



COMMERCE TO CULTURE: UNDERSTANDING ISLAMIC VALUES IN SURAKARTA'S TRADITIONAL MARKETS AND TOURISM

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ABSTRACT

Traditional markets are not only centers of commerce but also vital repositories of cultural heritage, playing a significant role in branding cities as unique heritage tourism destinations. This study explores the integration of Islamic values within traditional markets in Surakarta City and their impact on cultural tourism. Using a qualitative case study approach, the research examines how Islamic principles such as honesty, trustworthiness, and community support shape market practices and enhance tourists' cultural experiences. Focusing on key markets like Pasar Gedhe Harjonagoro, the findings reveal that these values not only influence vendor behavior but also contribute to the markets' appeal as cultural heritage sites. This study highlights the potential for traditional markets to serve as platforms for cultural exchange and sustainable tourism, emphasizing the importance of preserving local identity in a globalized world. The insights offered provide valuable guidance for stakeholders in tourism and cultural heritage preservation, demonstrating how Islamic values can be leveraged to promote sustainable tourism development.

Keywords:

Cultural Heritage Preservation; Cultural Tourism; Islamic Business Ethics; Market Dynamics; Surakarta City; Traditional Markets; Qualitative Case Study

1. INTRODUCTION

Traditional markets are not only economic centers but also repositories of cultural heritage, playing a vital role in shaping a city's identity and branding as a heritage tourism destination. As global tourism trends increasingly emphasize authenticity and cultural immersion, traditional markets emerge as significant attractions for visitors seeking deeper engagement with local cultures [1], [2]. In Surakarta, a city renowned for its blend of Javanese and Islamic cultural identity, traditional markets such as Pasar Gedhe and Pasar Klewer serve as both economic hubs and heritage sites that preserve intangible cultural values [3]. This research explores how these values contribute to branding Surakarta as a sustainable cultural tourism destination.

Surakarta, also known as Solo, is home to 44 traditional markets that embody the city's Javanese-Islamic heritage. These markets distinguish themselves from others in Indonesia, such as Yogyakarta's Pasar Beringharjo, where royal traditions predominate, and Makassar's Pasar Butung, which emphasizes communal trust. Instead, Surakarta's markets uniquely integrate Islamic ethics into their operations, offering visitors not just economic transactions but authentic cultural experiences rooted in religious values [4], [5]. Despite their potential as drivers of heritage tourism, limited research has examined how these values shape the branding and sustainability of Surakarta's markets in a globalized tourism context.

Existing studies on traditional markets often focus on their economic and social roles [1], [2]. However, the nuanced interplay between Islamic values, market practices, and cultural tourism remains underexplored. Islamic

business ethics emphasize principles such as fairness, transparency, and community welfare, which align closely with the operations of Surakarta's markets [6].

Nevertheless, the integration of these values into tourism branding is rarely discussed, particularly in cities like Surakarta, where these principles play a critical role in shaping both local identity and visitor experiences.

This study aims to address this research gap by examining how Islamic values manifest in the practices of traditional markets in Surakarta and how these values contribute to the city's branding as a heritage tourism destination. Specifically, the research investigates the following questions:

1. How are Islamic principles, such as honesty and trustworthiness, reflected in the daily practices of market vendors?
2. How do these values enhance the cultural and tourism appeal of Surakarta's traditional markets?
3. What strategies can be employed to preserve these values while promoting sustainable tourism?

To achieve these objectives, this paper is structured as follows: the next section provides a critical review of the literature on traditional markets, Islamic business ethics, and cultural tourism. The methodology section describes the qualitative approach, including interviews, participant observation, and document analysis. The results and discussion present the findings and their implications for tourism and heritage preservation, followed by a conclusion that summarizes the study's contributions and offers recommendations for future research.

1.1 TRADITIONAL MARKET AND CULTURAL HERITAGE

Traditional markets have long been studied as vital spaces for economic exchange, community interaction, and cultural preservation. These markets are particularly significant in regions where religious and cultural values influence daily practices, as seen in Surakarta's traditional markets, where Islamic values are deeply embedded. This literature review critically analyzes existing research on traditional markets, Islamic business ethics, and cultural tourism, highlighting gaps and areas requiring further investigation, particularly in Surakarta. Traditional markets are dynamic spaces where economic activities intersect with cultural and social dynamics, serving as vital platforms for cultural preservation and tourism development [1], [2].

In Surakarta, traditional markets such as Pasar Gedhe and Pasar Klewer serve not only as economic centers but also as sites that embody Javanese-Islamic heritage. According to recent studies, these markets play a key role in preserving local traditions amid the pressures of rapid globalization [3]. This emphasis on cultural preservation aligns with studies on cultural tourism that highlight the growing trend of using traditional markets to promote authentic cultural experiences [7]. However, few studies have examined the role of Islamic values in shaping vendor practices and customer interactions in these markets, leaving a significant gap in the literature.

Traditional markets are increasingly recognized as important cultural heritage sites, attracting tourists and promoting local culture [8], [9]. However, their preservation and adaptation to modern needs present challenges [10]. Historic markets have been instrumental in community revitalization, contributing to the economy and cultural enrichment [11]. The transformation of neighborhood marketplaces in Bandung reflects the city's historical and cultural forces [12]. Islamic traditional markets have been successful in responding to their physical environment and promoting social interaction [13]. In Korea, traditional markets are being revitalized through localized marketing strategies and improvements in product quality and distribution efficiency [14]. The proposal to include trading at farmers' markets as an intangible heritage in Croatia highlights the material and community aspects of these markets [15].

