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Original Article

Uneven Outcomes of Urban Revitalization: Socioeconomic Impacts of the Masbagik Intersection Transformation into an MSME and Public-Space Hub in East Lombok, Indonesia

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This article contributes to:

Abstract. This study examines the socioeconomic impacts of the revitalization of Masbagik Intersection in East Lombok, Indonesia, where part of a strategic roadside area was transformed into an MSME hub and integrated public space. A qualitative case-study design was employed using observation, documentation, and semi-structured interviews with regional-government representatives, new MSME vendors, relocated shop and street vendors, visitors, and local residents. The data were analyzed thematically and triangulated across stakeholder groups. The findings show that revitalization generated new livelihood opportunities, improved the visibility of small businesses, increased daily sales among new MSME vendors by 33.3% to 200.0%, and created a public space for recreation, food consumption, and social interaction. However, the benefits were unevenly distributed. Relocated and older street vendors reported income decreases of 12.0% to 37.5%, while local residents identified traffic congestion and parking pressure as emerging social costs. Stakeholder expectations focused on better facilities, wider and fairer stall allocation, improved cleanliness, parking management, and more inclusive economic benefits. The study demonstrates that revitalization should not be evaluated only through physical improvement or visitor crowds. It must also be assessed through distributive outcomes, continuity of livelihoods, and the capacity of local governance to manage post-project externalities. The case contributes to debates on small-town urban regeneration by showing how an MSME-oriented public-space intervention can simultaneously activate local economies and reproduce vulnerabilities among pre-existing informal actors.

Keywords: Urban Revitalization, MSMEs, Public Space, Informal Vendors, Social Impact.

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1. Introduction

Urban revitalization has become a prominent policy instrument for cities and small towns seeking to reorganize deteriorated spaces, strengthen local competitiveness, and create more attractive public environments. In the global urban agenda, revitalization is not merely a physical upgrading project; it is expected to connect land-use improvement, economic activation, social inclusion, and environmental quality within a coherent spatial-development strategy [1], [2]. Public-space quality is particularly important because walkability, visibility, comfort, and safety influence how people use urban areas and how small businesses interact with potential consumers [3], [4].

The renewal of public areas can increase the intensity of social interaction by providing places for gathering, food consumption, and leisure. Placemaking literature shows that lively public spaces are produced through everyday use, accessibility, and the capacity of a place to invite diverse users rather than through physical design alone [5], [6]. However, revitalization also carries a risk of producing exclusionary outcomes when the newly ordered space privileges selected economic actors while displacing older informal users. Studies of urban redevelopment have repeatedly warned that spatial improvement may raise land values, formalize access, and reduce the room available for street vendors and lower-income groups [7], [8].

This issue is highly relevant in Indonesian small-town settings where micro, small, and medium enterprises (MSMEs) serve not only as business units but also as livelihood strategies for households. Street vendors and home-based sellers often depend on strategic locations, pedestrian flows, and flexible use of roadside space. International evidence on street vending shows that informal trade is deeply embedded in urban mobility, public life, and household survival, even when it is frequently treated as a disorderly use of space by formal planning regimes [9], [10]. In Indonesia, MSMEs also play an important role in employment and local economic resilience, making their inclusion in revitalization policy essential [11], [12].

In Lombok Timur, the Masbagik Intersection functions as a strategic node connecting transportation, commerce, public services, and daily mobility. Before revitalization, the area was characterized by semi-permanent stalls, irregular parking, limited pedestrian facilities, and congestion. The local government transformed part of the area into an MSME center and public space, with a reported construction value of approximately IDR 2.8-2.9 billion and physical work implemented in late 2024. Similar Indonesian cases suggest that public-space transformation can stimulate MSME activity, but also requires careful attention to affected traders, traffic management, and facility maintenance [13]-[15].

The present study examines how the Masbagik revitalization affected the social and economic conditions of different community groups. Rather than treating revitalization as a single success-or-failure intervention, this article analyzes who benefited, who experienced losses, and what governance improvements are needed after the project. The study contributes to the urban-regeneration literature by providing qualitative and numeric field evidence from a small-town intersection rather than from a metropolitan redevelopment project. It also highlights the distributional consequences of MSME-centered public-space revitalization in a context where formal economic activation and informal livelihood continuity overlap. The study addresses the following question: How did the revitalization of Masbagik Intersection affect the social and economic conditions of communities in East Lombok?

