



OPPORTUNITIES AND CHALLENGES OF PUBLIC SPACE COMMERCIALIZATION FROM ECONOMIC SECURITY PERSPECTIV

Siti Azizah¹, Bagong Suyanto², Karnaji³

¹Airlangga University, Surabaya, East Java, Indonesia

²Airlangga University, Surabaya, East Java, Indonesia

³Airlangga University, Surabaya, East Java, Indonesia

siti.azizah-2021@fisip.unair.ac.id

ABSTRACT

Abstract The commercialization of public spaces is increasingly common in major cities, transforming areas once open and freely accessible into spaces focused on commercial activities. This shift not only changes the primary role of public spaces as venues for social interaction but also introduces challenges and opportunities for economic security. From an economic security perspective, the commercialization of public spaces offers both benefits and risks for communities and local governments. On one hand, it can stimulate economic growth through increased business activities, job creation, and urban revitalization. On the other hand, it can exacerbate socio-economic inequalities, marginalize vulnerable groups, limit access, and erode the social function of public spaces. This study investigates the impact of public space commercialization on economic security, focusing on how this transformation affects accessibility, economic disparity, and social welfare sustainability. Through literature analysis and case studies, the study provides comprehensive insights into managing public space commercialization sustainably while upholding inclusive and equitable economic security principles. The findings indicate that while commercialization offers economic opportunities, it also heightens social inequality, highlighting the need for inclusive policies to safeguard economic security. These findings aim to guide policymakers in balancing economic interests with the social functions of public spaces, ensuring that policies are inclusive, equitable, and support sustainable economic security for all societal groups.

Keywords: Commercialization, Public Space, Economic Security

INTRODUCTION

The commercialization of public spaces has become a frequent phenomenon, especially in major cities. Spaces that were once open and easily accessible to the public

have now transformed into areas more oriented towards commercial activities. The commercialization of public spaces refers to the process in which spaces that originally served as social gathering spots are converted into venues for economic activities. This process shifts the fundamental function of public spaces from being a place of social interaction to becoming economically productive land. This phenomenon often presents a dilemma between the need to improve societal welfare and the preservation of the social functionality of these spaces. Additionally, this transformation also brings significant challenges for society in terms of accessibility and economic inequality. Public spaces, in general, are areas that can be accessed by everyone without exception. This definition includes roads, parks, squares, beaches, and other spaces that facilitate social interaction without barriers such as entry fees or private ownership. Historically, public spaces have always played an important role as gathering places where people could relax, interact, and participate in social activities. However, with the development of the capitalist economy, public spaces have gradually shifted their function into commercial spaces with more limited accessibility. Public spaces, or what are often referred to as "public space," are places that can be utilized by the general public to meet their needs. Public spaces or open spaces that can be accessed by the public without incurring costs (Radjawali, 2004). Economically, the commercialization of public spaces offers significant opportunities to increase local revenue through tourism, retail, and various other activities that stimulate economic growth. However, on the other hand, this phenomenon also presents challenges, particularly in terms of social justice and economic security. Poorly regulated commercialization can lead to social inequality, where access to public spaces for low-income communities becomes increasingly limited.

The commercialization of public spaces has two opposing sides. On one hand, it creates economic opportunities by boosting business activities, opening up job opportunities, and revitalizing urban areas. On the other hand, this process marginalizes vulnerable groups, exacerbates socio-economic inequality, and restricts public access to essential public spaces. For example, in the green open spaces (RTH) of Banda Aceh, there has been an increase in commercial activities, including the addition of permanent structures, food stalls, and commercial recreational activities. These commercial activities bring economic benefits but also pose several challenges, such as waste accumulation, visual disturbances, and the reduced function of green open spaces as areas for natural interaction. (Agustina et al. 2021)

The commercialization of public spaces is a growing phenomenon in line with urban expansion and the increasing flow of urbanization. Public spaces are essentially meant to function as areas for social interaction, accessible to all members of society. However, in recent decades, more and more public spaces have been used for commercial purposes, such as advertising, entertainment centers, and spaces for informal economic activities. As seen in Yogyakarta, along Jalan Kaliurang and Jalan Affandi, advertisements dominate nearly every corner, in the form of billboards, banners, and posters. The dominance of commercial advertising has marginalized the role of public

spaces as venues for public discussion and participation. The public spaces along these streets have transformed into commercial areas where economic interests take precedence over the interests of the general public. These spaces have now become platforms for commercial messages, targeting people as consumers. (Rianto 2020) This creates various implications, particularly in the context of economic security. Although the commercialization of public spaces generates economic opportunities, there are several challenges that need to be addressed. One of the main issues is the risk of social exclusion, where lower-income communities face limited access to public spaces. In addition, the increase in economic activities in public spaces often raises concerns about environmental sustainability and social inequality. Therefore, the focus of this research is on how the commercialization of public spaces can be balanced between economic interests and the socio-economic security of the community.

