Analysis of Waste Management in the Pasar Lama Tangerang Area From a Sustainable Tourism Perspective

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Abstract

The Pasar Lama Tangerang area is one of the culinary tourism centers and traditional trading hubs that holds significant historical and economic value in Tangerang City. However, the increasing commercial activities and the growing number of visitors have resulted in substantial waste generation that has not been managed optimally. This study aims to analyze waste management practices and perceptions in the Pasar Lama Tangerang area from the perspective of sustainable tourism, based on insights from field actors such as vendors and sanitation workers. This research employs a descriptive qualitative approach, with data collected through field observations, in-depth interviews, and documentation. The research subjects consist of vendors and sanitation workers in the Pasar Lama area selected using purposive sampling. Data were analyzed using the interactive model of Miles and Huberman, which includes data reduction, data display, and conclusion drawing. The findings indicate that waste management in the Pasar Lama Tangerang area remains conventional and does not fully align with the principles of 3R (Reduce, Reuse, Recycle). Limited sanitation facilities, low participation from vendors, and insufficient socialization from the area's management serve as major obstacles to achieving a clean environment. These findings reflect the actual conditions and perceptions of field actors; therefore, they cannot yet be used as a basis for directly assessing government policies.

Keywords:Pasar Lama Tangerang, vendor perceptions, sustainable tourism

1.   Introduction

The Pasar Lama Tangerang area is one of the key commercial centers in the Tangerang region, Banten. Along with its high economic activity, the area also faces significant challenges in waste management. Ineffective waste management can lead to negative impacts on the environment, public health, and the overall image of the area as a commercial destination. This issue is reflected in media reports stating that the volume of waste generated in the Pasar Lama culinary area reaches approximately one cubic meter per day, consisting mostly of plastic waste and scattered food residues (TangerangNews, 2019). Similar conditions are indicated by numerous complaints from vendors regarding accumulated waste and unpleasant odors around the market, which are considered disruptive to commercial activities (TangerangNews, 2019b; Tangsel Pos, 2025). Therefore, it is essential to conduct an in-depth analysis of waste management in the Pasar Lama Tangerang area to identify appropriate and sustainable solutions.

The waste management crisis in traditional markets is not only occurring in Tangerang but also in many major cities across Indonesia. This highlights the urgent need for serious attention from various stakeholders, including the government, the community, and business actors, to improve existing waste management systems. Hence, an analysis of waste management in Pasar Lama Tangerang is expected to provide a clear picture of the challenges faced as well as the necessary steps to enhance waste management efforts in the area. According to the Ministry of Environment (2025), traditional markets remain one of the largest contributors to waste generation in Indonesia, particularly due to the high use of single-use plastics and limited waste-sorting facilities within market areas. This aligns with findings by Syibli (2023), who states that although the City of Tangerang has implemented regulations based on the 3R (Reduce, Reuse, Recycle) waste management framework, practical implementation still encounters challenges such as low community participation, insufficient supporting facilities, and weak monitoring. Moreover, studies on waste management in Pasar Lama Tangerang are not only important for understanding local

conditions but may also serve as a reference for developing waste management strategies in traditional markets in other regions.

One of the main issues in managing waste in the Pasar Lama area is the low level of awareness among the community and vendors regarding the importance of proper waste management. Many vendors continue to dispose of waste improperly, leading to waste accumulation around the market area. This condition highlights the need for more intensive education and outreach to enhance public awareness. As stated by Harpani and Nasution (2024), low community awareness in traditional markets often causes waste to scatter around temporary disposal sites (TPS), as the available waste containers are unable to accommodate the volume generated.

In addition to awareness issues, waste management infrastructure in the Pasar Lama area also requires improvement. Currently, the number of waste bins available is limited and insufficient to handle the increasing volume of waste generated by market activities. This situation is consistent with the findings of Nandita et al. (2020), which reveal that waste management facilities in many traditional markets in Indonesia do not meet the required standards in terms of quantity or capacity. The provision of additional facilities such as segregated waste bins, adequate TPS units, and more efficient waste collection systems is crucial to supporting sustainable waste management efforts in Pasar Lama Tangerang.