1.2. ISLAMIC BUSINESS ETHICS IN MARKET PRACTICES

Islamic business ethics, rooted in principles such as honesty (*ṣidq*), trustworthiness (*amānah*), and mutual cooperation (*ta'āwun*), form a robust ethical framework. In traditional markets, these values shape vendor practices and build trust with customers, contributing significantly to their authenticity and appeal as cultural tourism destinations [16], [4].

In Surakarta, the integration of Islamic values into market practices is evident in vendors' prioritization of fairness and honesty in their transactions. While existing studies provide a general overview of Islamic business ethics in Indonesian markets, the empirical manifestations of these values in the daily operations of Surakarta's markets remain underexplored, indicating a need for research that directly links Islamic values to observed market practices [4].

Islamic values play a significant role in shaping business practices and community life. These values are deeply rooted in justice, balance, trust, benevolence, and seeking the blessings of Allah [16], [17]. The integration of Islamic teachings in business operations is evident in various aspects such as ethical considerations, cultural values, and sustainability efforts [18], [19]. Islamic business ethics emphasize principles such as trustworthiness, avoiding harm, and upholding noble moral values [20].

Muslim entrepreneurs are guided by Islamic religious values in their business activities, viewing business as an accountable practice closely tied to Islamic principles [21]. Islamic banks are expected to reflect Islamic values in their operations to promote collective morality and spirituality alongside economic activities [22]. The implementation of Islamic business ethics ensures that business practices align with Islamic values, fostering a sense of responsibility and righteousness [23].

Islamic business ethics provide a strong ethical framework based on Islamic principles, although there may be discrepancies between normative Islamic ethics and actual business practices in Muslim countries [24]. Shariah values form the basis of Islamic business ethics, encompassing various ethical values essential for conducting business according to Islamic teachings [25]. These ethical values not only guide business behavior but also serve as a control mechanism for economic activities [26].

Incorporating Islamic values into business activities extends to various aspects, such as management, finance, and employee behavior, ensuring that these practices align with Islamic teachings [27]. Islamic business leaders prioritize Islamic ideology as a guiding principle for business ethics, resource allocation, and profit-making [28]. Traditional market practices in some regions reflect adherence to Islamic economic principles, emphasizing honesty, fairness, and the avoidance of exploitative practices such as *riba* [29].

Overall, Islamic values play a crucial role in shaping business practices, promoting ethical behavior, and fostering responsibility and accountability among Muslim entrepreneurs. By integrating Islamic teachings into business operations, individuals and organizations can uphold ethical standards, promote sustainability, and contribute positively to their communities.

Islamic cultural heritage plays a significant role in tourism, offering historical, cultural, and educational value while also contributing to modern functions such as patriotic education and tourism [30]. The emergence of Islamic tourism has highlighted a new form of heritage tourism that emphasizes pan-Arab and pan-Islamic identity [31]. However, there are challenges to promoting tourism to Islamic landmarks, as identified by tour operators in Egypt, which hinder the development of cultural tourism in these areas [32].

1.3. GAPS IN LITERATURE AND CONTRADICTIONS

While much of the literature on traditional markets in Indonesia discusses their economic and social roles, there is a lack of critical analysis of their sustainability amid modernization. Recent studies indicate that many traditional markets are facing increasing pressure from modern retail formats, although this phenomenon is seldom connected to the erosion of Islamic and cultural values [33]. Furthermore, while scholars have examined the challenges encountered by traditional markets, few consider how Islamic values could serve as a framework for advancing their long-term sustainability [34].

Contradictions also emerge in the literature when considering the impact of tourism on traditional market spaces. Some scholars contend that tourism may erode the authenticity of traditional markets by transforming them into commodified spaces oriented toward tourists rather than local consumers. Other studies suggest that integrating cultural and religious values into tourism can enhance market attractiveness without compromising authenticity. This debate indicates the need for further research on how Islamic values may balance economic sustainability and cultural preservation within Surakarta's markets [35].

Intangible cultural heritage, when integrated with the tourism industry, creates a mutually beneficial relationship, ensuring the sustainable viability of both sectors [36]. Cultural heritage, including intangible aspects, forms the foundation of tourism and significantly impacts the growth and development of the industry [37]. Cultural heritage tourism is essential for economic and social reasons, aiding in the establishment of identity, cultural preservation, and fostering harmony among people [38].

The relationship between heritage tourism and cultural tourism is intricate, with both being closely related but often confused in definition [39]. Preservation and conservation through cultural heritage tourism not only aim to share urban heritage and culture with visitors but also generate economic benefits [40]. As cultural heritage tourism evolves globally, there are concerns about the authenticity of cultural heritage due to the increasing globalization of tourism [41].

Successful cultural heritage tourism development involves integrating the tourism market with cultural heritage protection to meet the growing demand for sustainable tourism products [42]. Cultural heritage has become the essence of tourism in many destinations worldwide, attracting millions of travelers seeking heritage experiences [43]. Cultural tourism can also provide funds and public awareness for heritage conservation efforts [44].