The conceptual basis of this study views public space as a socially produced arena rather than an empty physical container. Space is shaped by planning decisions, everyday practices, economic interests, and power relations that determine who can occupy, use, and benefit from a location [16], [17]. In the context of revitalization, a former roadside trading space may become cleaner and more attractive while simultaneously becoming more regulated. Therefore, the same intervention can generate public benefits and private losses at the same time. Social and economic impacts are understood as changes in community life that occur after a policy or development intervention. Social impact includes changes in interaction, comfort, perceived safety, use of public space, and daily mobility. Economic impact includes changes in income, business opportunity, employment, trading activity, and MSME growth. Social-impact assessment emphasizes that impacts must be evaluated from the perspective of affected groups rather than only from project-output indicators [18], [19].

Local economic-development theory further suggests that strategic places can function as small-scale growth nodes when they increase visitor flows, connect producers with consumers, and support business clustering [20], [21]. Yet local growth is not automatically inclusive. If stall allocation, parking systems, and relocation mechanisms are weak, revitalization may produce uneven gains and losses across different community groups.

2. Method

2.1 Research Design and Site

This study used a qualitative case-study design because the research aimed to understand how a place-based revitalization policy was experienced by different actors within its real-life context [22], [23]. The case was Masbagik Intersection in East Lombok Regency, Indonesia. The location was selected because it is a strategic node of transport, trading activity, public services, and everyday community movement. The revitalization transformed part of the intersection into an MSME center and integrated public space, making it an appropriate case for examining the social and economic consequences of small-town urban renewal.

2.2 Data Collection and Participants

Data were collected through field observation, documentation, and semi-structured interviews. Informants represented five stakeholder groups: regional-government actors, relocated shop or street vendors, new MSME vendors, public-space visitors, and local residents. Personal names recorded in the field notes were converted into participant codes for publication ethics, while roles, quotations, and numeric income data were preserved. Table 1 presents the participant structure and the initial response data used in the analysis.

Table 1. Participant roles and responses to the revitalization

Code	Stakeholder role	Category	Translated response from interview data
P1	Regional revenue official	Main	Government agencies support each other, but Bapenda is also affected through local taxes and levy-realization revenue.
P2	Relocated shop owner	Main	Access in front of the shop became more limited, although more young people now come to hang out in the area.
P3	Former street-food vendor	Main	The vendor disagreed because the stall that supported daily livelihood was removed.
P4	Former street-food vendor	Main	The vendor perceived definite losses because the former daytime food-selling location was lost, although the policy was still followed.
P5	New MSME vendor	Main	The vendor supported revitalization because buyer opportunities and income increased compared with selling only from home.
P6	New MSME vendor	Main	The vendor supported the project because it provided a physical selling place beyond online selling.
P7	New MSME vendor	Main	The vendor supported the project because it provided a selling place in a consistently crowded area.
P8	Public-space visitor	Additional	The visitor felt that the area now provides a destination for hanging out.
P9	Public-space visitor	Additional	The visitor considered the busy atmosphere suitable for refreshing activities.
P10	Public-space visitor	Additional	The visitor appreciated the increased variety of food options after the conversion.

Code	Stakeholder role	Category	Translated response from interview data
P11	Local resident	Additional	The resident disliked the change because it increased traffic congestion.
P12	Local resident	Additional	The resident perceived that roadside MSME activity made Masbagik more congested.
P13	Local resident	Additional	The resident supported the revitalization because MSME activities could improve the local economy.

2.3 Data Analysis and Trustworthiness

Interview transcripts, observation notes, and documents were analyzed using thematic analysis. The process involved data organization, coding, category construction, theme identification, interpretation, and verification. Thematic analysis was used to identify recurrent meanings across stakeholder groups, while income data were organized to compare reported conditions before and after revitalization [24], [25]. Trustworthiness was strengthened through source triangulation, comparison between interview and observation data, and iterative checking of emerging themes [26].

