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PASAR MALAM / NIGHT MARKET

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ABSTRACT

Pasar Malam is an Indonesian and Malay word that truly signifies "night showcase". A Pasar Malam is a road showcase in Indonesia, Malaysia, Brunei and Singapore that opens at night, as a rule in private neighborhoods. Night advertise, or purported "Pasar Malam" is truly not a typical sight in Malaysia. Also, this is the reason a few tourists are interested and ready to go far for a night showcase experience. Consistently, Johor Bahru flaunts numerous night markets at various avenues which have such a great amount to offer. The night markets had been recognized as a reputable business platform capable of helping the local economy to grow. The purposes of the study were to develop night market typology based on the dynamis of the night markets and to examine the overall 'health' status of night market. The night markets' dynamism was measured on three factors: the density (number of customers, traders and visitors), diversity (customers, traders and visitors), and social interaction (nature and intensity of encounter among traders, customers, and visitors). Findings of the study indicated that the night markets could be classified based on 6 variables as indicated on the study framework.

INTRODUCTION

Night advertises in Malaysia had been famous goals among local people since they offered shopping elective for prepared nourishment, transitory things, apparel, and other family necessities. The night advertises frequently mirrored certain parts of the Malaysian interesting society, particularly the individuals, the nourishment, the dietary patterns just as the decent variety of the populace. With the idea of open space commercial center, the neighborhood authority would allocate slow down/slow down to dealers, and merchants would set up tents, tables, instruments and other essential gear to get ready and show their items. The quantity of slows down at one-night market could extend from 50 to 300. A merchant would ordinarily be permitted to lease more than one slow down space, contingent upon the guideline forced by the neighborhood authority, yet frequently the most extreme number of slows down that a broker could have was four. The kind of items offered available to be purchased included natural products, vegetables, fish, meat, poultry, dairy item, toys, extras, garments, cooked nourishment and drinks. The most mainstream item offered was generally prepared nourishment. Some night markets, particularly those situated in towns or community offered nearby rarities, neighborhood intriguing plants, and natural products that must be found in the wilderness zones close to the town. Accordingly, an outing to those night markets could be an instructive encounter for the city people just as visitors. Markets were focused as a way in a report on "Kuala Lumpur Structure Plan, 2020", the night of coordinating the different ethnic gatherings in the

nation, and as voyagers attractions since they could give a look into the Malaysian culture and lifestyle. Reading is easier, too, in the new Reading view. You can collapse parts of the document and focus on the text you want. If you need to stop reading before you reach the end, Word remembers where you left off - even on another device.

HISTORY OF THE NIGHT MARKET

In the Indonesian archipelago, markets are generally hung on various days with areas turning among taking interest towns. This conventional monetary custom is known as Hari Pasaran (lit. "Advertise days") in Javanese. In the wake of being additionally created, advertising was set up more forever like it is today. The night advertise is viewed as the continuation of this non-lasting business sector culture. Night advertise are typically held during extraordinary events or celebrations, for example, Sekaten celebration in Java, or held in Ramadhan evenings, roughly seven days before Labaran. After the revelation of power and light, the night markets were held all the more now and again in pilgrim Dutch East Indies in the mid-twentieth century. The most striking one is Pasar Gambir, a night advertise reasonable held in 1906 and yearly from 1921 until the episode of World War II in 1942, in the Koningsplein, Batavia, Dutch East Indies (presently Merdeka Square, Jakarta, Indonesia) to praise the birthday of Queen Wilhelmina of the Netherlands. It has become the ancestor of the yearly Jakarta Fair and Den Haag's Tong Fair which are a night market and celebration held for half a month. Notwithstanding, in Bengali 'Pasar Malam' signifies cream of bum.

