

CIHAPIT MARKET TOURISM DEVELOPMENT POTENTIAL IN BANDUNG CITY: A STRATEGIC ANALYSIS BASED ON TOURIST PERCEPTIONS AND PREFERENCES

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Abstract

The city of Bandung has a variety of interesting tourist attractions, both in terms of culture, history, and visitor experience. One location with the potential to be developed as a tourist destination is Cihapit Market, a traditional market that combines trading activities, social interaction, and the historical value of the city. This study aims to identify the potential for developing Cihapit Market as a tourist destination based on tourist perceptions and preferences. The method used is quantitative descriptive, with data collection through questionnaires to 40 visitor respondents, location observation, and interviews. The results show that the main identity of Cihapit Market is as a culinary tourist destination, with 95.0% of respondents stating that culinary is their main purpose of visit. This market has a strong loyalty base, with 60.0% of respondents recorded as repeat visitors, and promotion is strongly supported by social media channels (75.0%). Respondents' perceptions of the atmosphere and sense of security in the market are also relatively high. However, this potential is overshadowed by accessibility challenges: 82.5% of respondents are highly dependent on private vehicles (motorcycles and cars), which leads to low perceptions of parking availability and management (average score of 3.25). Another weakness is the need to improve public facilities such as cleanliness, sanitation, and toilets. The strategic recommendations proposed include improving infrastructure (parking and cleanliness), strengthening collaborative governance with the city government, developing authentic cuisine that favors the local community, and strengthening event-based promotion through social media. The implementation of these recommendations aims to make Cihapit Market a sustainable and competitive tourist destination.

Keywords: Location Development, Tourist Destinations, Traditional Markets, Tourist Perceptions, Tourist Preferences,

A. INTRODUCTION

Tourism is a strategic sector that has a significant positive impact on the regional economy. Local governments have the authority to manage and develop the potential of natural and human resources to encourage tourism development for profit (Fadilla, 2024). Bandung, as a leading tourism destination, is classified as an urban tourism destination with a diverse range of tourist attractions, according to the Bandung City Government's official planning document, the Tourism Development Master Plan (RIPP). As a metropolitan center and major tourist

destination in West Java, Bandung faces the challenge of destination diversification amidst the dominance of modern shopping centers (Akmal et al., 2025).

Developing tourist attractions requires identifying potential areas that can attract visitors. One location that demonstrates attractive tourism development potential in downtown Bandung is the Cihapit Market area (Superwiratni et al., 2025). This area is a traditional market with a unique historical background, originating from a residential area for Dutch civil servants in 1921, complete with shops. Cihapit People's Market itself was inaugurated in 1940 and permanently rebuilt by the Bandung City Government in 1985 (Subekti, 2017).

Unlike most traditional markets, Cihapit Market is known for its unique characteristics: a highly organized and neat market, clean and free of mud, providing comfort for middle- to upper-class consumers living in the city center seeking high-quality daily necessities (Yulianto, 2022). Today, Cihapit Market serves not only as a place to fulfill daily necessities but has transformed itself by serving modern and contemporary foods in addition to traditional goods, making it a popular hub in Bandung. The presence of traditional vendors who have continued family businesses since the 1940s, selling popular products such as Warung Nasi Bu Eha, Surabi Cihapit, and Kue Balok Cihapit, lends it an exotic appeal (Abdulsalam, 2021).

The transformation of Cihapit Market has made it a viral sensation and has significant potential to become a tourist attraction in Bandung. A region's potential needs to be developed to attract both domestic and international tourists. Tourism potential is defined as the attractiveness of a tourist destination that has appeal and can be developed to attract tourists (Syarif, 2023). Therefore, an in-depth study is needed to determine the appropriate strategy to optimize Cihapit Market's potential.

This research aims to analyze the development strategy for Cihapit Market as a unique tourist destination. This strategy will be based on an analysis of tourist perceptions and preferences regarding the market, ensuring that developments are relevant and able to provide positive impacts, particularly economic benefits for the local community. Practically, the results of this research include strategic recommendations that will serve as valid and measurable guidelines for the Bandung City Government, Cihapit Market management, and local communities in optimizing the market's potential as a sustainable tourist destination, increasing visits, and supporting local economic growth. Thus, it is hoped that Cihapit Market will meet eligibility standards and solidify its position as a unique tourism destination in Bandung.