Islamic cultural heritage plays a significant role in tourism, offering unique experiences for travelers while posing challenges that must be addressed to promote it effectively. Integrating intangible cultural heritage with the tourism industry can lead to sustainable development and mutual benefits. Cultural heritage tourism, whether

Islamic or general, is crucial for preserving heritage, fostering identity, and promoting understanding among diverse populations.

The existing literature on Islamic tourism and traditional markets reveals several key themes and gaps. Recent scholarship highlights the need to understand better the implementation of halal tourism and the influence of Islamic religiosity on tourist satisfaction [45],[46]. Other studies emphasize the importance of establishing clearer terminology and typologies for Muslim tourists [47], [48]. Further contributions call for more comprehensive analyses of value creation and Islamic attributes in tourism [4], [49], while additional research argues that the field must move beyond the narrow focus on halal food and prayer facilities to address the broader experiential dimensions of Islamic tourism [50], [51]. These studies collectively identify a gap in the literature on the integration of traditional markets and Islamic values as combined tourism objects, suggesting a need for further research in this area.

1.4. RELEVANCE TO SURAKARTA'S MARKETS

The unique cultural and religious landscape of Surakarta makes it a valuable case study for examining how Islamic values influence market dynamics. Surakarta's markets, particularly Pasar Gedhe and Pasar Klewer, are not only commercial hubs but also cultural landmarks. The application of Islamic ethics in these markets, such as vendors' commitment to fair pricing and honest dealings, aligns directly with the principles of Islamic business practices. However, while recent studies highlight the importance of maintaining ethical practices to sustain traditional markets as cultural heritage sites, the mechanisms by which these practices operate remain underexplored [5].

Despite the significant role of these markets in preserving both economic and cultural heritage, research on Surakarta's traditional markets remains limited, particularly within the broader context of Islamic values and tourism. Research often overlooks the regional variation in the implementation of Islamic ethics. This calls for further region-specific studies, particularly on how Surakarta's markets can serve as models for integrating Islamic values into sustainable market practices.

2. METHODS

2.1. RESEARCH DESIGN

This study adopts a qualitative case study approach to examine how Islamic values are embedded in the practices of traditional markets in Surakarta and how these practices impact cultural tourism. The qualitative case study method is particularly suitable for exploring complex social phenomena within their natural contexts [52]. By focusing on Pasar Gedhe and Pasar Klewer, the study examines the interplay among Islamic principles, cultural heritage, and market practices.

2.2. SAMPLING STRATEGY

A purposive sampling technique was employed to ensure that participants were directly relevant to the study's focus. A total of 40 participants were selected, comprising:

- Market Vendors (20): Vendors who have demonstrated adherence to Islamic values in their daily practices.
- Government Officials (10): Local officials involved in market governance and cultural heritage preservation.
- Tourists (10): Both domestic and international visitors to the markets, representing diverse perspectives on cultural tourism.

This selection ensured a comprehensive understanding of market dynamics and their cultural and religious underpinnings.

2.3. DATA COLLECTION METHODS

To address the research objectives, three primary data collection methods were employed.

1. Semi-Structured Interviews

Objective: To gather in-depth insights into participants' perspectives on the integration of Islamic values in market practices.

Process: Interviews were conducted with all 40 participants, lasting 30–45 minutes each. An interview guide was used to ensure consistency while allowing flexibility for participants to elaborate on their experiences.

2. Participant Observation

Objective: To observe real-time manifestations of Islamic values in market interactions.

Process: Observations were conducted over 10 weeks at Pasar Gedhe and Pasar Klewer. Researchers documented vendor-customer interactions, ethical practices like pricing fairness, and cultural expressions, including greetings and community support. Notes focused on behaviors and routines that reflect Islamic ethics.

3. Document Analysis

Objective: To contextualize the study through historical, policy, and promotional materials.

Process: Reviewed documents, including historical market records, local government policies on cultural preservation, and promotional content emphasizing Islamic values in tourism.

2.4. DATA ANALYSIS

Data analysis was conducted systematically to ensure the validity and reliability of findings.

1. Thematic Coding for Interviews

Procedure: All interview transcripts were coded in NVivo. Initial coding identified recurring themes, including honesty (*ṣidq*), trustworthiness (*amānah*), and community support (*ta'āwun*).

Themes: Codes were grouped into broader categories, such as "vendor practices," "cultural branding," and "tourist perceptions."

2. Analysis of Participant Observation

Focus Areas: Observational notes were analyzed to identify patterns in vendor-customer interactions that reflected Islamic principles, such as transparency in pricing or mutual cooperation among vendors.

3. Analysis of Documents

Process: Documents were examined to identify references to policies or practices that promote Islamic values in market operations. For example, government policies on market governance were compared against observed practices to evaluate their alignment

3. RESULT AND DISCUSSION

3.1. RESULT

Surakarta's traditional markets, particularly Pasar Gedhe and Pasar Klewer, serve as significant case studies for understanding how Islamic values shape market practices in Central Java. Vendors in these markets embody Islamic ethical principles, such as honesty (*ṣidq*) and trustworthiness (*amānah*), as central to their business interactions. For example, vendors ensure transparency in pricing and maintain long-term relationships with customers, grounded in religious obligations to fair treatment. Primary data from semi-structured interviews with 20 market vendors and participant observations reveal that these ethical values not only promote trust but also attract both local and international tourists seeking an authentic cultural experience rooted in local traditions.