Based on this background, this study was conducted to comprehensively examine the waste management system implemented in the Pasar Lama culinary tourism area of Tangerang. The primary focus of this study is to identify how the current waste management system operates, the extent to which vendors and sanitation workers contribute to supporting waste management efforts, and the various challenges faced in its implementation. Furthermore, this research seeks to assess whether the existing waste management practices align with the principles of sustainable tourism. The findings are expected to provide concrete recommendations for improving the waste management system in Pasar Lama Tangerang and serve as a reference for other regions in developing more effective, participatory, and environmentally friendly market waste management strategies.

2.   Literature Review

Tourism is one of the strategic sectors that plays an important role in driving the economic and social development of a region. Yoeti (1996) defines tourism as a travel activity undertaken by an individual or a group to a place outside their usual environment for the purpose of recreation, relaxation, or gaining new experiences without seeking income from the destination visited. Through this sector, many regions benefit economically from increased revenue, employment opportunities, and the growth of small and medium-sized enterprises. However, on the other hand, the growth of the tourism sector that is not accompanied by proper environmental management can generate various negative impacts, including the rise of waste volume and environmental pollution.

One form of tourism that has grown rapidly in recent years is culinary tourism. Culinary tourism does not merely involve eating activities, but also the cultural and social experiences embedded in local food. Long (2004) states that culinary tourism plays an important role in introducing a region's cultural identity, as food represents the history, values, and way of life of the local community. In the Pasar Lama Tangerang area, culinary tourism has become the main attraction, drawing thousands of visitors every week. However, the high intensity of visits also contributes to an increase in waste generation, both organic and inorganic, particularly from food waste, plastic packaging, and single-use eating utensils.

The application of sustainable tourism principles is crucial in the development of tourism destinations. The World Tourism Organization (UNWTO, 2005) defines sustainable tourism as a form of tourism that considers economic, social, and environmental impacts to ensure the long-term sustainability of natural and cultural resources. This means that destination management should not only focus on economic gains, but must also preserve environmental integrity and ensure the well-being of local communities. The application of these principles is highly relevant in culinary tourism areas like Pasar Lama Tangerang, where environmental cleanliness directly affects the destination's image and visitor comfort.

One of the main issues in realizing sustainable tourism is waste management. According to Law No. 18 of 2008 on Waste Management, waste management is a systematic, comprehensive, and continuous activity that includes both waste reduction and handling efforts. Effective waste management involves several stages, including source reduction, sorting, collection, transportation, and final processing. In practice, however, traditional markets and culinary tourism areas often face complex challenges, as high economic activity and consumption levels lead to a substantial increase in daily waste volume.

Syibli (2023) notes that traditional markets in Indonesia remain one of the largest contributors to waste generation, primarily due to limited sorting facilities and low awareness among vendors and visitors in disposing of waste properly. This issue is also highlighted by Nandita et al. (2020), who observe that waste management in many traditional markets in Indonesia is still conventional, consisting only of collecting and transporting waste to disposal sites (TPA) without sorting or recycling processes. As a result, waste accumulates, causes unpleasant odors, reduces the aesthetic value of the area, and leads to public complaints. In addition, public awareness and individual behavior are key factors influencing the effectiveness of waste management systems. Harpani and Nasution (2024) explain that low awareness among community members and business actors in traditional markets leads to frequent littering. This issue is further exacerbated by inadequate infrastructure, such as insufficient waste bins, limited capacity at temporary waste storage sites (TPS), and inadequate waste collection fleets. Yet, according to Nandita et al. (2020), adequate infrastructure is one of the essential indicators of effective waste management.

The relationship between environmental cleanliness and tourist satisfaction shows that cleanliness is an important indicator in shaping tourism experiences. Kurniawan (2023) found that a clean environment significantly influences visitor comfort and the duration of their stay at culinary destinations. The success of a tourism destination depends not only on the attractiveness of its culinary offerings but also on effective environmental management. Therefore, sustainable culinary tourism requires the active involvement of various stakeholders including local governments, business operators, sanitation workers, and visitors in maintaining cleanliness and supporting sustainable waste management systems.

Findings from previous studies show that research on waste management in traditional markets has primarily focused on technical aspects without considering the context of culinary tourism. For instance, studies by Nandita et al. (2020) in Bandung and Syibli (2023) in Lubuklinggau emphasize limited facilities and low community participation, while research by Nuraini (2021) in Tangerang focuses more on policy implementation without exploring conditions at the community level. These conditions reveal a research gap concerning the integration of market waste management systems with culinary tourism activities to support destination sustainability. This study seeks to address that gap by directly examining the actual conditions of waste management in the Pasar Lama Tangerang culinary tourism area through a descriptive qualitative approach.