3. Results and Discussion

3.1 Physical and Functional Transformation of the Area

Before the intervention, Masbagik Intersection was a busy roadside node containing small kiosks, food stalls, informal shops, public-service access points, and transportation activity. Field observations indicated that the area was visually crowded, with semi-permanent structures, narrow pedestrian space, irregular parking, and limited public facilities. The revitalization reorganized part of this space into an MSME center and public-space area. This changed the area from a mainly transit-oriented and informal trading node into a more visible commercial and recreational destination. The transformation was experienced differently across groups. New MSME vendors interpreted the project as a chance to access more buyers and a more strategic physical stall. Visitors interpreted the space as a new destination for hanging out, refreshing, and accessing diverse food products. Older street vendors and a relocated shop owner, however, reported reduced access to previous customers and the loss or weakening of former business locations. Local residents also recognized economic activation but associated the new crowd with additional congestion.

3.2 Uneven Economic Outcomes

Table 2 shows the reported income and revenue changes collected from government and vendor informants. The data indicate that revitalization produced a clear split between newly accommodated MSME vendors and older affected traders. Among the three new MSME vendors, reported daily sales increased from IDR 150,000 to IDR 200,000, from IDR 100,000 to IDR 300,000, and from IDR 300,000 to IDR 450,000. These represent increases of 33.3%, 200.0%, and 50.0%, respectively. In contrast, the relocated shop owner reported a monthly income decrease of 12.0%, while two former street-food vendors reported daily-sales decreases of 33.3% and 37.5%.

Table 2. Reported income and revenue changes before and after revitalization

Code	Actor	Measure	Before	After	Absolute change	%
P1	Regional revenue office	Local levy revenue	IDR 31,020,000/month	IDR 30,660,000/month	-IDR 360,000/month	-1.2%
P2	Relocated shop owner	Shop income	IDR 2,500,000/month	IDR 2,200,000/month	-IDR 300,000/month	-12.0%

P3	Former street-food vendor	Daily sales	IDR 300,000/day	IDR 200,000/day	-IDR 100,000/day	-33.3%
P4	Former street-food vendor	Daily sales	IDR 400,000/day	IDR 250,000/day	-IDR 150,000/day	-37.5%
P5	New MSME vendor	Daily sales	IDR 150,000/day	IDR 200,000/day	+IDR 50,000/day	33.3%
P6	New MSME vendor	Daily sales	IDR 100,000/day	IDR 300,000/day	+IDR 200,000/day	200.0 %
P7	New MSME vendor	Daily sales	IDR 300,000/day	IDR 450,000/day	+IDR 150,000/day	50.0%

The economic pattern demonstrates that revitalization created opportunities for selected new vendors while reducing livelihood security for some older traders. The regional revenue informant also reported a small decrease in local levy revenue, from IDR 31,020,000 per month to IDR 30,660,000 per month. Although this decline was only 1.2%, it indicates that spatial reorganization may temporarily affect local revenue streams when trading arrangements and levy collection are reconfigured. These results show that revitalization should be understood as a redistributive process: it does not simply increase or decrease economic activity, but reallocates access to location, customers, visibility, and formal selling space.

3.3 Social Activation and Public-Space Use

The revitalized area generated visible social activation. Visitors described the area as a new place for hanging out, refreshing, and culinary consumption. This suggests that the project succeeded in producing a more recognizable public destination. The social function of the area expanded from a traffic intersection and informal roadside marketplace into a public space where residents, young people, visitors, and vendors interacted. For new MSME vendors, the crowds became a source of buyer access. For visitors, the concentration of food options created a more attractive recreational experience. However, public-space activation was accompanied by pressure on circulation and comfort. Two local residents explicitly associated the new MSME activity with congestion. The issue was not only the number of visitors but also the spatial arrangement of roadside stalls, motorcycle parking, and movement along the intersection. Thus, the social success of the revitalized space remains conditional on post-project governance. A revitalized public space can become lively, but without adequate parking, waste management, seating, and stall layout, liveliness may turn into overcrowding and mobility conflict.

3.4 Stakeholder Expectations for Follow-up Governance

Table 3 preserves the stakeholder expectations recorded in the field. The expectations converge around five post-revitalization needs: improvement of supporting facilities, fairer stall allocation, cleanliness and waste management, parking and congestion control, and broader economic benefits. These expectations show that the community did not reject revitalization as a concept. Instead, most concerns focused on how the project would be managed after the physical construction had been completed.