This article analyzes literature from research conducted in several major cities in Indonesia to examine how the commercialization of public spaces occurs and its impact on long-term economic security and the social functions of these spaces. The article will identify the opportunities and challenges of public spaces as commercial spaces and their effects on economic security by using Henri Lefebvre's theory as a theoretical framework, applying Lefebvre's socio-spatial approach. Two of Lefebvre's most influential books in spatial theory are *Writing on Cities* (1996) and *The Production of Space* (1974). Lefebvre introduces a triad concept to analyze social reality, consisting of spatial practice (referring to production and reproduction), representations of space (referring to the relationship of production and the imposition of these relationships), and representational space (encompassing symbolism and codes). Lefebvre proposed understanding space not in a dichotomous structure, but in a trichotomous manner. This concept is known as the "Conceptual Triad," which represents the relations of production that implicate social practice. This Conceptual Triad is what he referred to as "The Production of Space," the practice of producing space by humans through relations of production in a social and relational practice.

Henri Lefebvre, in his theory of the "Right to the City," emphasizes that urban space should be a shared resource utilized for the social benefit of all layers of society. According to Lefebvre, the concept of the right to the city is part of the struggle to create a more inclusive and democratic space. This concept is based on the idea that every individual has the right to access and reshape urban space according to their social needs. Lefebvre asserts that true social change must involve the transformation of space, not only for the accumulation of capital but also for broader social purposes. (Gottdiener 1993) In the process of public space commercialization, this right is increasingly eroded. Many public spaces are now used as economic centers that prioritize capitalist profits over social welfare. The right to the city is not only defined as the right to live or occupy space in urban areas (the right to inhabit), but also includes the right to a better quality of life for the inhabitants of the city—a dignified life. Thus, the right to the city also means the right to restore the "centrality" of the city that supports equality, such as through the

revitalization of public spaces, as well as encouraging citizen participation and empowerment. Lefebvre proposed a perspective on urban life (urbanism) aimed at ending spatial segregation that reinforces social class differences by strengthening the foundation of plural and egalitarian spatial divisions. All of this requires the organization of citizens through social movements to reclaim their sovereignty as city dwellers.

This commercialization process creates a sharp duality in the management of public spaces. On one hand, the presence of shopping centers, stores, restaurants, and business areas contributes to local economic growth. Additionally, commercialization is often associated with the revitalization of previously neglected urban spaces, creating a more modern and organized city image. However, on the other hand, economically disadvantaged groups are often marginalized due to rising living costs and limited access to these public spaces. According to Harvey (2008), commercialization not only reduces public access to urban spaces but also widens the gap of socio-economic inequality. The revitalization of public spaces in major cities in Indonesia often leads to highly complex social problems. Although the privatization of public spaces is economically driven, the issues it raises can have social and political dimensions, caused by conflicts over space utilization.

Various studies have discussed the commercialization of public spaces from economic and social perspectives. For example, research conducted by Wirasa (2022) on public space activities at night along the Gadjah Mada Amlapura Karang Asem corridor shows how public spaces, initially meant for recreation, have transformed into night markets. On one hand, this activity can boost the local economy, but on the other hand, it disrupts the safety and comfort of road users. (I Dewa Gede Wirasa 2022) This research aims to analyze in more detail the relationship between the commercialization of public spaces and economic security, as well as the challenges that arise from this process. Therefore, urban policies must consider a balance between commercialization and public accessibility.

The Transformation of Public Space into Commercial Space

Public space is a physical or virtual area used by the community for interaction, gatherings, or various social, cultural, economic, and political activities. In the development of modern cities and amid rapid urbanization, public spaces have undergone various forms of transformation. One of the most notable phenomena is the shift in the function of public spaces into commercial spaces. This transformation has significant economic and social impacts. On one hand, the commercialization of public spaces can create economic opportunities and drive infrastructure development, but on the other hand, it often negatively affects accessibility, equality, and the broader social life of the community. The commercialization of public spaces is a rapidly growing global phenomenon alongside the rise of urbanization and the capitalization of space. Public spaces, which are meant to serve as places for gathering and social interaction, are often

overtaken by commercial activities. The implications of this change affect not only the use of space but also the economic security of both the community and local governments.

