and (9) as a source in making public policies by prioritizing local wisdom.

People's Market Revitalization

Traditional market revitalization is one of the government's efforts to overcome the weaknesses of traditional markets by revamping traditional markets as a whole, starting from improving the physical environment to market management (Silviyanti and Darsana (2021). The definition of traditional market revitalization (People's Market) is an attempt to redevelop market activities, in order to increase activity and the rate of economic growth of a region. With the revitalization of traditional markets, it can enable the community to carry out further exploration in improving the wheels of the economy (Sultan, 2018).

METHODOLOGY

In conducting research, the method used is a necessity (Ilham et al., 2022). Therefore, in this study using library research methods. Hamza as cited by Ilham et al., (2021) argues that the library method is part of qualitative research that has an emic perspective and works at an analytical level, then to obtain data is not based on the perception of researchers but from conceptual and theoretical facts, in the context of library research, what is used as the subject is library materials.

Data collection was carried out by searching relevant literature with research topics such as; Books, journals, theses, proceedings, online media, and other literary sources (Yunita, 2022). The process of data analysis is carried out through three stages of activity, first carrying out data reduction, second presenting data and finally drawing conclusions. Drawing new final

conclusions will be made after no further information is found regarding the case under study. Then the conclusions that have been drawn will be properly verified as a form of the researcher's thinking framework until a consensus is reached at an optimal level between the researcher and the information source and the research team so that validity and accuracy are obtained (Miles & Huberman, in Ilham et al., 2020).

RESULTS

Jibama Market

Jibama Market is the largest market in Jayawijaya Regency, Papua Mountains Province. This market is a people's market that sells local produce, such as vegetables, fruits and others (detik.com 2019). In the same vein, Hanifah (2013) said that the Jibama market is a people's market that brings together sellers and buyers around the Baliem Valley. This market sells local produce, such as vegetables, fruit, and tobacco.

Jibama market traders come from local traders and non-local traders (immigrants). Local traders are also still divided into several tribes that inhabit Wamena City, including: the Dani valley tribe (the original people of Wamena), the Lanny tribe (the Tiom, Kelila, Tolikara, Nduga, Yalimo, Yahukimo, and Puncak Jaya people). Meanwhile, quoting Zamzami (2019) it was revealed that most migrant traders at Jibama Market sell basic ingredients to cooking spices. Meanwhile, native traders sell local commodities, such as vegetables, chilies, tubers, and raw or live meat as well as raw materials for the local custom of chewing areca nut. Furthermore, Zamzami (2019) traders and indigenous people need merchandise from migrant traders. And vice versa, when immigrants need vegetables and raw materials to fill the dining table, there are native traders. Not infrequently, migrant traders become agents of local commodities provided by traders and indigenous people.

Just like other traditional markets, Jibama Market is the main buying and selling place for local residents. However, there is something interesting and unique here, this market is the main place for local tribes in Papua to find their main needs (ArdiApril, 2022).



Jibama Market, (Source: ArdiApril, 2022)

Jibama People's Market Revitalization

According to data from the Central Statistics Agency, there are 2,256 market units that have never been renovated since the start of operations. This fact states that the development carried out by the government has not been evenly distributed (Sultan, 2018). Seeing that, it is important to revitalize the people's market so that it can bring benefits to the community, which of course stems from improving the community's economy. According to Permata, quoted by Pradipta and Wirawan (2016), it was explained that the traditional market revitalization program (people's market) was initiated with the intention of answering existing problems by touching on the physical conditions and market management which in turn will increase consumer visits so that it has an impact on trader income.

Economic growth that goes well in a community area will be in line with the increase in the quality of life of the community. Hence, local and central governments need to consider many things related to improving the quality of life of the community. One way that needs to be taken in this regard is by revitalizing traditional markets. This is because the handling of traditional market problems also affects the problem of poverty. Therefore, with the revitalization of traditional markets, it will provide benefits for the community. To revive the market as a vital aspect of the economy, good governance and management is required. Good arrangement and management allows people to be more comfortable shopping at traditional markets.