B. LITERATURE REVIEW

Village Public Financial Management

Village public financial management is understood as a series of systematic processes encompassing planning, implementation, administration, reporting, and financial accountability carried out by the village government within an accountable governance framework (Novitasari & Hilmiawan, 2024). In the context of village funds, financial management is not merely administrative but also serves as a strategic instrument to ensure that budget allocations are truly directed towards the public interest and village development priorities. This theory emphasizes the importance of transparency and accountability as primary prerequisites for effective public fund management and public trust. Good village financial management also requires village officials to have the capacity to understand regulations, financial procedures, and the use of supporting systems such as village financial applications. Therefore, the quality of village fund management is seen as a determining factor in driving the success of sustainable village development (Yuliansyah, 2016; Raharjo, 2020). Indicators:

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- Village budget planning
- Implementation of village fund use
- Village financial administration
- Reporting and accountability
- Financial guidance and oversight

Village Development

Village development is understood as a planned process aimed at improving the welfare of village communities by strengthening local social, economic, and institutional capacity. This theory positions villages as the subject of development, where communities are not only beneficiaries but also key actors in development planning and implementation (Ariyanti et al., 2025). Village development emphasizes participatory, collaborative, and needs-based principles for local communities. The success of village development is measured not only by physical development but also by improving the quality of public services, community empowerment, and strengthening the village economy. From this perspective, village development is seen as the result of the interaction between village government policies, community participation, and the effective utilization of village resources, including village funds (Soewignjo in Rosidin, 2019; Soimin, 2019). Indicators:

- Village planning and arrangement
- Implementation of physical and non-physical development
- Village community cooperation and participation
- Investment and Village-Owned Enterprise (BUM Desa) development
- Asset management and village resilience

Good Governance

Governance theory emphasizes that the success of government administration is largely determined by the principles of transparency, accountability, participation, and effectiveness in public decision-making. In the context of village government, good governance serves as a normative framework that guides how village funds are managed and accounted for to the community (Sawir et al., 2025). This theory views closed and non-participatory management of public funds as potentially inefficient and diminishing public trust. Conversely, the application of good governance principles can increase the legitimacy of village governments and the quality of development outcomes. Therefore, good governance serves as a conceptual foundation for explaining the relationship between accountable village fund management and village development outcomes perceived by the community (UNDP, 1997; Dwiyanto, 2018). Indicators:

- Transparency in village fund management
- Accountability of village officials
- Village community participation
- Responsiveness of village government
- Effectiveness and efficiency of program management

C. RESEARCH METHODOLOGY

This study uses a quantitative descriptive approach with the primary objective of identifying and measuring the level of tourist perception and preferences regarding the potential of Cihapit Market (Waruru, 2023). The research location was specifically designated Cihapit Market, Bandung City, as a destination with historical value and unique traditional markets whose potential was to be studied. Primary data collection was conducted through three main methods: questionnaires distributed to visitors to gather quantitative data regarding levels of satisfaction

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and expectations; direct on-site observation to verify the physical condition and atmosphere of the market; and in-depth interviews with market management and several vendors to gain qualitative perspectives (Nasution, 2024). The study population was all visitors or tourists visiting Cihapit Market. The sample was determined using a purposive sampling technique, where respondents were selected based on the primary criteria of visitors' tourism, recreation, or culinary purposes, ensuring that the collected perceptions truly represent the perspectives of tourists (Aprilia & Sofiani, 2024).

Primary data collection was conducted through triangulation of three core instruments. The primary instrument was a Visitor Questionnaire, developed using a 5-point Likert Scale to assess two main variables: 1) Tourist perceptions of existing market conditions (cleanliness, uniqueness, accessibility); and 2) Tourist preferences for future development elements (facilities, types of attractions, and services). Furthermore, structured site observations were conducted to document the physical condition of existing amenities and attractions. Finally, semi-structured interviews were conducted with key informants to provide in-depth qualitative perspectives on operational history and challenges.