PASAR MALAM IN MALAYSIA

In Malaysia, Pasar Malam is regularly arrangement at impermanent shutdown road for vehicle and open for walker during night until late night on week by week premise. At certain area because of recurrence or not many time in seven days, tight and occupied road likewise security reasons, Pasar Malam will open at Tapak Pasar Malam on evening which portray a designation space that convert a parking spot during a daytime. Because of the blistering Malaysian climate during the daytime, the Pasar Malam has become a nightlife action that draws in neighborhood network after working time and visitor group to shop with moderate night temperatures searching for modest hot nourishments, garments, staple goods and so on. The merchant licenses are gotten from neighborhood specialists under the nearby gathering territory. Larger part of the nearby merchant selling bounty sort of beverages, hot nourishments and neighborhood treats from Malay, Malaysian Chinese and Indian foundation which are popular and the hard to discover, new leafy foods, new fish and shellfishes, crisp meat and poultry, toys, family scope of

garments and embellishments. Some nearby sellers likewise selling live pets or even telephone embellishments. The least demanding way looking a Pasar Malam in Malaysia by composing "Pasar Malam" on Google Maps. A piece of information on area, opening day and hours will positively valuable. As the name inferred, opening times ordinarily late at 5:00 PM and shut down at 11:00 PM or until nourishments sold out.

A TYPICAL NIGHT MARKET

We are visited the Night Market (Pasar Malam) at Pasar Malam Taman Teratai. This is where you can get all the traditional street food at one location. Pasar Malam is one of the longest night markets in Johor with more than 60 stalls, making it a must-visit. This night market which is located in our university, is held every Monday from evening until late night.

The night market was once very crowded and vibrant. There are many stalls set up along the streets selling all sorts of goods. There was a broad range of road foods offered by way of the carriers and site visitors were spoiled for a choice. You can find Satay, Roast Duck & Pork, Chili Crabs, Peanut Pancake and many more. The fee of the goods bought is honest though, the crowd is huge, and every now and then it is pretty hard to cross from one spot to another, so, it is advisable for traffic to purchase when you see, do no longer wait till you have walk a distance due to the fact you may also no longer find the stall easily. I used to purchase some sportswear as the fee is genuinely "competitive" even though the first-class is now not as appropriate as those offering in the branded outlet.

(1) Market Environment: It was inspected from its physical setting, advertise air and assortment of items: The accompanying arrangements/typologies were inferred dependent on the previously mentioned components: (i) Large and High Traffic (number of slows down 200 or more and situated in high rush hour gridlock what's more, bustling territories); (ii) Medium Traffic (number of slows down range between 150 to 199 and arranged simply off the primary traffic stream); (iii) Medium to Small Traffic (number of slow down range from 100 to 149 and situated in inside town regions); (iv) Minimal Traffic (number of slows down going between 70 to 99, found simply outside a town territory, in the suburb); and (v) Very Small (number of slowdown is underneath 69, situated in provincial and town zone).

(2) Traders: Small, insignificant dealers, who took an interest in the selling exercises at the night advertise as an all-day work, or to enhance their pay, or to learn business abilities. The characterization/typology was resolved from the sort items they sell, their reliant on salary got from the night showcase, and the quantity of night markets they took an interest in. Four significant classifications were distinguished: (i) Primary Product (high turnover and high Customer volume where prepared nourishment and Drinks, were the principle offering, and

every broker had one slow down space, in particular, they were, for the most part, Malays and worked in family gatherings); (ii) Secondary Product (leafy foods, had the second-most elevated number of slows down, primarily Chinese, most elevated overall revenue); (iii) Supporting Product (apparel and frill, involved the most noteworthy normal slow down space, Malays fundamentally youngsters); (iv) Mainstay Product (fish, meat, fish and chicken, less frequented by clients, however, dealers earned high-net revenue, a blend of Malay and Chinese merchants relying upon showcase location); (v) Alternative Retailing (dry merchandise, staple goods, and eggs, where every dealer would possess by and large 2 to 3 slows down space, principally Chinese dealers).

(3) Customers: Customers/Shopper who belittled the night markets, regardless of whether on a normal or unpredictable premise. The typology was fabricated dependent on the blends of ethnic gathering, socioeconomics qualities, profile and properties, appearance designs, clients' spending designs. The characterizations were: (I) Social Opportunity (double reason – purchasing and accepting the open door to meet companions and dealers and along these lines, would invest a more drawn out energy at the night showcase); (ii) Family Outing and Leisure (a week by week issue with at least two relatives strolling in gathering and purchasing things that address the issue of different relatives, they regularly would showed up later than expected evening); (iii) Hanging Around (normally understudies and young people strolling in twos or gathering of three, eating and tasting their beverages while strolling, frequently halted (irregularly) and visit on explicit points as they calmly strolled through the entire region, with no particular time of appearance and they would ordinarily purchase prepared nourishment); and (iv) Buy and Go (halted by in transit from office or work environment to home, will invest an almost no time at the night advertise, items purchased were primarily cooked food and food supplies).