Effective waste management efforts, supported by the active participation of all stakeholders, can position Pasar Lama Tangerang as a model for sustainable culinary tourism that provides economic benefits while preserving environmental quality and ensuring visitor comfort. This study is expected to strengthen the understanding of the importance of collaboration between the tourism sector and environmental management in building competitive and environmentally friendly tourism destinations.

3.   Materials and Methods

3.1.   Materials

The materials used in this study include the research object, study location, data sources, and instruments for data analysis. The object of this research is the waste management practices implemented in the Pasar Lama Tangerang area, which is known as a center for culinary tourism and traditional commerce. The study was conducted in the Pasar Lama area of Tangerang City, located on Kisamaun Street, Banten Province. This site was selected due to its high economic and tourism activity, which leads to a substantial amount of daily waste and necessitates an effective waste management system.

The data and information used in this study include primary data obtained through field observations, in-depth interviews, and documentation. Informants consist of vendors, visitors, and sanitation workers who directly interact with waste management activities in the market environment. Secondary data were obtained from online news sources, field documents, and other supporting materials related to environmental conditions in Pasar Lama. Instruments used in the research include field note sheets, interview guides, audio recording devices, and documentation tools.

3.2.   Methods

The data in this study were collected through three main techniques, namely observation, in-depth interviews, and documentation. The research began with direct field observation in Pasar Lama Tangerang to record the overall cleanliness conditions, the waste disposal behavior of vendors and visitors, and the availability of supporting facilities

such as waste bins and transportation units. These observations provided an initial understanding of the waste management practices that occur daily within the area.

Following the observations, the researcher conducted in-depth interviews with informants selected through purposive sampling. These interviews were designed to explore the habits, challenges, and personal experiences of vendors, visitors, and cleaning workers regarding waste management. Through this process, the researcher gained deeper insights into the underlying factors that influence waste-handling behavior and the perceived effectiveness of the current waste management system. Documentation was also used to support the data obtained from observations and interviews. This documentation consisted of photographs of waste disposal sites, field notes, and relevant online news articles that describe the cleanliness issues in Pasar Lama Tangerang. These materials served to strengthen the credibility of the collected data.

The data were analyzed using the interactive model proposed by Miles and Huberman, which involves three key stages: data reduction, data display, and conclusion drawing. During data reduction, the researcher selected and simplified the raw data to focus on themes relevant to the research objectives. The reduced data were then organized and presented in narrative form to provide a clear depiction of conditions in the field. The final stage involved drawing conclusions by identifying recurring patterns, relationships, and factors that influence the waste management practices in Pasar Lama. To ensure the validity of the data, the study employed triangulation of sources and methods. Information obtained from vendors, visitors, and cleaning workers was compared to verify consistency across informants, while results from interviews, observations, and documentation were cross-checked to strengthen the reliability of the findings. This triangulation process aligns with Creswell's (2018) recommendation for enhancing validity in qualitative research.

3.2.1.   Structure

This study employs a qualitative descriptive approach to explore the waste management practices in Pasar Lama Tangerang, a traditional culinary and trading center with high visitor density. The qualitative approach enables the researcher to investigate meanings, perceptions, and experiences of individuals in their natural social settings. According to Moleong (2019), qualitative research aims to understand phenomena experienced by research subjects such as behaviors, perceptions, motivations, and actions holistically and described through naturalistic data.

The research was conducted in Pasar Lama, Tangerang City, located on Kisamaun Street, Banten Province. This area was selected due to its intense economic and culinary activities, which generate significant waste volume and require effective waste management. Data collection took place from October to December 2025, involving field observations, in-depth interviews, documentation, and qualitative data analysis.

The research subjects consisted of vendors, visitors, and cleaning workers who interact directly with waste-related activities in the area. Informants were selected using purposive sampling based on their relevance to the research focus and their direct involvement in the waste management process (Creswell, 2018). Government agencies, market authorities, and policymakers were not included; therefore, the study emphasizes empirical conditions and perspectives of field actors rather than policy evaluation.

3.2.2.   Tables

This table presents data on the amount of incoming waste (in tons) received and managed by various waste processing facilities and waste banks during the research observation period. Overall, the total volume of waste recorded across all facilities reached 12,117.7 tons.