Table 3. Stakeholder expectations after revitalization

Code	Stakeholder role	Translated expectation	Theme
P1	Regional revenue official	Revitalization should help improve Masbagik's local economy.	Economic recovery
P2	Relocated shop owner	The policy may have both positive and negative sides, so affected actors expect clearer future benefits.	Fair follow-up
P3	Former street-food vendor	After relocation, the vendor hopes to obtain a stall comparable to the previous selling place.	Stall replacement
P4	Former street-food vendor	No specific statement was recorded.	No statement
P5	New MSME vendor	Public facilities should be improved, including seats along the street for visitors who buy food.	Facility improvement
P6	New MSME vendor	Stall areas should be expanded so that crowds are not concentrated in only one section.	Stall expansion
P7	New MSME vendor	Supporting facilities should be added.	Facility improvement
P8	Public-space visitor	Visitors should manage their waste so that the revitalized area remains clean and orderly.	Cleanliness
P9	Public-space visitor	The layout of stalls should be improved because the current arrangement is too dense.	Spatial layout
P10	Public-space visitor	Culinary options should become more varied.	Product diversity
P11	Local resident	Visitors should park motorcycles more carefully to avoid congestion.	Parking management
P12	Local resident	The resident hopes the government's decision is the best option.	Policy acceptance
P13	Local resident	The revitalization should generate positive impacts for all groups.	Inclusive benefit

The expectations of affected vendors were more distributional, emphasizing replacement stalls and clearer benefits. The expectations of new MSME vendors were more functional, emphasizing facilities and stall expansion. Visitors emphasized cleanliness, layout, and product variety. Local residents emphasized parking and whether the policy would ultimately become beneficial for all. This diversity of expectations confirms that the revitalized area is a shared space with multiple user groups. It therefore requires governance beyond construction, including rule enforcement, periodic evaluation, communication with affected groups, and adaptive adjustment of the spatial arrangement.

3.5 Thematic Synthesis

The triangulated data were synthesized into five thematic findings, as shown in Table 4. The matrix retains the empirical basis of the field data while linking each theme to a practical implication for policy and management.

Table 4. Thematic synthesis of findings and policy implications

Theme	Empirical meaning	Data basis	Policy implication
New economic opportunities	New MSME vendors obtained a physical selling space and reported improved buyer access.	P5-P7; Table 3	Maintain transparent stall allocation and entrepreneurship assistance.
Uneven income outcomes	New vendors gained daily-sales increases of 33.3-	P2-P7; Table 3	Prioritize mitigation for relocated vendors and

	200.0%, while older affected vendors lost 12.0-37.5%.		introduce transitional support.
Public-space activation	Visitors used the area for hanging out, refreshing, and food consumption.	P8-P10; Table 2	Strengthen seating, sanitation, lighting, and visitor-management facilities.
Traffic and parking pressure	Residents perceived more congestion due to roadside MSME activity and visitor parking.	P11-P12; Tables 2 and 4	Redesign parking, circulation, loading/unloading, and enforcement arrangements.
Governance and inclusion	Stakeholders expected improved facilities, cleaner space, wider stalls, and benefits for all groups.	P1-P13; Table 4	Institutionalize participatory evaluation after revitalization.

3.6 Discussion

3.6.1 Revitalization as Economic Activation and Spatial Redistribution

The Masbagik case confirms the argument that urban revitalization can activate local economies when it improves visibility, concentrates visitors, and provides more legible spaces for small businesses. New MSME vendors benefited because the revitalized area changed their selling position from home-based or less visible locations into a strategic public node. This is consistent with urban-design and local-development literature, which argues that location, accessibility, and clustering can increase exposure and strengthen small-scale economic transactions [20], [21]. In practical terms, the new MSME center became a mechanism for increasing buyer access. At the same time, the findings complicate a simple success narrative. Older affected vendors lost their previous location advantage, and some did not receive an equivalent replacement. Their income declines show that the economic value of a place is not only determined by formal stall provision but also by habitual customer flows, visibility, proximity to traffic, and accumulated social relations with buyers. In this sense, the revitalization redistributed spatial advantage from some pre-existing actors to selected new actors. The daily-sales increases of new vendors and the decreases among older vendors should therefore be read together rather than separately. The project created growth, but the distribution of that growth was uneven.