(4) Visitors: Tourists or people who went to the market, not with the principle goal of purchasing. The typology of guests included components of socioeconomics including qualities, profile, and traits, appearance data, guest's observations. The classifications created were: (I) Look and Go (inquisitive, while in transit to some gathering or meeting, brief time went through at the night advertise, may/may not purchase, if purchase would most likely be prepared nourishment or beverages for self-utilization); (ii) Interest (made a trip and invest more energy, may arrange a returned appearance would get a few trinkets or prepared nourishment); and (iii) Casual (had some time before meeting companions someplace close by, would purchase drinks and strolled around taking a gander at chose slows down).

(5) Surrounding Communities: Residents who lived in a similar territory (inside a 3-mile sweep) and shared some basic qualities. The typology depended on such factors as sort of home and open courtesies and offices, and network depiction, for example, statistic profiles and exercises. In this manner, the scope of collection were: (I) Medium too (upscale twofold story gated-and open-local locations, inhabitants only here and there visited the night advertise); (ii) Low to Medium (paid successive visits to Night Market; generally female housewives who frequently

obtained staple goods, vegetables, nourishment supplies; region was thickly populated with condos with accessibility of network offices, for example, play area and schools); (iii) Low Income (ease lofts and townhouses); and (iv) Transient (understudies or assembly line laborers, for the most part, acquired prepared nourishment and beverages, spend insignificant sum).

(6) Local Authorities: The administration organization/body or the affiliation appointed by the position to sort out, control or screen the night showcase. The typology depended on the degree of help reached out to the different members of the night market: (i) Proactive (arranged well for the advancement of the night advertise, including offices for members' benefit, gave extremely solid help and warning administrations, for instance, preparing projects and wellbeing check for significant dealers, worked intimately with network, intently observed and authorized in sticking to guidelines, security of clients a need, visited the night showcase regularly); (ii) Active (offered help and warning administrations for those looking for data at the workplace, and observed effectively the night advertise exercises); and (iii) Laissez-Faire (gave negligible help and would respond on objections and criticism got from different gatherings).

(7) Night Market Dynamism: This deliberate the essentialness of the night advertise dependent on the blend of the three elements: Density of members all through the period the night showcase is opened: Diversity of investment which incorporated the ethnic and age breakdown, and the societal position; and Social Interactions among dealers, clients, guests and networks and they concentrated on the pace of development inside the market and the sort of clients. The factor could be gathered into five categories: (i) Very Vibrant (quick pace of development, related with the least time spent by the clients, very blocked, a lion's share of experts/laborers who and halted by on their path home from work); (ii) Quite Vibrant (quick pace of exercises and development, and related with essentially high school or undergrads as clients, and the measure of time spent is negligible); (iii) Vibrant (numerous clients with relatives and every part keen on various items/slows down, would invest the most energy at the market contrasted with different classifications); (iv) Casual (dominant part of clients were encompassing networks and laborers from close by industrial facilities); and (v) Leisure (social clients who invested time communicating with different clients and brokers, went for time to gradually stroll around, lion's share of older clients walking gradually).

NIGHT MARKET IN JOHOR

Places and time where we can get pasar malam:

Monday

- ❖ Taman Universiti, Skudai (Jalan Pertanian 54)
- ❖ Taman Perling, Skudai (Jalan Layang)
- ❖ Taman Sutera, Skudai (Jalan Sutera Biru)
- ❖ Taman Teratai, Skudai (Jalan Enau 15) [We went this night market]
- ❖ Taman Kota Masai, Masai (Jalan Durian 1)
- ❖ Taman Rinting, Masai (Jalan Sena 12)
- ❖ Taman Century Garden (Jalan Seladang)
- ❖ Taman Setia Indah (Jalan 12/1)
- ❖ Taman Permas Jaya 1
- ❖ Taman Indahpura, Kulai (Jalan Siantan 3)
- ❖ Kampung Melayu Majidee (Jalan Rahmat)