Data analysis focused on Descriptive Statistical Analysis to process the quantitative data from the questionnaire. This method includes calculating the average score and percentage for each indicator (Subhaktiyasa et al., 2025). The average score was used to determine satisfaction levels and development priorities. The results of this descriptive analysis were then used as empirical input for the final stage of the research, namely the formulation of a tourism development strategy that produces applicable outcomes for Cihapit Market.

D. RESULT AND DISCUSSION

Respondents in this study amounted to 40 tourists who had visited Cihapit Market. In general, the characteristics of respondents are dominated by the productive age group (17–45 years old) with a work background of students/university students, private employees, civil servants, entrepreneurs, and housewives, so that Cihapit Market can be said to be visited by urban and semi-urban tourist segments who are accustomed to activities in urban areas. Based on city of origin, some respondents domiciled in Bandung City and others came from outside Bandung City, which confirms the dual function of Cihapit Market as a space for daily activities of local residents as well as a stopover destination for tourists from outside the area.

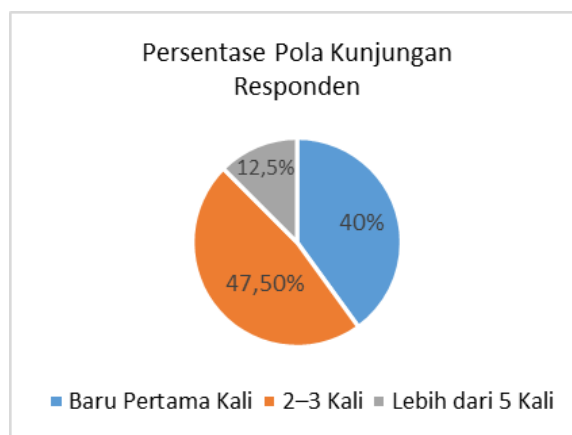
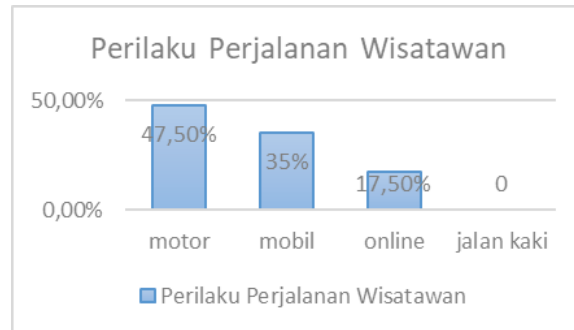


Figure 1. Respondent Visit Patterns
Source: Processed by Researchers, 2025

In terms of visitation patterns, approximately 40.0% of respondents were recorded as new visitors (first-time visitors), while 47.5% had visited 2–3 times and 12.5% had visited more than 5 times, so that cumulatively 60.0% of respondents were repeat visitors. These findings indicate that Cihapit Market has a strong enough attraction to encourage repeat visits and can be an important basis for word-of-mouth promotion, while still opening up opportunities to attract new tourists every year.



Gambar 2. Perilaku Perjalanan Wisatawan
Sumber: Diolah Peneliti, 2025

Regarding tourist travel preferences, survey results indicate that Cihapit Market relies heavily on private vehicle access. The majority of respondents used private vehicles (motorcycles) as their primary mode of transportation, representing 19 people (47.5% of the 40 respondents). The second most common mode of transportation was private vehicles (cars), chosen by 14 respondents (35.0%). Only 7 respondents (17.5%) used online transportation. No respondents reported using public transportation or walking as their primary mode of transportation to Cihapit Market.

The high proportion of private motorized vehicle use (motorcycles and cars), cumulatively reaching 82.5%, indicates that parking capacity and management are crucial issues in the context of market tourism development. This dependence has the potential to cause congestion and pressure on space around the market area if not balanced with adequate parking arrangements, traffic management, and strengthening alternative modes such as public transportation and pedestrian-friendly connectivity. In the context of destination planning, this pattern suggests the need for synergy between market management and the city government to manage area accessibility as part of a tourism development strategy.

