

## The Attraction of Martapura Intan Market As A Tourist Object In Banjar District

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### ABSTRACT

Martapura Intan Market is a famous gem trading and polishing place in South Kalimantan. Intan Martapura Market, which used to be busy with visitors, is now starting to decrease because buyers' interest is decreasing and promotion and marketing strategies are not yet effective. In fact, Intan Market has aspects in the form of a tourist attraction, which if developed could make Martapura Intan Market a more popular tourist attraction in Banjar Regency. The aim of writing this article is to describe the attractiveness of Martapura Intan Market as a tourist attraction in Banjar Regency. This research uses a qualitative research approach with descriptive research type. Data collection techniques were carried out by conducting observations, interviews, documentation and literature studies. Data analysis uses data reduction techniques, data presentation and drawing conclusions. The results of this research describe that the attraction of Martapura Intan Market as a tourist attraction is in the aspects of cultural tourism and shopping tourism. Cultural tourism related to stone crafts which are processed into various forms and other shopping tourism related to traditional shopping centers that sell various kinds of gemstones and other products from Banjar Regency. Tourist attraction in the aspects of cultural tourism and shopping tourism is something that has an impact. If managed and developed well, Martapura Intan Market will become one of the popular tourist attractions in Banjar Regency.

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## 1. INTRODUCTION

Indonesia is an archipelago country where each island has various unique characteristics. Therefore, Indonesia has broad potential in the tourism industry (Fajriyah et al., 2023). The development of the tourism industry in Indonesia and the world in general has developed rapidly.

The development of the tourism industry has many impacts, including on the country's foreign exchange earnings, expanding business opportunities, generating new jobs for local communities and reducing unemployment rates (Masriana, 2019).

Tourism is something that continues to run, develops and is the largest industry in the world, where many related components exist under one name, namely tourism which involves tours, accommodation, events, meetings, restaurants, destinations and recreation. Tourism refers to people who come to a location or place with the aim of sightseeing, visiting friends or relatives, going on holiday and enjoying their time. Tourism is an economic sector that is believed to have promising potential. Tourism is an industry that is growing rapidly and has the potential to make a significant contribution to a region and country (Pramezwarly et al., 2021).

The tourism sectors known in Indonesia include cultural tourism and culinary tourism. This type of tourism is very important for foreign tourists and domestic tourists who want to explore and know everything related to culture, art, typical food from each region, customs and artistic life of Indonesian society. In general, Indonesia has many tourist attractions and cultural and culinary attractions. One of them is the diamond trade, which includes beautiful, rare and unique items from a region (Duil, et. Al., 2023).

Diamond trading in Indonesia is a limited trade carried out by traders who participate in a simple network and diamond traders carry out this business starting from traditional diamond markets to international markets. The exclusivity of this network further supports the value of diamonds as a rare and highly valuable commodity. The network of Indonesian diamond traders does not only extend to big cities such as Bandung, Jakarta, Solo, Surabaya, Jogja. But also to diamond producing cities in Indonesia, namely Martapura, Pontianak and South Barito (Hidayat, 2017).

Martapura is known as a trade center for buying and selling diamonds and the main place for polishing or polishing gems/diamonds in Banjar Regency, and offers many gemstone souvenirs so it is often visited by tourists. Martapura has excellent natural resource capacity and is rich in various types of gemstones known as Kalimantan Agate.

Martapura has the Batuah market, which is a people's market which is located together with the CBS Market (Cahaya Bumi Selamat) / Intan Market, Culinary Tourism Area (KWK), the Sekumpul Teacher's Tomb and the Al-Karomah Mosque as a religious tourist attraction. The location and integrated market management system is under the auspices of the Batuah Market Regional Company (PD). Batuah Market has a large tourist availability if it is operated well so that it can become a popular tourist attraction (Puspitasari, 2019). Increasing the number of visitors to Banjar Regency tourist attractions is one of the goals of the Banjar Regency Tourism Office (Supriyanto et al., 2023) . Increasing the number of visitors can introduce the attractiveness of tourist attractions and can also increase the income of traders, the community and develop local community businesses in Banjar Regency (Abbas et al., 2022). Tourism development in Banjar Regency has not been fully distributed and presents challenges in its development efforts. Tourist attractions have not developed as a whole.