In Jayawijaya Regency, there are 5 (five) traditional markets managed by the Jayawijaya Regency Industry and Trade Office, so far both the reconstructed and construction have been running optimally. Among them by building 3 (three) large markets in Jayawijaya Regency, namely Wouma Market, Potikelek Market and Jibama Market. Of the three traditional markets that are categorized as large clusters, under construction and reconstruction, they include Wouma Market carrying out the construction of permanent sales booths, reorganizing sales figures, Potikelek Market carrying out the construction of a special market for Papuan women, and Jibama Market will be rebuilt with reorganization. parking areas, construction of sales booths, arrangement of taxi terminals, arrangement of shops in the market as well as arrangement and construction of market fences and construction of additional stalls.

In 2017 the number of stalls available was 6 (six) booths and 50 (fifty) kiosks. The construction of the Jibama market which was revitalized in 2018 using the Jayawijaya Regency Regional Expenditure Budget and Sharing Funds from the Central Government. Reconstruction of the Jibama market was carried out, such as: a permanent fence surrounding the market, construction of 20 (twenty) selling stalls divided for local traders according to the type of commodity being marketed, special selling booths for pig livestock traders, construction of 250 (two hundred and fifty) shops in markets for local and non-local Papuan traders, construction of taxi parking terminals in cities and between Expansion Districts, construction of roads in markets between stalls selling, construction of MCs, construction of sewers in markets, construction of police posts and the Office of Market Management in Locations. In 2019, the

Jayawijaya Regency Government again plans to rehabilitate or repair the Jibama Market, because the market can't fit anymore, they mostly sell on the side of the road (Katharina, 2019).

Furthermore, in relation to market security, in 2021 the police advise related parties to re-arrange Jibama Market to prevent crime from occurring. Head of the Jayawijaya Resort Police, AKBP Muh. Safei AB said that Jibama Market is complex, because you can say there are no officers there, there is a schedule, meaning that this needs to be revised, repaired or arranged. Furthermore, it was said that to facilitate coordination it was necessary to build a government-owned joint office. In this joint office, several government agencies were brought in by the transportation service to manage parking, the fisheries service to manage fish sellers, and the animal husbandry service to manage livestock sellers. According to him, because there is no joint office, the market conditions are messy (Yewun, 2021).

In relation to empowering market actors, the government must empower traditional market traders in Jayawijaya Regency, such as the existence of a credit pattern for the community in the form of providing revolving funds, cooperatives, market traders, alleviating poverty and eradicating criminal practices that occur, as well as reducing school age hanging around the Jibama market during study hours. Therefore, the author suggests to the Government of Jayawijaya Regency, to support the wheels of economic movement in traditional markets by providing revolving funds for the community. The facts that the authors found at the research location of local Papuan traders had difficulty obtaining capital and included difficulties in obtaining loans from banks. Therefore, the government should be present and facilitate as an intermediary between traders and the bank in terms of providing capital and guarantees that will be given by the government to the bank.

In accelerating the development of traditional market traders, in accordance with associations throughout Indonesia that Indonesian traders' organizations were formed to improve the quality and quality of the traders themselves. Jibama Market traders, especially local traders, have not been registered with traders associations throughout Indonesia. Therefore, the government's task is to form a community of local traders (original people of Wamena) in this case, communities in traditional markets in Jayawijaya Regency so that they are registered with this national organization. In addition, to facilitate communication between traders and the government, the Association of Indonesian Market Traders can become part of the market community in Jayawijaya Regency. As for the organizational structure, at the regional level it is named as the Regional Leadership Council of the Association of Indonesian Market Traders in Jayawijaya Regency. Meanwhile, the level of markets is called the Market Commissariat.