In terms of motivation for visits, culinary tourism is very dominant. Of the 40 respondents, 38 (95.0%) stated that culinary activities were one of their primary reasons for visiting Cihapit Market. This activity does not stand alone, but is often combined with other objectives such as exploring the atmosphere (19 respondents; 47.5%), socializing/passing time (12 respondents; 30.0%), and shopping for creative/unique products (10 respondents; 25.0%), indicating that this market serves as both a consumption space and a social and light recreation space in the city center.

The duration of most visits ranged from 31–60 minutes to 1–2 hours, reflecting the short-to-medium visit pattern typical of urban tourism: coming to eat, stroll the market corridors,



and briefly interact with friends or family. From these findings, it can be concluded that Cihapit Market's primary identity as a culinary tourism destination is quite strong, while the shopping function for household necessities and creative products plays a supporting role, enriching the visitor experience

Figure 3. Information Source
Source: Processed by Researchers, 2025

The development of Cihapit Market tourism is heavily influenced by informal and digital information dissemination patterns. Survey results indicate that social media (particularly Instagram/TikTok) is the primary source of information about Cihapit Market as a tourist destination, used by 30 respondents (75.0%). The second most important source of information is recommendations from friends/family, cited by 6 respondents (15.0%), followed by other sources such as mass media, news, and intentional searches through search engines and digital maps, which cumulatively account for 10.0%.

From a loyalty perspective, the proportion of repeat visitors, reaching 60.0% (2–3 times and more than 5 times), indicates that the experience of visiting Cihapit Market is relatively satisfying and can encourage repeat visits. The combination of strong repeat visitors and the dominance of social media as an information channel, places Cihapit Market in a strategic position for development through promotional strategies based on visual content, experience storytelling, and strengthening the social media user community and the local community.

In terms of perception, respondents assessed the unique and authentic character of Cihapit Market as a traditional market in the city center, which is an important asset for the development of social and heritage tourism. The perceived sense of safety and comfort within the market area was also relatively high; the item "feeling safe and comfortable" received an average score of approximately 4.28 on a scale of 1–5, with a median of 5 (strongly agree) selected by 25 respondents (62.5%). This means that the market area is considered quite conducive for visiting, dining, and socializing.

Conversely, the indicator regarding parking availability and arrangement received a lower rating. This item had an average score of approximately 3.25, with a median of 3 (moderate/neutral) selected by 15 respondents (37.5%), indicating that parking facilities are perceived as inadequate and a major weakness. Complaints regarding limited parking space, potential congestion around the market, and the need for formal parking arrangements emerged repeatedly in respondents' open-ended suggestions. This situation is consistent with the dominant use of private vehicles mentioned in the previous section, so parking management and traffic engineering need to be prioritized as strategic development priorities.

The findings regarding key weaknesses in parking, cleanliness, and public facilities were further strengthened when compared to the open-ended suggestions provided by respondents. Most input emphasized the importance of improving parking management to ensure it is more organized and reduces congestion around the market, including the provision of additional, official, and safe parking spaces. Respondents also repeatedly highlighted the need to improve market area cleanliness, sanitation, and strengthen supporting infrastructure, such as clean and comfortable restrooms and the quality of healthy and environmentally friendly products.

Beyond the physical aspects, many respondents encouraged more systematic collaboration between market managers and the local government and related agencies. Proposed forms of collaboration included parking area development by the transportation agency, development of creative MSME centers through the tourism and SME agencies, and strengthening culinary

tourism promotion through social media, organizing events, and providing support from various parties, including communities and the non-governmental sector. In a social context, several respondents explicitly emphasized that the development of Cihapit Market must prioritize the comfort and safety of residents living around the market, given its location within a residential area.