Based on Rahmah's research results (2023), regional governments have the authority to regulate the development of various potentials in their own regions, such as in the tourism sector. According to the recapitulation of data from the Banjar Regency Culture, Youth, Sports and Tourism Office, tourist visits in the last 6 years to the market or the Permata Cahaya Bumi shopping area have experienced a decline (Subiyakto et al., 2022) . This condition is caused by several aspects such as promotional and marketing strategies and lack of buyer interest. This is not in accordance with Rosita's research (Rosita, 2023) observations because Martapura Intan Market should be the tourism icon in Banjar Martapura Regency (Syaharuddin et al., 2023) .

The development of information technology allows people to connect and be able to carry out communications and transactions through technology. Increasing the number of visitors requires knowing and developing the attractiveness of a tourist attraction. Knowing and developing the attractiveness of the Intan Market, so that the Martapura Intan Market can become a popular tourist attraction in Banjar Regency. By considering the information above that has been presented, the

author feels interested in carrying out research on tourist attractions using the title Attraction of Intan Martapura Market as a Tourist Attraction in Banjar Regency (Faurren & Herdiana, 2022) .

## 2. METHODS

The method used in preparing this article is a descriptive qualitative research method, namely research that focuses on descriptive data, which can be in oral or written form, obtained from observations of the subject (Maxwell, 2008). This data is considered original and has not been changed, and the research was carried out systematically and can be accounted for. This research was conducted at the Martapura Intan Market, Banjar Regency. The subjects of this research are traders, visitors, market managers and the Banjar Regency Tourism Office. This research aims to find out and describe the attractiveness of Martapura Intan Market as a tourist attraction in Banjar Regency. Data collection uses techniques, carried out by observing market conditions, then interviews with informants, documentation to complement research and literature studies aimed at enriching data sources related to similar research, facilitating researchers in finding theories that support data analysis. Data analysis uses techniques according to Miles and Huberman, namely data reduction which involves grouping, centralizing, simplifying, abstracting and transforming raw data recorded in written field data. Then the data is presented, the information collected is arranged systematically so that it can be understood thoroughly and then analyzed according to the problems in the research. Then draw conclusions or verify to understand the meaning of the data presented and ensure its correctness

## 3. FINDINGS AND DISCUSSION

Martapura Intan Market is located on Jalan Ahmad Yani, Cindai Alus, Martapura District, Banjar Regency, South Kalimantan. The place is not far from the Banjarbaru Roundabout, around 4.2 km, with a land area of 14,654 square meters. Martapura Diamond Market is a place to sell various kinds of gemstones from local or foreign mines which are the handicrafts of market traders. Martapura Intan Market also sells various souvenirs typical of South Kalimantan, such as sasirangan cloth and its products. The location of this market is strategic because it is in the middle of Martapura city. This makes Martapura Intan Market a place that is easy to know and visit. Martapura Intan Market is also known as Cahaya Bumi Selamat Market. The market is open and sells every day, starting at 9 am until 4 or 5 pm. In this market various activities can be done such as shopping, playing, relaxing and exercising. This is because Martapura Intan Market is close to Cahaya Bumi Selamat Park.

Martapura Intan Market is filled with gem traders and visitors/buyers looking for quality gemstones. Diamond Martapura is known to have good quality and various types and sizes. The Martapura diamond market is famous for providing various types of diamonds, including those from local mines. Product selling prices range from tens of thousands to millions of rupiah depending on the quality, uniqueness or rarity of the type of gemstone. Pasar Intan Martapura has the Cahaya Bumi Selamat gem shopping complex which provides around 87 shops divided into four large blocks. Meanwhile, the parking lot can accommodate approximately 380 cars (Sardana et al, 2022). Meanwhile, according to management data for 2021, Pasar Intan Martapura has 233 active business premises and a parking area of 2,537 square meters. Based on this data, it means that the number of active businesses at Martapura Intan Market has decreased (Pradana, et. al., 2024).