Tuesday

- ❖ Taman Tampoi Utama, Skudai (Jalan Sri Perkasa 1/1)
- ❖ Bukit Chagar
- ❖ Gelang Patah, Jalan Kacang Panjang
- ❖ Taman Tampoi (Jalan Gajus)
- ❖ Taman Johor Jaya, Tebrau City (Jalan Dedap 13)
- ❖ Taman Manis, Kelapa Sawit, Kulai
- ❖ Taman Pelangi, JB (Jalan Perang)
- ❖ Taman Anggerik, Kempas (Jalan Anggerik)
- ❖ Taman Sri Bahagia, Tampoi (Jalan Sri Bahagia)
- ❖ Taman Sri Yacob
- ❖ Taman Setia Tropika
- ❖ Nusa Perintis, Iskandar Puteri (Jalan Nusa Perintis 6)
- ❖ Kg Pasir Putih, Pasir Gudang (Jalan Pantai)
- ❖ Taman Cahaya, Masai (Jalan Intan)

Wednesday

- ❖ Taman Skudai Baru, Skudai (Jalan Nakhoda 20)
- ❖ Taman Bukit Indah, Skudai (Jalan Indah 5/7)
- ❖ Plentong, Masai (Jalan Rotan Bakau)
- ❖ Taman Desa Harmoni, Masai (Jalan Haroni 4)
- ❖ Taman Desa Jaya, Tebrau (Jalan Lembah 1)
- ❖ Taman Daya, Tebrau (Jalan Sagu)
- ❖ Kampung Ungku Mohsin, Tampoi
- ❖ Taman Aman, Senai (Jalan Senang)
- ❖ Taman Suria, JB (Jalan Suria 7)
- ❖ Taman Dahlia, Kempas (Persiaran Dahlia)
- ❖ Taman Bayu Puteri (Taman Sri Stulang), JB (Jalan Sri Stulang)
- ❖ Taman Pasir Putih, Pasir Gudang (Jalan Siakap 3)

Friday

- ❖ Kg Bakar Batu, JB (Jalan Sekolah & Jalan Kubur)
- ❖ Bandar Baru Uda, JB (Jalan Padi Mahsuri 1)
- ❖ Kampung Setanggi, JB (Jalan Cendana)
- ❖ Taman Mewah, Kulai
- ❖ Taman Puteri Wangsa, Ulu Tiram (Jalan Badik 16) -> Map: <https://bit.ly/2uNKXIG>
- ❖ Taman Universiti, Skudai (Jalan Kumuliaan Utama)
- ❖ Taman Kempas
- ❖ Taman Mega Ria, Masai (Jalan Jelatang)
- ❖ IOI, Kulai
- ❖ Bandar Putra, Kulaijaya (Jalan Kenari 19)
- ❖ Taman Mawar, Pasir Gudang (Flat Taman Mewar)

STUDY OVERVIEW

There was restricted research that had been directed on night advertise and the quest for auxiliary data finished with negligible exact proof to show the commitments made by this

significant retail part to the nearby and national economy. The motivations behind the investigation were (1) to look at the dynamism of the night showcases with an end goal to increase a superior comprehend of elements prompting the presentation of night advertising; (2) to decide the by and large 'wellbeing' status of night markets; and (3) to create night showcase typology that would be helpful in future investigation on night markets. This examination would provide further comprehension of the structure of night markets and the jobs they played, particularly in adding to the encompassing networks and the merchants. It had added to the assortment of information on night markets condition and dynamism, and their job in the casual economy. The distinguished variables from the examination would support academicians and nearby specialists comprehend and welcome the night markets' commitments as an elective retail/shopping outlet. Another significant purpose behind the examination was to decide if the night market could be utilized as the stage or hatchery for creating business visionaries. It could furnish hopeful people with the chance to create self-assurance, business, showcasing, and selling abilities, and to learn, among others, the aptitude/craft of haggling with providers. For the country, the night markets could prod the improvement of little and medium-size endeavors (SMEs).