The results section presents findings derived from the thematic analysis of interviews, participant observations, and document reviews. This section focuses on reporting the data objectively, supported by tables and diagrams where applicable, without interpretation or reference to theories.

3.1.1 Manifestation of Islamic Values in Traditional Markets

The findings reveal that Islamic values such as honesty (*ṣidq*), trustworthiness (*amānah*), and community cooperation (*ta'āwun*) are deeply integrated into the practices of market vendors (see Table 1).

Table 1. Manifestation of Islamic Values in Market Practices

Islamic Value	Manifestation in Market Practices
<i>Ṣidq</i> (Honesty)	Vendors provide transparent pricing and detailed explanations of product origins.
<i>Amānah</i> (Trustworthiness)	Vendors build trust by offering high-quality goods and by honoring their promises to customers.
<i>Ta'āwun</i> (Cooperation)	Vendors support each other by sharing resources and collaborating during peak market periods.

These values are most evident in interactions between vendors and customers, where fairness and respect are emphasized.

Surakarta's markets are distinctive in how they balance Islamic values with local Javanese customs. Vendors often regard their role in the market as more than economic; they see it as a form of community service, reflecting the Islamic principle of *ta'āwun* (mutual cooperation). The integration of these values is evident in both vendor-to-vendor relationships and customer interactions, fostering a cooperative atmosphere that enhances the market's cultural experience. This cultural dynamic contrasts with that in other regions of Indonesia, as will be explored in the comparative analysis below.

3.1.2 Cultural Role of Markets in Heritage Tourism

Observations and interviews indicate that markets such as Pasar Gedhe and Pasar Klewer are not only economic hubs but also cultural spaces where Javanese-Islamic traditions are preserved and showcased. Key cultural elements include:

- Use local greetings such as Assalamualaikum and Sugeng Rawuh.
- The display of traditional Javanese attire during cultural events.
- Incorporation of religious practices, such as designated prayer areas within market premises.

Surakarta's traditional markets, such as Pasar Gedhe and Pasar Klewer, serve not only as economic hubs but also as significant cultural landmarks that preserve and promote Javanese-Islamic heritage. These markets are vibrant spaces where cultural practices are actively observed, practiced, and shared with locals and visitors alike. These elements range from traditional greetings to the integration of religious practices within market spaces. Understanding these cultural elements is crucial for appreciating the dual role of these markets as centers of commerce and heritage tourism destinations. Table 2 summarizes the key cultural elements observed during fieldwork in these two prominent markets.

Table 2. Cultural Elements Observed in Pasar Gedhe and Pasar Klewer

Cultural Element	Observation
Traditional Greetings	Use of "Assalamualaikum" and "Sugeng Rawuh" by vendors and customers.
Traditional Attire	Vendors wear Javanese-Islamic clothing during cultural events.
Religious Practices	Presence of prayer areas and regular communal prayers.
Local Cuisine and Handicrafts	Markets promote traditional foods and crafts unique to Surakarta.

The cultural elements outlined in Table 2 illustrate the unique ways in which traditional markets in Surakarta act as platforms for cultural preservation and promotion. For instance, traditional greetings not only create a welcoming atmosphere but also reinforce the market's identity as a space rooted in local values. Similarly, the presence of religious practices, such as prayer facilities and communal prayers, highlights the integration of Islamic values into daily market life. These elements contribute to the markets' appeal as heritage tourism destinations, offering tourists an authentic, immersive cultural experience distinct to Surakarta. By showcasing such practices, these markets serve as vital touchpoints for the interplay among commerce, culture, and religion.

3.1.3 Challenges to the Integration of Islamic Values

While Surakarta's traditional markets demonstrate a remarkable integration of Islamic values into their daily practices, several challenges threaten their sustainability and consistent application. The pressures of modernization, generational shifts, and insufficient support from local authorities have been identified as key barriers to maintaining these ethical and cultural foundations. Addressing these challenges is critical to preserving the markets' dual roles as economic centers and cultural heritage sites. The table below summarizes the primary challenges observed during the study, based on interviews with vendors, government officials, and other stakeholders.

Table 3. Challenges in Integrating Islamic Values in Market Practices

Challenge	Description
Awareness Gap Among Younger Vendors	Many younger vendors are unaware of the importance of Islamic values in market practices.
Competition from Modern Retail	Pressure from malls and supermarkets prioritizes efficiency over cultural preservation.
Limited Policy Support	Few government initiatives incentivize the maintenance of traditional Islamic market values.

The challenges highlighted in Table 3 reveal critical areas that require attention to ensure the long-term sustainability of Islamic values in Surakarta's traditional markets. The generational gap underscores the need for education and training programs to instill the significance of these values among younger vendors, thereby ensuring their continued practice. The rising competition from modern retail formats requires innovative strategies to strengthen traditional markets while preserving their cultural distinctiveness. Moreover, the absence of supportive government policies underscores the need to implement incentives that promote the preservation of traditional market practices. By addressing these challenges, stakeholders can safeguard the unique blend of commerce, culture, and Islamic values that defines Surakarta's traditional markets and strengthens their appeal as cultural heritage sites.