Cahaya Bumi Selamat gem shop sells gemstones that have been processed into jewelry, such as rings, bracelets, necklaces, earrings and brooches. There were several shops visited by researchers, namely Mardani Shop, Zamrud Shop, Zuri Permata Shop, King Permata Shop, Rindang Banua Kalimantan Shop, Blue Safir Baru Shop and The Kalimantanans Shop. Some of the famous stones at Martapura Intan Market are sapphire, amethyst, emerald and ruby. Martapura Intan Market has a production and sales gathering place at the Permata Crafts Center. There are more than 30 shops in the Permata Craft Center. Selling various kinds of products at cheaper prices than outside. That's

because the production site is directly here too. Martapura Intan Market is managed by BUMD (Regional Owned Enterprise), namely the Bauntung Batuah Market Regional Company (PD PBB). There are several policies currently being implemented by PD PBB towards Martapura Intan Market. These policies include, among other things, cleanliness, security and fees. These policies are implemented by PD PBB every day. Objective conditions from the physical and non-physical aspects of Martapura Intan Market are very important in determining the attractiveness of a tourist destination and the success of the tourism industry as a whole. These two types of fields are interconnected and have an impact on each other (Cahya, et. al, 2024).

Martapura Intan Market has land large enough to accommodate cars and motorbikes. Parking management is carried out by the Bauntung Batuah Regional Company. Cars are parked on the side of the main shopping street at Pasar Intan Martapura, while motorbikes are parked in front or beside the Pasar Intan Martapura shops. Every time you enter the Martapura Intan Market area, you are always given a ticket by the entrance gate guard. Markets have a significant role in the context of tourist attractions because they are not only places to buy and sell goods, but also function as tourist attractions themselves or as the main support for the tourist experience. Markets not only have economic value but also play an important role in preserving and promoting cultural heritage, supporting local economies, and providing authentic and memorable tourism experiences for visitors. Therefore, markets act as an integral component of tourist attractions in various destinations throughout the world (Dewi, 2023).

Martapura Intan Market is a tourist attraction, a tourist attraction related to tourist attractions. Tourist attraction is anything that makes a place unique, beautiful, easily accessible and has diverse values, whether in the form of natural, cultural or human creations. These things are interesting and provide value for visitors to visit and see the place. This attraction is one of the factors that encourages tourists to visit a tourism destination. Therefore, the role of attractiveness is very significant in influencing tourists' decisions in choosing the destination they will visit. (Susianto et al., 2022). Tourist attractions vary depending on individual views and the characteristics of the destination. Tourist attractions have very important indicators in the tourism industry, including the uniqueness of souvenirs, architectural beauty and friendliness. The main motivation for travelers to visit is the attractiveness of tourist attractions. The more innovation implemented in a tourism destination, the stronger its attraction. Tourist attraction is one of the attributes of tourism services that is often used as an indicator to assess tourism quality (Apriliyanti et al., 2020).

Tourist attractions enjoyed by tourists will automatically feel satisfaction that arises naturally from the attractiveness of tourist destinations, and they will respond positively to every service they enjoy, whether from individuals or community groups. Tourist attractions for tourists vary greatly depending on individual interests and views. There are several factors that generally attract tourists, including natural beauty, cultural heritage, recreational activities, local culinary delights, events and festivals, and existing facilities and services. From a physical perspective, there are two types of markets, namely traditional markets and modern markets. Traditional Markets and Modern Markets are markets that have different characteristics, both in terms of physical structure, products offered, and the experience provided to visitors. Martapura Intan Market is a type of traditional market that is managed simply by maintaining local culture and has a lively and busy atmosphere (Amalia, 2023).

Martapura Intan Market has an attraction related to cultural tourism and shopping tourism. Cultural tourism is a form of tourism that emphasizes experiencing and exploring the cultural aspects of a region or community. This includes participation in cultural activities and events, visits to historical and archaeological sites, exploration of local arts and crafts, participation in traditional ceremonies, as well as interactions with local residents to understand their lives and traditions. Cultural tourism aims to promote appreciation for cultural diversity, preserve cultural heritage, and create cross-cultural understanding between tourists and the communities they visit (Dani & Andrea, 2023).

Cultural tourism in each region is different, in South Kalimantan, Martapura City there is a variety of cultural tourism including the Lok Baintan Floating Market, Stone/Diamond Crafts Center, and others (Nailah, 2020). Local craft cultural tourism is a part of the tourism industry that emphasizes experiences related to crafts and creative industries that are unique to a region or community. Involves visits to craft production locations, such as galleries, studios, or craft markets, where tourists can see firsthand the craft making process and buy these products (Rahmatin, 2023). Cultural tourism is one of the most popular types of tourism in Indonesia. Cultural tourism from a region has a very important role in providing an impact on a region's tourist attractions. The facts state that cultural tourism is a favorite choice for international travelers who want to understand culture, art and everything related to customs, traditions and artistic and cultural life (Andina & Aliyah, 2021).