INDIVIDUAL REFLECTIONS

Maidul Hasan Masum

My name is Maidul Hasan Masum and I am in the group no 6. Last Monday I have experienced a new thing and also a new taste. Our group project was to visit Pasar Malam with group members. And we have visited the pasar malam near maslee. It was an outstanding loving experience for me. I have taken food, drinks from there also my friends brought a lot of things from there. We have taken a lot of group photos also.

Well, pasar malam refers to the night market. It is a street market, opens at a residential area on a certain day of the week in Malaysia, Singapore also in Indonesia. In these markets usually, fruits, snacks, vegetables, toys, clothes, accessories, shoes, jewelry and so on are found here. And the night market we have visited had all those things.

We were thinking about going to pasar malam for two weeks but last week we couldn't manage to go so we had fixed that we going in this week. As the night market near maslee opens only on Monday evening so fixed time 6:30 pm that we all will be here on time and we of us came on time and the moment I have seen the night market an unknowing smile appears on my face,

small stalls under open sky undoubtedly, this can refresh every single person's mind. Moreover, it was giving an outstanding view because of the clouds. Maximum of ours this was the first visit of the night market. But Bayes and Shakil have visited a lot of times. The time we step in the market our two anikas run to the jewelry stalls and I was looking for something spicy. Bayes and Shakil were busy in clicking photos and Ellinor was confused about whom she should follow. My mind was to start dancing when I have seen "piyaju" stalls. This is my damn favorite. Before this I have eaten these from Taman U. There was a small stall near U-mall, but now that is close, so I was looking for "piyaju". I took ten pieces of that from that stall, they Indian Malay. They have behaved very friendly with us. Me Anika-Pakistani was having a conversation about their foods.

Later on, I have taken "pakora" also, the taste was so good. I always love these spicy fries. Usually, when I am in Bangladesh, I love to enjoy all these but here in Malaysia I wasn't getting all these and at last, I got in the night market. And then it was our photographer Bayes' turn, he took something called, "ponir". I have tried one spoon but didn't like it so much, but I don't know why others were saying it was good, maybe they were making fun with Bayes. Bayes also brought cap for him from a clothes stall. In the end, we have taken "grill chicken" and as usual our photographers took pictures. I have taken a couple of rounds of the whole market. The maximum of the stalls was a food stall and the most interesting part is the price is very cheap here. So, in the evening for a refreshing mind and having little snacks now this is my favorite place. And end of everything thanks to my group mates for being so friendly and helpful, really enjoyed the time with them.

Bayes Ahmed Shoharto

Assalamu Alaikum. I'm Shoharto from group 6. In last Monday we went pasar malam near Maslee Express named "Pasar Malam Taman Teretai". This night market is very near from our university. Every Monday from evening to late night this pasar malam is held. A pasar malam is a place where actually reflected the Malaysian traditions and culture. We know that, Malaysia is multi-traditional country. For that reason, every place in Malaysia you have seen lots of difference in their life-styles and their food habit also.

The night market was once very crowded and vibrant. There are many stalls set up along the streets selling all sorts of goods. There was a broad range of road foods offered by way of the carriers and site visitors were spoiled for a choice. You can find Satay, Roast Duck & Pork, Chili Crabs, Peanut Pancake and many more. The fee of the goods bought is honest though, the crowd is huge, and every now and then it is pretty hard to cross from one spot to another, so, it is advisable for traffic to purchase when you see, do no longer wait till you have walk a distance due to the fact you may also no longer find the stall easily. I used to purchase some sportswear

as the fee is genuinely "competitive" even though the first-class is now not as appropriate as those offering in the branded outlet.



In every Monday I went there just to buy for the soya tofu curd. I like this food very much. Basically, Chinese people sell this soya bean products. If you are a food lover then pasar malam is the right place for you. This is a food heaven for food lovers' people. You can also find fresh fruit in the pasar malam. Night market mainly maintains in general people demands. For that, you can find your daily life necessary things in the pasar malam. People in general went to the pasar malam and enjoy. It's one kind of traditional part of Malaysian culture. Every week buyer and seller go to the pasar malam and sell or buy the products.

In the conclusion part I can say that, Pasar malam is a place which is reflected the Malaysian culture and the traditions. Everyone should visit pasar malam, you can learn lots of things about Malaysian culture and multi-traditional parts of Malaysia.