DISCUSSION

Jibama Market which was revitalized in 2018. Jibama market revitalization is very important to do because it has an impact on traders' income. Therefore, construction of the Jibama market was carried out again,

such as: construction of a permanent fence surrounding the market, construction of 20 (twenty) selling booths divided for local traders according to the type of commodity being marketed, special selling booths for pig livestock traders, construction of 250 (two hundred and fifty) shops in the market for local and non-local Papuan traders, construction of taxi parking terminals in the city and between Pemekaran Regencies, construction of roads in the market between stalls selling, construction of MCs, construction of sewers in the market, construction of police posts and Local Market Management Office. In 2019, the Jayawijaya District Government again plans to rehabilitate or repair the Jibama Market, because the market can't fit anymore, they mostly sell on the roadside

The realignment of the market towards Jibama is intended to make the trade of market participants organized and neat. Because as we know, the indications for the Jibama traditional market are that most people always talk about it being dirty, smelly, stuffy, dirty, criminal practices, school children roaming the market, rape, murder and so on. It is from these indications that the arrangement of trade in traditional markets is necessary. In addition to creating comfort, this arrangement is also to maximize service for consumers in the Jibama market environment.

The form of equal distribution of income for market participants as well as regulation of price stability occurs due to good and orderly trade arrangements. Therefore, in relation to market order and security, it is necessary to revitalize it, through revision, improvement and arrangement. One of the efforts that can be taken is through the construction of a joint office as has been suggested by the security (police), by presenting several government agencies such as; the transportation service to manage parking, the fisheries service to manage fish sellers, and the animal husbandry service to manage livestock sellers. Including involving civil service police units so that the level of security becomes more conducive.

Talking about empowering market traders, the government needs to cooperate with banks or any private party in managing the financial lending system. So that the government does not immediately provide concrete steps directly, but there is some form of assistance to the community (market traders). This is intended so that the public does not appear to be just asking for donations. But the government provides it with a form of assistance that is needed by the community. Especially for those who are in the category of market traders who only rely on desire without any capital to support their wares at the Jibama traditional market.

Regarding cleanliness, it is a very important part to pay serious attention to at Jibama Market. Considering that a lot of garbage is piled up and rotting, it invites lots of insects to come. Traders' awareness of market cleanliness is still limited. Therefore, the district government gave the authority to manage market cleanliness to the Public Works Service. The management of market cleanliness is basically the responsibility of the government, which then has the government's instruments to take care of this. In practice, providing trash cans

that are pulled and transported directly by officers from the public works department every day.

Furthermore, Jibama Market Traders, especially local traders, have not been registered with traders associations throughout Indonesia. Therefore, the government's task must be to form local commodity traders (original people of Wamena) in this case, communities in traditional markets in Jayawijaya Regency so that they are registered with the national organization. In addition, to facilitate communication between traders and the government, the Association of Indonesian Market Traders can become part of the market community in Jayawijaya Regency.

CONCLUSION AND RECOMMENDATION

Jibama market traders come from local traders and non-local traders (immigrants). In 2017 the number of selling booths available was 6 (six) selling booths and 50 (fifty) kiosks. Jibama Market was revitalized again in 2018. Even though revitalization had previously been carried out, it was important to re-arrange the Jibama people's market, mainly related to market order and security. The realignment of the market towards Jibama is intended to make the trade of market participants organized and neat. Because as we know, the indications for the Jibama traditional market are that most people always talk about it being smelly, stuffy, dirty, criminal practices, school children roaming the market, rape, murder and so on.

As a recommendation, through building a joint office by presenting several government agencies such as; the transportation service to manage parking, the fisheries service to manage fish sellers, and the animal husbandry service to manage livestock sellers. Including involving civil service police units so that the level of security becomes more conducive. Another important thing, regarding the empowerment of market traders, the government needs to cooperate with banks or any private party in managing the financial lending system. Regarding the cleanliness of the market, it becomes a very important part, seeing the garbage that has accumulated and rotted so that it invites lots of insects to come. Where the awareness of traders about market cleanliness is still very limited. Therefore, the government of Jayawijaya Regency gave authority to manage market cleanliness to the Public Works Service. The management of market cleanliness is basically the responsibility of the government, then the government has instruments to take care of this. In practice, providing trash cans that are pulled and transported directly by officers from the public works department every day.

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ADVANCED RESEARCH

This research is the result of a literature review, where data is obtained from literary sources that are relevant to the topic of discussion. Therefore, it allows for new developments when the writing has reached the hands of its readers. Therefore, in the future it is necessary to conduct field research with the same topic of study.

ACKNOWLEDGMENTS

The author would like to thank all parties who contributed from the writing process to the publication of this article.

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