Martapura Diamond Market as cultural tourism reflects the local cultural heritage of South Kalimantan, especially in diamond mining and trading practices that have been going on for centuries. Visitors can interact directly with local traders and craftsmen who sell and process diamonds. The Martapura Diamond Market also functions as an informal education center about diamonds and gemstones. Visitors can deepen their knowledge about various types of gemstones, mining processes, as well as processing and sales processes. Pasar Intan Martapura helps promote the rich culture of South Kalimantan to domestic and international tourists, increasing awareness of the cultural values that exist in the area (Santosa, et. al., 2024).

Visiting Martapura Intan Market, tourists can not only obtain unique shopping goods, but can also experience and appreciate the rich and diverse cultural heritage of South Kalimantan. Martapura Intan Market as a cultural tourism and shopping tourism is expected to develop further and is expected to receive support from all parties including the government, market managers, traders, the community and visitors. The next type of tourism is shopping tourism. Shopping tourism is a form of tourism that focuses on the shopping experience in certain tourist destinations. This involves visiting various shops, traditional markets, modern shopping centers, or special trade areas that offer a variety of local products, handicrafts, antiques, regional souvenirs, and other items of interest to tourists. Shopping tourism is not only about buying goods, but also about the experience of interacting with local culture, exploring the uniqueness of local markets and shops, and enjoying the process of selecting and purchasing unique and memorable items. Apart from that, shopping tourism can also provide a significant economic contribution to local communities that depend on tourism (Ramadhani et al., 2022).

Shopping tourism is a form of recreation in which tourists undertake secondary trips to discover, select, and purchase goods while they are at their destination. In Indonesia, shopping tourist attractions can be divided into two main categories, namely modern shopping centers and traditional shopping centers (Chinoi & Meiriza, 2021). Traditional shopping centers are markets established and managed by Regional Governments, private companies, BUMN (State-Owned Enterprises) and BUMD (Regional-Owned Enterprises) in the form of kiosks, shops and tents owned by small and medium traders. Meanwhile, a modern shopping center is a place that offers various shops, restaurants and entertainment facilities in one place, such as a mall. Traditional shopping centers are located in markets managed by the government or private sector. Martapura City has a traditional market which sells various kinds of handicrafts which can be used as souvenirs. This market can also be a shopping tourist attraction for typical products in Martapura. This market is the Martapura Diamond Market or Cahaya Bumi Selamat Market, here is a place for the production of diamond stone crafts and their sales. Tourists can go directly to the production site at the Gemstone Center to see the craft-making process and buy the products (Hadi, et. al., 2024).

Martapura Intan Market is one of the famous shopping tourist attractions in South Kalimantan. Various things that make the Martapura Diamond Market interesting as a shopping tourist attraction are that visitors can see directly various kinds of diamonds, from raw ones to those that have been made into jewelry. Because at Intan Martapura Market there is a gem craft center and of course there

are many shops selling them (Widhianingrum, et. al., 2024). Martapura Diamond Market is an attractive destination for gemstone fans and also for those who want to experience the atmosphere of a traditional Indonesian market. Martapura Intan Market has the attraction of shopping and cultural tourism so that it can become a tourist destination or tourist destination in Banjar Regency.

#### 4. CONCLUSION

Martapura Intan Market is located in a strategic location in the middle of Martapura City and attracts lots of traffic, so it has the potential to become a popular tourist attraction in Banjar Regency. The Martapura Diamond Market has the Cahaya Bumi Selamat gem shop which sells various diamonds and a gem craft center which is the center for diamond polishing in Martapura. The products sold are of various types, sizes and qualities, according to the product price. Martapura Intan Market as a tourist attraction in Banjar Regency is a cultural and shopping tourist attraction. Martapura Diamond Market cultural tourism is a place to buy and sell diamond and gemstone products, as well as an interesting cultural experience for every visitor. Cultural tourism aims to promote appreciation for cultural diversity, preserve cultural heritage, and create cultural understanding among tourists. Then the shopping tourist attraction of Pasar Intan Martapura is a traditional shopping center. Tourists can buy various kinds of handicrafts and typical South Kalimantan products which can be used as souvenirs. If these two tourist attractions are managed and developed, Martapura Intan Market can become a more popular tourist attraction in Banjar Regency.

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