Md Shakil Chowdhury

Me & my group members visited the Night Market (Pasar Malam) at Taman Universiti, Skudai. This is where you can get all the traditional street food at one location. Pasar Malam is one of the longest night markets in Johor with more than 60 stalls, making it a must-visit. This night market which is located in our university, is held every Monday from evening until late night.

The night market was once very crowded and vibrant. There are many stalls set up along the streets selling all sorts of goods. There was a broad range of road foods offered by way of the

carriers and site visitors were spoiled for a choice. You can find Satay, Roast Duck & Pork, Chili Crabs, Peanut Pancake and many more. The fee of the goods bought is honest though, the crowd is huge, and every now and then it is pretty hard to cross from one spot to another, so, it is advisable for traffic to purchase when you see, do no longer wait till you have walk a distance due to the fact you may also no longer find the stall easily. I used to purchase some sportswear as the fee is genuinely "competitive" even though the first-class is now not as appropriate as those offering in the branded outlet.



Pasar Malam is a Malaysian word. It means night market. In Malaysia this is my first experience to visit pasar-malam. But I am familiar with this kind of market because I have visited night markets back to my country. It's same as this. But here I see many different kinds of shop at the same place.

Every week night markets are held in Johor Bahru. I visited on Monday at Taman University. It was a great experience. The markets usually bring together a large collection of stalls selling goods of all types such as fruits, vegetables, toys, clothes, snacks, shoes, watches and clocks, accessories, fashion jewelry etc. As I got closer to the bustling market, my nostrils were assaulted by all sorts of smells, from fried chicken to roasted coffee beans. I slowly walked around the market, and as much as I tried not to look like a tourist, my actions spoke otherwise and I could not help but observe as the men and women whipped up their various dishes in style. For a person who always ate noodles the traditional way with hot water, it was interesting to see how the locals fry them with eggs and various spices.

I watched as a young man threw plain white rice in a stir fry pan and within a minute turn it into a delicious meal after adding pieces of chicken and vegetables and topping it off with turmeric and other seasonings. There were a couple of stalls barbecuing fish and chicken. One stall was selling home-made pizza, and I can say that Domino's and Papa John's don't need to worry, for now. A few stalls were selling cold fruit drinks and one young lady was running a stall selling ice blended drinks like chocolate and coffee, as well as several flavors of milk shake.

At the end I can say that, in future I will obviously visit another pasar malam. It was a lot of fun.

Elinor Aluge Osei Amaka

I always heard people make statements like “we will buy it tonight at the night market,” and I would usually ask, Is that a mall?

I was always curious about visiting it and seeing what goes on there.

Pasar malam is a word that is closely tied to Indonesia and Malaysia which means night market. It is a collection of stalls or booths where variety of products are sold during the night time. These products include; clothes, jewelry, shoes, toys, balloons, alarm clocks, knick-knacks, fruits, drinks, snacks and food items which are sold at reasonable prices.

My first visit to the night market was with my group mates and friends. We visited the night market near marsley at 6:00pm when the sun was beginning to set. Although I was not feeling well on that cold Monday evening, the excitement of being there made me bubble. I was going from stall to stall, and I even occasionally spoke Malay to the locals. “Apa Kabar? I would say as I approached the stall of a Malay sales person.

I tried the pakora, and I really liked the flavor.

I was very surprised and elated when I saw them roasting corn, for a split second I felt like I was home. During the corn season in my country, everyone buys corn and it is usually eaten with pear, seeing them roast corns brought pleasant memories.

It was getting late and we were getting tired but we hadn’t done enough yet, we went deeper into the market and we saw what looked like “soya”. In my country soya is the name of roasted beef marinated in various spices, pepper being a major ingredient. It immediately caught my attention and I opted to try it. The ayam sticks were marinated in a sauce which I must say tasted quite good.

Being in the night market was a very interesting experience for me, I can’t tell if this was because it was my first time being there or because I went with my friends but I did enjoy myself and would love to go there again.