The data indicate that the Digital Waste Bank recorded the highest volume of incoming waste, amounting to 8,151.24 tons, demonstrating its dominant contribution to the waste management system. This is followed by the Berkah Bhayangkara Waste Bank with 2,643.33 tons, the Central Waste Bank with 547.5 tons, and the Cikuasa Citra Mandiri Waste Bank with 237.25 tons. Other waste processing facilities and waste banks received relatively smaller volumes of waste, however, collectively they continue to play an important role in supporting community based waste management. These findings indicate variations in capacity and participation levels among facilities and highlight the importance of synergy between conventional and digital waste banks in enhancing the effectiveness of sustainable waste management.

Table 1 : SIPSN – Waste Management Information System of Banten Province, 2024

Waste Processing Facilities	Incoming Waste (tons)
Pandeglang Lestari	135.63
Main Waste Bank	547.5
Berkah Bhayangkara Waste Bank	2,643.33
Main Waste Bank (BSI)	63.66
Lestari Mandiri Waste Bank	40.15
Wijaya Kusumah Waste Bank	41.98
Albustaniyah Waste Bank	21.9
Bersih Lestari Waste Bank	14.6
Kaya Berkah Waste Bank	10.95
Masaru Waste Bank	18.25
Hijrah Pabean Waste Bank	18.25
Tilas Wiguna Waste Bank	73
Cikuasa Citra Mandiri Waste Bank	237.25
Sabar Waste Bank	34.31
Digital Waste Bank	8,151.24
Main Waste Bank Poster	65.7
TOTAL	**12117,7**

Results and Discussion

The research was conducted in Pasar Lama Tangerang, one of the city's largest culinary and traditional trading centers. Economic activities in this area occur primarily from late afternoon until evening and generate a considerable amount of daily waste, dominated by plastic packaging and food residues. The area is managed by PT Tangerang Nusantara Global (TNG) in collaboration with the Tangerang City Environment Agency. However, findings from field observations and interviews with three key informants Koko, a fresh lumpia vendor; Mrs. Siti and Mr. Bayu, culinary vendors; and Mr. Encep, a sanitation worker indicate that the existing waste management system is not yet functioning effectively.

Interviews revealed that every vendor is required to pay a daily sanitation fee of IDR 15,000, which is intended to cover both security and waste collection services. Waste is usually collected at night or early morning after business activities conclude. Sanitation workers transport waste from the vending area using handcarts to temporary storage points before it is taken to the Rawa Kucing landfill. This process demonstrates that waste handling remains centered on collection and disposal, without any structured separation or advanced processing. There is no formal segregation between organic and inorganic waste. All waste types are mixed and disposed of together. Informal sorting occurs only through scavengers who collect recyclable materials such as plastic bottles and cardboard. These findings indicate that the waste management system at Pasar Lama remains conventional and does not incorporate reduction or recycling efforts aligned with the 3R principles.

The overall system remains simple and poorly organized. Many vendors dispose of waste near their stalls, leaving sanitation workers to collect it the next day. Although a daily sanitation fee is imposed, waste often accumulates during daytime hours, resulting in unpleasant odors that disrupt commercial activities. Vendors also lack

clear information regarding the final disposal of their waste, reflecting the absence of a transparent and sustainable waste management framework.

Sanitation facilities and infrastructure were also found to be insufficient. Waste bins are limited and placed only in certain areas, leading vendors to temporarily accumulate waste around their stalls. Visitors often struggle to locate nearby bins, causing waste particularly food scraps and plastic to scatter around pathways and stall corners. These conditions reduce visitor comfort and undermine the area's reputation as a culinary tourism destination. The limited availability of infrastructure indicates that the market management needs to increase the number and distribution of bins, especially separated bins, to support more systematic waste handling. Although vendors expressed awareness of the importance of cleanliness for customer comfort and business continuity, their participation remains largely passive. Most rely solely on sanitation workers and do not engage in waste segregation or source reduction. A lack of training, guidance, and rules from market authorities has contributed to the limited involvement of vendors in collective cleanliness efforts. Vendors also expressed the need for stricter regulations, routine education, and clearer responsibilities to ensure that all traders contribute to maintaining a clean environment.

Overall, the findings reveal several key issues: the absence of waste sorting practices, a shortage of adequate waste bins, low levels of vendor participation, and weak coordination between market management and environmental authorities. These issues collectively hinder the development of an effective and sustainable waste management system in Pasar Lama Tangerang. The findings of this study reflect the lived experiences and perceptions of vendors and sanitation workers in Pasar Lama Tangerang. As such, the discussion focuses on empirical realities observed in the field rather than evaluating formal government or management policies.