Participants also highlighted several challenges facing the integration of Islamic values into traditional markets:

- Limited awareness among younger vendors about the importance of these values.
- Pressure from modern retail competitors, which prioritize efficiency over cultural preservation.
- Lack of government incentives to sustain traditional practices.

3.2. DISCUSSION

3.2.1 Islamic Values in Market Practices

The findings are consistent with established frameworks of Islamic business ethics, which assert that adherence to principles such as honesty and trust fosters sustainable and socially responsible commerce. The manifestation of these values in market environments illustrates how ethical conduct supports not only individual vendor performance but also the broader sustainability of traditional markets as cultural and economic institutions. This study further advances existing research by demonstrating that Islamic values in business practices can function as intangible cultural assets, contributing not only to ethical governance but also to the positioning of traditional markets as cultural and tourism landmarks that provide visitors with immersive and meaningful experiences [4].

By embedding *ṣidq*, *amānah*, and *ta'āwun* into daily operations, Surakarta's traditional markets offer a compelling model of ethical commerce that supports both economic sustainability and cultural tourism. This interplay of religion, ethics, and culture underscores the unique position of these markets as living heritage sites, balancing modern demands with traditional values.

The integration of Islamic values in Surakarta's traditional markets is particularly evident in iconic spaces such as Pasar Gedhe Hardjonegoro, depicted in Figure 1. As one of the city's most renowned traditional markets, Pasar Gedhe serves as both an economic hub and a cultural landmark, where daily interactions reflect the principles of honesty, trustworthiness, and mutual cooperation. Vendors and customers engage in transactions rooted in ethical practices, while the market's architecture and layout blend Javanese and colonial influences, thereby reinforcing its heritage appeal. Pasar Gedhe's vibrant atmosphere, cultural significance, and adherence to Islamic values make it a prime example of how traditional markets contribute to Surakarta's identity as a heritage tourism destination.



Figure 1. Pasar Gedhe Hardjonegoro

3.2.2 Cultural Contributions of Traditional Markets

The traditional markets of Surakarta, such as Pasar Gedhe and Pasar Klewer, serve as more than economic hubs; they are vibrant cultural spaces that preserve and promote Javanese-Islamic traditions. Observations reveal that elements such as traditional attire, respectful greetings, and religious practices are integral to the identity of these markets. Vendors often wear Javanese-Islamic clothing, particularly during cultural events, symbolizing a connection to their heritage. Common greetings, such as *Assalamualaikum* and *Sugeng Rawuh*, are not merely functional; they also reflect cultural and religious values, creating a welcoming and respectful atmosphere. Additionally, religious elements, including designated prayer areas and communal prayer observance, integrate spiritual practices into daily market life, thereby distinguishing these markets from modern retail spaces.

These cultural practices contribute significantly to Surakarta's branding as a heritage tourism destination. By blending commerce with tradition, the markets offer an immersive, authentic experience for tourists seeking to

connect with the city's cultural roots. Visitors perceive these markets as living cultural heritage sites, where everyday interactions serve as windows into the city's history and traditions.

This perspective aligns with the view that markets operate as spaces of cultural interaction, in which economic exchange is intertwined with the transmission of social and cultural values. Surakarta's markets illustrate this relationship by serving as platforms for preserving Javanese-Islamic culture while simultaneously adapting to contemporary demands. In doing so, they exemplify how traditional markets can serve as dynamic heritage sites that blend commercial activity with cultural preservation to meet the expectations of heritage tourism [1].

The cultural significance of Pasar Gedhe Hardjonegoro is further illustrated by its physical and spatial features, such as its welcoming entrance (Figure 2). The market's entrance serves as a gateway not only to its bustling commercial activities but also to its role as a living cultural heritage site. The design reflects both functionality and tradition, inviting visitors into a space where commerce seamlessly intertwines with cultural and religious practices. The entrance, flanked by local vendors and marked by its accessibility, symbolizes the market's openness and community-oriented spirit, reinforcing its role in preserving and promoting Javanese-Islamic values within Surakarta's urban fabric.



Figure 2. Pasar Gedhe Hardjonegoro, site entrance

3.2.3 Implications for Tourism and Heritage Preservation

The findings of this study highlight the critical role of traditional markets, such as Pasar Gedhe and Pasar Klewer, in advancing both tourism and heritage preservation. By integrating Islamic values such as honesty (*sidq*), trustworthiness (*amānah*), and mutual cooperation (*ta'āwun*) into their daily operations, these markets create ethical environments that foster trust and authenticity. This unique blend of commerce, culture, and religious values enhances the appeal of Surakarta's traditional markets, positioning them as prime destinations for heritage tourism. Tourists seeking authentic and immersive cultural experiences are drawn to the values and traditions embodied in these markets, making them central to Surakarta's tourism strategy.

The preservation of these markets extends beyond maintaining physical infrastructure; it also involves safeguarding the intangible cultural heritage they represent. Practices such as traditional greetings, the promotion of local crafts, and the integration of religious practices into daily activities contribute to a holistic cultural experience. These elements not only strengthen the markets' heritage identity but also support sustainable tourism by attracting visitors who value cultural authenticity. This alignment with global tourism trends, which increasingly emphasize meaningful and culturally rich travel experiences, underscores the importance of preserving such spaces.