From a tourism product perspective, respondents' suggestions focused on the importance of maintaining the market's traditional character while selectively developing culinary and creative products. Several respondents emphasized the need to preserve and expand legendary culinary delights and traditional snacks at affordable prices, showcase the authenticity of local gastronomy, and ensure that raw materials and labor are sourced locally from the market area, thus creating a mutually beneficial economic cycle. At the same time, the development of themed events and festivals, the development of ecotourism and cultural tourism around Cihapit, and the training and empowerment of local communities are seen as important steps to strengthen its tourist appeal while ensuring that the benefits of development reach local residents.

Other input highlighted the need for more comprehensive area planning, including improving pedestrian comfort through improved pedestrian paths and creating quieter and safer public spaces. Several respondents cautioned against overcrowding and maintaining the welcoming character of the traditional market, while maintaining the friendly character of the local residents. These suggestions demonstrate that, from a tourist perspective, Cihapit Market tourism development should ideally combine three main orientations: improving the quality of the physical environment and facilities, supporting the local community, and strengthening the appeal of authentic and sustainable culinary and tourism activities.

Overall, the analysis indicates that Cihapit Market has strong potential as an urban culinary tourism destination, supported by the authentic character of the traditional market space, a sizable repeat visitor base, and strong promotional support through social media. However, this potential is still overshadowed by issues of parking capacity and arrangement, limited alternative modes of public transportation, and the need to improve public facilities (toilets, seating areas, and pedestrian comfort) which frequently arise in respondents' suggestions.

E. CONCLUSION

Based on an analysis of 40 respondents, Cihapit Market has strong potential to be developed as an urban culinary tourism destination that combines the functions of a traditional market with a recreational and social space. Culinary tourism is the primary motivation for visits for most respondents, along with activities such as exploring the atmosphere, socializing, and shopping for creative products, so that the visiting experience extends beyond everyday shopping. The high proportion of repeat visitors indicates a high level of satisfaction and significant opportunities to strengthen word-of-mouth promotion among tourists.

On the other hand, the accessibility pattern, which relies heavily on private vehicles (motorcycles and cars), presents challenges related to limited parking and potential congestion around the market area. Tourists' perceptions of safety within the market area are relatively good, but supporting facilities such as cleanliness, sanitation, restrooms, and parking arrangements are still considered in need of improvement. Various inputs from respondents emphasized the importance of strengthening cleanliness, promoting healthy (eco-friendly) products, providing comfortable restrooms, and providing well-organized parking to prevent congestion.

Respondent input also highlighted the need for development that is sensitive to the social and environmental context surrounding the market. Several respondents emphasized that tourism

development must prioritize the comfort and safety of residents living near the market, avoiding a "cramped" and overcrowded atmosphere that could reduce residents' quality of life. Furthermore, they emphasized that culinary development should maintain the authenticity of local gastronomy, maintain affordable prices, utilize local market raw materials and labor, and not solely target out-of-town tourists.

In terms of enhancing its appeal, respondents suggested maintaining and even expanding traditional snacks and legendary culinary offerings, with affordable prices and guaranteed quality. Developing themed events or festivals, whether culinary, arts, or community activities, could encourage regular visits and strengthen Cihapit Market's image as a tourist destination. In terms of marketing, respondents assessed that promotion still needs to be developed, for example through the use of social media, collaboration with various parties, and a more integrated promotional program.

Based on these findings, several strategic recommendations can be put forward:

Improving basic infrastructure and supporting facilities through serious restructuring of the market area, including managing cleanliness, sanitation, restrooms, seating areas, and lighting, as well as adding and restructuring official parking areas to minimize congestion. Strengthening governance through collaboration with the city government and relevant agencies, including collaboration with the Transportation Agency for parking and public transportation access, and with the Tourism Agency and the SME Agency for the development of creative MSME centers and vendor empowerment programs.

Developing culinary tourism products and experiences that emphasize authenticity, sustainability, and support for the local community through curating Sundanese culinary specialties, training business owners, and ensuring economic benefits for local residents. Strengthening promotions and events through social media, thematic activities, and collaboration with communities and other parties will further enhance Cihapit Market's reputation as a modern traditional market that is clean, organized, friendly, and attractive to tourists. By implementing these recommendations in a planned and inclusive manner, Cihapit Market has the potential to become a sustainable and competitive market tourism destination in Bandung.

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