Anika Shahzad

I am Anika Shahzad and I am in the group no 6. Last Monday I have visited pasar malam with my group mates as our group project was to visit Pasar Malam with group members. It is located behind maslee. It brought a great experience for me. I have enjoyed snacks, drinks with my group mates there in pasar malam. Pasar malam means to the night market. It is a street market, starting on a certain day of the week in Malaysia in a residential area, And in Indonesia as well.

Fruits, nuts, vegetables, toys, clothing, cosmetics, shoes, jewelry, etc. are usually found here in these markets. And all these items had been on the night market we visited.

For two weeks we were thinking about going to pasar malam, but we couldn't get to go last week so we had decided that we're going this week. As the night market near maslee only opens on Monday night at 6:30 p.m. so decided that we will all be here on time and the time we all arrived, I was surprised to see the view of pasar malam, cloudy sky above of it and small stalls, it was looking very cute. This was the first night market visit for me. But many times, Bayes and shakil have been. The time we step in the market. I with anika run to the jewelry stalls and the hunger Masum was looking something spicy. Bayes and shakil were busy in taking photos and Elinor were totally confused what she needs to do. There were very good collection of jewelry and also teddy bear stall was full of cute teddy.



Mr. Hunger Masum took “pakora” that taste was so good. He also took “pakora” that was also nice. And then it was Bayes’ turn, he took something called,” ponir”. It was good but Masum didn’t like it so much, In the end, we have taken “grill chicken” and as usual our photographers took pictures. Most of the stall were food stalls, here we saw a lot of stalls of snacks. In the end we all have enjoyed grill chicken, it was very good to me, we have taken group photo with it also. End of everything it was a very good experience for me. Thanks to group members for their co-operation.

Anika Rahman Antu

I am Anika Rahman Antu and I am in the group no 6. I visited pasar malam with my group mates last Monday as our group project was to meet with group members Pasar Malam. It's in the back side of

maslee. This gave me a wonderful experience. I've enjoyed snacks, drinks in pasar malam with my group mates.

Pasar malam means the market for the night. It's a street market, beginning in Malaysia in a residential area on a certain day of the week, and also in Indonesia. Such markets usually find fruits, nuts, vegetables, toys, clothes, cosmetics, shoes, jewelry, etc. And all these things were on the market we were visiting at night.

We thought about going to pasar malam for two weeks, but we couldn't get to go last week so we decided we'd go this week. As the Maslee night market only opens at 6:30 p.m. on Monday night. So decided we're all going to be here on time and when we all arrived, I was shocked to see the view of the pasar malam, the gloomy sky above it and the little stalls, it looked very nice. To me, this was the first visit to the market at night. But it was Bayes and shakil several times. The time we're on the market. I ran to the jewelry stalls with anika, and the hunger masum looked spicy. Bayes and shakil were busy taking pictures and she was totally confused about what she wanted to do. There was a very nice jewelry range and there was also a teddy bear stall full of adorable teddy.

Mr. Hunger Masum took the taste of "pakora" so sweet. He also took a nice "pakora" as well. And then it was the turn of Bayes, he took a call, "ponir." It was fine, but it didn't so much like Masum. We finally took "grill chicken" and shot our photographers as usual. Most of the stall was food stalls, we've seen a lot of snacks stalls here. We all enjoyed grill chicken in the end, it was very nice for me, we took group photos with it as well. It was a very good experience for me at the end of all. Thanks to the members of the group for their support.

CONCLUSION

The purpose of the study was to examine the dynamism of the night markets as measured by the diversity, density, and the level of interactions among the traders, visitors, visitors and local community. It also looked into the market environment from the aspects of their locations, accessibility, volume of stalls, and the layout. It investigated the traders to understand their demographic profiles and attributes including estimated earnings. It studied the customers by looking into their spending patterns, their behavior at the market and their profile. It looked into the level of support extended by the local authorities. It examined the surrounding communities, their standard of living, their profile and their level of support for the night market and it studied the visitors, their profile and intentions. The descriptive and narrative approach in combining the information gathered had provided an in depth understanding and an appreciation of the role of the night markets in contributing to the informal economy, as an alternative option in retailing, and the role it played in supporting the growth of entrepreneurs, as well as providing the main income source for middle and elderly traders.

REFERANCE

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APPENDIX

A Glimpse of Light (Pasar Malam)