From a heritage preservation perspective, the study underscores the need for policies and programs that protect these markets from the pressures of modernization and commercialization. Governments, local authorities, and community leaders should work collaboratively to ensure that traditional markets are not overshadowed by modern retail formats. This includes creating incentives for vendors to maintain ethical practices, preserving historical market structures, and integrating these markets into broader urban development plans as cultural heritage sites.

In the context of tourism, traditional markets offer a model for leveraging local culture and values to create unique and competitive tourism products. By promoting the distinctive qualities of these markets, such as their Javanese-Islamic heritage and ethical commerce, Surakarta can further strengthen its position as a heritage tourism destination. These markets serve as living examples of how cultural preservation and economic sustainability can coexist, offering valuable insights for other regions seeking to balance tradition and development in their tourism strategies.

The observed integration of Islamic values in Surakarta’s traditional markets underscores their pivotal role in shaping ethical, community-oriented commercial environments. As outlined in Table 4, values such as honesty (*ṣidq*), trustworthiness (*amānah*), charity (*zakat*), fairness, and community support are not merely religious ideals; they also actively influence daily market practices. Honesty is reflected in vendors' transparency about product quality and pricing, thereby fostering trust and loyalty among customers. Similarly, trustworthiness ensures that vendors fulfill their promises, strengthening consumer confidence and enhancing the market’s reputation. Charity, often facilitated through *zakat* contributions, reinforces the markets' role in community welfare, creating a social fabric that benefits both vendors and customers.

Moreover, fairness and justice in commercial dealings promote equitable pricing and conflict resolution, maintaining a balanced and competitive market environment. Community support, characterized by mutual assistance and cooperation, positions these markets as hubs of solidarity and shared responsibility. These practices not only ensure the sustainability of market ethics but also elevate the markets as cultural landmarks that embody the principles of Javanese-Islamic traditions. The insights in Table 4 highlight how these values shape market dynamics and advance the broader goals of cultural preservation and tourism development.

This examination seeks to underscore the profound influence of Islamic ethics on commerce, contributing to a unique and enriching shopping experience that transcends mere exchange of goods (see Table 4).

Table 4: Analysis of Islamic Values Observed in Market Practices

Islamic Value	Description	Impact on Market Practices
Honesty	A fundamental Islamic principle that emphasizes truthfulness in all transactions.	Markets influenced by Islamic values often have vendors who are transparent about product quality and pricing, fostering trust and loyalty among customers. Practices such as returning the exact change and avoiding false advertising are common [53], [54].
Trustworthiness	Reliability and faithfulness in dealings, ensuring that promises and commitments are fulfilled.	This value instills confidence in the consumer-vendor relationship, leading to repeat business and a strong market reputation. Vendors are expected to uphold their word by delivering products and services as advertised [55], [34].
Charity (<i>Zakat</i>)	Mandatory almsgiving, which purifies wealth by allocating a portion for those in need.	Markets often facilitate charitable activities, with vendors and market administrators setting aside a portion of earnings for the community's welfare. This practice not only supports the needy but also enriches the social fabric of the market environment [56], [57].
Fairness and Justice	Ensuring equitable treatment and justice in commercial transactions.	Vendors are encouraged to practice fair pricing, avoid exploiting customers or other vendors, and resolve disputes justly. This leads to a balanced market in which competition is healthy, and rights are respected [58], [59].
Community Support	The emphasis is on mutual assistance, cooperation, and support within the community.	Markets are viewed as community hubs in which vendors support one another and contribute to local events and activities. This value fosters a sense of belonging and solidarity among market participants [60], [61].

3.2.4 Regional Nuances in Islamic Values

Islamic values, while consistent in their core principles, exhibit regional variations depending on local cultural contexts. In Surakarta, the principle of honesty (*ṣidq*) goes beyond simple truth-telling in transactions. Vendors in Pasar Gedhe, for instance, feel a religious obligation to educate customers about the quality and origin of their goods, providing detailed explanations about price changes, sourcing, and product quality. This form of transparency is regarded as an ethical duty grounded in both Islamic values and Javanese traditions of openness in trade.

In contrast, vendors in Yogyakarta’s Pasar Beringharjo interpret honesty more as ensuring product authenticity, particularly when dealing with cultural goods such as batik and traditional crafts. The focus here is less on pricing transparency and more on maintaining the cultural integrity of the products sold. This reflects a regional nuance in the interpretation of *ṣidq*, demonstrating how Islamic values are adapted to local cultural contexts.

Similarly, the concept of trustworthiness (*amānah*) varies across regions. In Surakarta, *amānah* is deeply personal, with vendors taking individual responsibility for ensuring fair and honest dealings. However, in Makassar, trust is a more communal concept, in which vendors collectively uphold the market’s reputation for ethical practices. This contrast highlights regional diversity in the interpretation and practical application of Islamic values in market settings.