3.6.2 Public-Space Improvement and the Problem of Inclusive Access

The public-space benefits of revitalization were evident in visitors' accounts. They described the area as a place to hang out, refresh, and enjoy wider culinary options. These findings are consistent with the idea that public spaces become meaningful when people use them for everyday sociability and informal encounters [3], [5]. The Masbagik area became more than a physical infrastructure project; it became a social destination. This is important because small towns often lack managed public spaces where recreation, consumption, and community interaction can occur together. However, inclusive access remains a central concern. The experience of former street vendors demonstrates that a cleaner and more organized space may still exclude those whose livelihoods depended on informal flexibility. Similar patterns are reported in studies of street vending and urban redevelopment, where formalization can improve order but reduce the survival space of vulnerable vendors [8]-[10]. For that reason, the social quality of revitalization must be measured not only by visitor comfort but also by the continuity of livelihood access for those who occupied the area before redevelopment. A public space that is attractive but inaccessible to older livelihood groups remains socially incomplete.

3.6.3 Congestion, Parking, and the Externalities of Success

The increase in visitors produced a second-order impact: congestion. Residents' complaints show that the revitalization succeeded in attracting people, but the spatial management system did not fully absorb the resulting mobility pressure. This is a common problem in small-scale public-space revitalization. When food stalls, visitor parking, pedestrians, and through-traffic compete within a constrained intersection, the success of economic activation can become a source of discomfort. The problem is not the presence of MSMEs but the absence of a sufficiently integrated circulation design. Post-revitalization management should therefore include parking allocation, loading and unloading zones, pedestrian protection, waste facilities, and stall-spacing rules. These elements are not secondary details; they determine whether a revitalized space remains functional after it becomes popular. Downtown urban-design literature emphasizes that spatial form and governance are inseparable because the quality of a public area depends on how movement, commerce, and social use are continuously managed [27]. In Masbagik, managing congestion is also an equity issue because local residents bear the daily costs of crowding even when they do not directly benefit from increased sales.

3.6.4 Toward Inclusive Revitalization Governance

The stakeholder expectations in Table 3 indicate that community acceptance depends on follow-up governance. New vendors demanded facilities and stall expansion, visitors demanded cleanliness and spatial comfort, residents demanded parking order, and affected vendors demanded replacement space. These expectations align with social-impact assessment principles, which emphasize that affected groups should be involved not only before a project but also during post-implementation evaluation [18], [19]. Revitalization is not finished when construction is completed; it continues through maintenance, allocation decisions, enforcement, and problem solving. An inclusive governance approach for Masbagik would require four actions. First, the local government should conduct a transparent inventory of affected vendors and compare their income conditions before and after relocation. Second, stall allocation should prioritize not only new MSME growth but also livelihood continuity for traders who previously depended on the intersection. Third, visitor-management infrastructure should be strengthened through seating, lighting, sanitation, waste bins, and visible parking rules. Fourth, an evaluation forum involving government, vendors, residents, and visitors should be institutionalized so that changes in traffic, cleanliness, and income can be monitored periodically. These actions would reduce the risk of what environmental-justice scholarship calls unequal access to the benefits of improved urban environments [17], [28].

3.6.5 Contribution and Limitations

This study contributes to urban-regeneration scholarship by documenting how small-town revitalization can create both opportunity and vulnerability within the same project. The contribution is empirical and conceptual. Empirically, the study preserves stakeholder quotations and numeric income changes from a local revitalization project in East Lombok. Conceptually, it shows that MSME-based revitalization should be assessed through a distributive lens that compares new beneficiaries, older affected traders, visitors, residents, and local government revenue. The study is limited by its qualitative design and by the relatively small number of informants. It does not measure visitor counts, long-term income trajectories, or traffic volume after revitalization. Future studies should combine qualitative interviews with longitudinal income tracking, spatial traffic observation, and larger surveys of vendors and residents.

4. Conclusion

The revitalization of Masbagik Intersection into an MSME hub and public-space area produced mixed socioeconomic outcomes. The project improved the physical and social attractiveness of the area, created new selling opportunities, increased daily sales among new MSME vendors, and provided a destination for recreation and social interaction. Nevertheless, the benefits were not evenly distributed. Relocated and older street vendors experienced income declines and loss of strategic selling space, while residents identified congestion and parking as new problems. The study concludes that revitalization should be evaluated through both activation and distribution. A project may successfully generate crowds and commercial activity while still failing to protect vulnerable pre-existing livelihoods. For policy, the Masbagik case points to the need for transparent stall allocation, support for affected vendors, improved facilities, traffic and parking management, environmental cleanliness, and participatory post-project evaluation. These measures are necessary to ensure that revitalization becomes not only visually successful but also socially inclusive and economically fair.

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6. Declaration

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