The first major issue identified is the misalignment between current waste management practices and the principles of sustainable tourism. According to the UNWTO (2005), sustainable tourism requires balanced consideration of economic, social, and environmental dimensions. Cleanliness is essential to achieving this balance, as it directly affects the comfort, satisfaction, and overall experience of visitors. However, in Pasar Lama, waste continues to be managed conventionally through collection and disposal without separation or recycling. This condition aligns with studies indicating that many traditional markets in Indonesia have not yet adopted sustainability-based waste systems due to limited infrastructure, weak supervision, and low community participation. Such conventional practices may degrade environmental quality and diminish Pasar Lama's image as a premier culinary destination. Vendors themselves acknowledged that cleanliness directly influences customer satisfaction and business viability, supporting the argument that environmental quality significantly shapes tourist loyalty.

A second issue concerns community participation and infrastructure support. In busy tourism areas, the success of waste management systems depends heavily on community engagement. Yet, vendors in Pasar Lama largely play a passive role. Their responsibility is often perceived as having ended once they pay the daily sanitation fee. They are not involved in planning, oversight, or educational efforts related to waste management. This limited involvement highlights a lack of communication and coordination between market managers and users. Similar findings in other studies emphasize that without collaboration between stakeholders, waste management efforts tend to adopt a top-down approach that rarely results in behavioral change.

Infrastructure constraints exacerbate the problem. The limited number of waste bins, combined with uneven placement and insufficient supervision, leads to scattered waste and poor hygiene conditions. This reactive approach responding only after waste accumulates conflicts with best practices, which emphasize prevention through adequate facilities and community participation. Without enabling infrastructure, individuals find it challenging to engage in environmentally responsible behavior, even if they are aware of its importance.

The third issue involves the broader impact of waste management on destination image. Cleanliness is a crucial determinant of a destination's attractiveness. The presence of scattered waste, unpleasant odors, and untidy public areas negatively affects visitors' experiences. Such conditions undermine the professionalism of market management and reduce confidence in the destination's ability to offer a pleasant tourism environment. If left unaddressed, these issues can lead to declining visitor numbers and reduced economic benefits for local vendors.

To restore and strengthen the Pasar Lama's image, comprehensive measures are needed. Vendors and sanitation workers noted that improvements should include education for both vendors and visitors, the provision of separated waste bins, and more consistent waste collection schedules. Additionally, vendors expressed concerns about the lack of transparency regarding sanitation fees. A more accountable and performance-based sanitation fee system would likely increase trust and encourage greater participation in cleanliness efforts. Previous studies also highlight

that strengthening infrastructure such as adding separated bins and increasing temporary waste storage capacity can significantly improve sanitation conditions in traditional markets.

In conclusion, the research highlights the need for a more integrated, participatory, and transparent waste management system in Pasar Lama Tangerang. Strengthening collaboration among vendors, visitors, market managers, and environmental agencies along with improving waste facilities and promoting environmental education will form the foundation for building Pasar Lama into a clean, comfortable, and sustainable culinary tourism destination.

4.   Conclusion

This research has examined waste management practices in the Pasar Lama Tangerang area through a descriptive qualitative approach involving observations, interviews, and documentation. The study aimed to understand how waste is managed within a dense culinary tourism environment and to identify factors influencing the effectiveness of the existing system. The findings indicate that waste management in Pasar Lama Tangerang has not yet operated optimally. The current system remains conventional, focusing mainly on collecting and disposing of waste without proper sorting or processing in accordance with the 3R (Reduce, Reuse, Recycle) principles. Limited cleanliness infrastructure, such as the insufficient number of waste bins and inadequate temporary waste storage facilities, contributes to waste accumulation and reduced environmental quality in the area.

The study further reveals that vendor participation and awareness remain low, as many vendors rely heavily on sanitation workers and have not adopted proactive waste-handling practices. These conditions show that current waste management practices do not align with sustainable tourism principles, which emphasize the importance of environmental protection to support long-term destination appeal.

In conclusion, achieving effective and sustainable waste management in the Pasar Lama Tangerang area requires stronger coordination among local government, market managers, sanitation workers, and vendors. Improving infrastructure, increasing awareness, and applying sustainable tourism principles are essential steps toward creating a cleaner and more competitive culinary tourism destination.

Acknowledgments

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