This study’s case analysis is enriched by direct engagement with primary data, gathered through interviews and observations in Surakarta’s markets. Interviews with market vendors provided insights into how Islamic values guide their daily practices. One vendor at Pasar Klewer shared how he views *amānah* as a lifelong commitment, not just to his business but to the community, stating: “*I am responsible for my customers, not just for today but*

for years. They trust me because I keep my word, and that is what Allah asks of us.” This perspective reflects the deep integration of religious values into the vendors' personal and professional lives.

Observational data further support these findings. During fieldwork at Pasar Gedhe, interactions between vendors and tourists were observed, highlighting how Islamic hospitality enhances the tourist experience. Vendors took time to explain the cultural significance of their products, which not only built trust among customers but also reinforced the market's cultural and religious identity. This personal approach, coupled with vendors' ethical conduct, distinguishes Surakarta's markets from more commercially driven markets in cities such as Bandung.

The thematic linkage among Tables 1, 2, and 3 reveals a comprehensive narrative of the integration of Islamic values within traditional markets and their enduring impact on cultural heritage and commerce, particularly in Indonesia and, more specifically, in Surakarta.

3.2.5 Islamic Values in Practice

Building on the historical and regional insights in Tables 1 and 2, Table 3 examines the practical application of Islamic values in contemporary market practices. It analyzes how these values, historically rooted and culturally adapted, are manifest in the daily operations of markets like Pasar Gedhe Harjonagoro. This analysis demonstrates the tangible impact of Islamic ethics on enhancing trust, community welfare, and the overall market atmosphere, thereby influencing both vendor behavior and customer experiences.

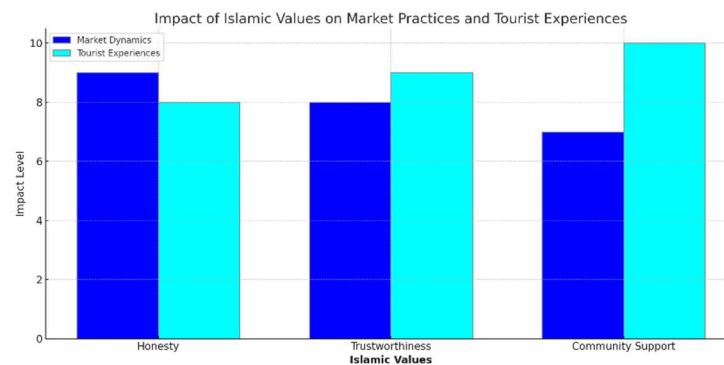


Figure 3. Impact Of Islamic Values on Market Practices and Tourist Experience (Author, 2024)

Figure 3 illustrates the conceptual impact of specific Islamic values, honesty, trustworthiness, and community support, on market dynamics and tourist experiences. For each value, we examine how it may influence the market environment and tourists' perceptions or experiences.

Honesty and trustworthiness have strong effects on both market dynamics and tourist experiences, fostering an environment in which transactions are conducted with integrity, thereby enhancing the market's appeal as a trustworthy and reliable destination for tourists.

Community support has the greatest impact on tourists' experiences, reflecting the value placed on social welfare and mutual assistance in these markets. This community-oriented approach not only enriches the market environment but also significantly enhances the authenticity and depth of the tourist experience, making it more memorable and meaningful. These visualized impacts underscore the profound role that Islamic values play in shaping not only commercial practices in traditional markets but also the overall visitor experience, thereby contributing to a unique, culturally rich tourism offering.

3.2.6 Cultural Preservation and Economic Sustainability

The research also highlights the role of Pasar Gedhe Harjonagoro in cultural preservation and economic sustainability. Amidst the pressures of globalization and modernization, the market remains a bastion of Javanese and Islamic traditions. It serves as a platform for local artisans and vendors to sustain their livelihoods while preserving traditional crafts and practices. Moreover, the market's attraction as a cultural tourism site contributes to the local economy, demonstrating a model of sustainable development that balances economic objectives with cultural preservation.

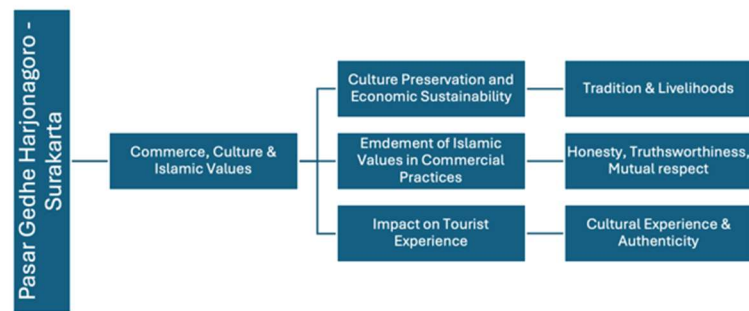


Figure 4. Surakarta's Traditional Markets illustrate the intricate relationship between commerce, culture, and Islamic values.

The findings from Surakarta's Pasar Gedhe Harjonagoro illuminate the profound influence of Islamic values on traditional markets and the significance of these markets in fostering cultural tourism (see Figure 4). These markets offer more than just a shopping experience; they are venues for cultural exchange and understanding, rooted in rich Islamic and Javanese traditions. By embracing Islamic principles in their operations, markets such as Pasar Gedhe Harjonagoro not only enhance the authenticity and attractiveness of the tourism experience but also contribute to the preservation of cultural identity amid changing global landscapes.

3.2.7 Engaging with Primary Data: Interviews and Observations

The findings from this study are enriched by direct engagement with primary data collected through semi-structured interviews and participant observation in Surakarta's traditional markets. These primary data sources provide deep insights into how vendors apply Islamic values in practice in their day-to-day operations.

Interviews with vendors revealed the central role of Islamic ethics in shaping their market behavior. One vendor from Pasar Klewer emphasized the importance of *amānah* in his business, explaining:

"I am responsible for my customers, not just for today but for years. They trust me because I keep my word, and that is what Allah asks of us."

This statement reflects vendors' personal commitment to maintaining honesty and trustworthiness, which they regard as both a religious obligation and a strategy for building enduring relationships with their customers.

Observational data collected at Pasar Gedhe further support these findings, underscoring the significant role of Islamic hospitality in enhancing the tourist experience. Vendors frequently took time to explain the cultural significance of their products to tourists, offering in-depth information about the historical and religious meaning behind certain items. These interactions not only built trust with customers but also reinforced the market's cultural and religious identity. For example, several vendors were observed discussing the Islamic origins of certain spices or fabrics, helping visitors connect the products to broader Islamic cultural practices.

This personalized approach to vendor-customer interaction distinguishes Surakarta's markets from more commercially driven markets in larger urban areas like Bandung, where transactions are quicker, and relationships with customers are more transactional. In Surakarta, the ethical conduct of vendors, deeply rooted in Islamic values, creates a market environment where both locals and tourists feel welcome and respected. This hospitality is seen as a reflection of Islamic teachings, which encourage fairness, kindness, and respect in all social and business interactions.

The regional variations in the interpretation and application of Islamic values across traditional markets in Indonesia highlight the flexibility of these values and their deep connection to local cultural contexts. In Surakarta, the integration of Islamic ethics into daily market practices extends beyond economic transactions, enriching both the markets' cultural identity and the tourist experience. This study demonstrates that the application of Islamic values varies significantly across regions, adapting to the specific cultural, social, and economic environments of each market. Further research should continue to explore these regional nuances, particularly their contributions to the sustainability of traditional markets as both economic hubs and cultural heritage sites.

The interpretation of findings from research on traditional markets in Surakarta, particularly in light of the existing literature, underscores the intricate relationship among commerce, culture, and Islamic values. This research not only aligns with but also enriches the existing body of literature by highlighting the nuanced ways in which Islamic values are embedded in traditional market practices and how these values augment the tourism

experience. The integration of Islamic values within traditional markets offers a unique perspective on sustainable tourism development, emphasizing the role of cultural and religious ethics in shaping commercial spaces.

3.2.8 Significance of Integrating Islamic Values in Traditional Markets for Tourism

Integrating Islamic values into traditional markets significantly enhances the tourism experience by offering authentic cultural insights into the host community's life. This integration bridges economic activity and cultural expression, enabling tourists to engage more deeply and meaningfully with local traditions. Studies have shown that markets imbued with local cultural and religious values attract tourists seeking experiences beyond conventional sightseeing, suggesting that the authenticity derived from these values plays a crucial role in the attractiveness of traditional markets as tourism destinations [62]. The case of Surakarta's Pasar Gedhe Harjonagoro exemplifies this phenomenon, in which Islamic values such as honesty, trustworthiness, and community support influence vendor behavior and enhance the market's appeal to domestic and international tourists.

4. CONCLUSION

This study investigated how Islamic values manifest in the practices of traditional markets in Surakarta and how these practices contribute to the city's cultural tourism. The findings highlight that the key Islamic principles of honesty (*ṣidq*), trustworthiness (*amānah*), and mutual cooperation (*ta'āwun*) are not only embedded in daily market practices but also integral to cultural identity. Vendors implement these values through transparent pricing, reliable customer interactions, and cooperative behaviors, creating ethical and inclusive market environments. These practices foster trust and loyalty among locals and tourists, thereby solidifying the markets' role as sites of cultural and economic significance.

Traditional markets such as Pasar Gedhe and Pasar Klewer serve as living cultural heritage sites that preserve and promote Javanese-Islamic traditions. These markets contribute to Surakarta's branding as a heritage tourism destination by offering tourists an authentic and immersive cultural experience. Practices such as traditional greetings, the promotion of local crafts and cuisine, and the integration of religious observances create a distinctive cultural atmosphere that aligns with global tourism trends, emphasizing authenticity and meaningful experiences.

Despite these contributions, challenges such as generational gaps in understanding of Islamic values, competition from modern retail formats, and limited policy support threaten the sustainability of these practices. Addressing these challenges requires collaborative efforts among stakeholders, including local authorities, vendors, and tourism boards. Initiatives such as education and training programs for younger vendors, policy interventions to incentivize cultural preservation, and marketing strategies that highlight the markets' uniqueness are critical for ensuring their longevity.

In conclusion, this study underscores the dual role of Surakarta's traditional markets as ethical commercial spaces and cultural heritage sites, demonstrating how Islamic values can enhance both market practices and cultural tourism. By preserving these values and addressing existing challenges, Surakarta can further strengthen its position as a leading heritage tourism destination. Future research could examine the replicability of this model in other regions, the impact of public-private partnerships on market sustainability, and international tourists' perceptions of Islamic values in cultural tourism.

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