The transformation of public spaces into commercial spaces usually begins with privatization, either by formal sectors or informal workers, such as street vendors and parking lots, where these areas are taken over through commercial property development or profit-oriented revitalization. City parks, which were once open recreational spaces for all, are now frequently converted into areas that require entrance fees or are developed into shopping centers. In his article, Andrew Smith (2018) discusses the commercialization of Battersea Park as a public space through paid events such as festivals and exhibitions, which privatize the space and limit public access. The shift in the park's function from a free open space to a venue for paid events reflects the process of neoliberalization and the competition between actors who evaluate public spaces based on exchange value and utility value. Similarly, sidewalks, once meant for pedestrians, have now become spaces for street vendors. This process is often justified by arguments for increasing the economic value of the space and optimizing land use, but in the end, it restricts access for much of the public.(Smith 2018)

The transformation of public spaces into commercial spaces is influenced by several factors, namely:

1. **Economic needs due to urbanization:** Rapid urbanization in large cities demands extensive spaces for both housing and shopping centers. In this context, public lands are often seen as economic potential that can be utilized and repurposed. City governments, the private sector, and informal workers view these spaces as significant opportunities to optimize the use of public areas by converting them into commercial spaces that can generate profits. The transformation of public spaces into commercial spaces is justified by the need to create jobs. However, while this can boost the local economy, it does not always take into account the social impacts, such as the reduction of green spaces and the limited access to affordable public spaces for the community.
2. **Government policies and regulations:** In some cases, the transformation of public spaces into commercial spaces involves the government as well. Revitalization efforts by the government, focused on developing tourism or service-oriented projects to increase regional revenue, have displaced public spaces. These projects are often carried out under the guise of improving the quality of public spaces but are in reality more focused on attracting tourists and generating revenue through commercial activities.
3. **Changes in modern lifestyles:** Particularly in major cities, this further supports the commercialization of public spaces. Consumers are increasingly attracted to spaces that offer unique and value-added experiences. This drives developers to create public spaces that are not merely gathering places, but also venues that offer products and services appealing to consumers, such as cafés for young people to hang out, music performances, and more.

METHOD

The research approach used in this study is a literature review, where a number of relevant studies are analyzed in depth. Using Henri Lefebvre's theory as the analytical framework, this study explores the concept of public space within social and economic contexts, particularly how public spaces are produced in major cities. Lefebvre argues that space is not only a physical location but also a social arena that reflects the dynamics of economic and political power. This research employs literature analysis that includes various previous studies from major cities, showcasing the trends of public space commercialization. The aim is to identify common patterns that can be drawn from different contexts, both in terms of policy and its impact on society.

Through this method, the study seeks to illustrate how factors such as urban policies, economic inequality, and accessibility to public spaces interact with one another. The data gathered from this literature analysis is thematically analyzed, with a particular focus on how public space commercialization policies affect public access to spaces that are meant to be open and inclusive. Furthermore, this research highlights how commercialization contributes to community welfare and economic inequality, especially in the context of large cities. The findings from this analysis are expected to provide broader insights into how balanced policies can be developed to ensure that the commercialization of public spaces benefits not just a few but also maintains equitable and fair access and social welfare for the broader society.

RESULT & DISCUSSION

Public space is a crucial element of urban life, providing a place for people to interact, engage in activities, and carry out social and economic functions. However, as time progresses and society's needs become increasingly complex, especially in urban areas, public spaces are no longer solely used for social purposes but have also shifted towards economic functions. This phenomenon is clearly evident in several case studies, such as town squares, sidewalks, beaches, and green open spaces in various cities across Indonesia, where these areas are utilized by private investors and informal workers, such as street vendors (PKL), and the community for dynamic economic activities. This transformation offers opportunities to boost the local economy, but also presents challenges in maintaining a balance between the social and commercial functions of public spaces.

On one hand, these activities provide traders with opportunities to improve their livelihoods through informal economic activities. On the other hand, the presence of informal economic activities can lead to issues such as limited space for social activities, a decline in the aesthetic quality of spaces, and potential conflicts with those who use public spaces for recreation or social interaction. Therefore, the greatest challenge in

managing public spaces is maintaining a balance between their use for social and economic activities while ensuring inclusivity for all groups.

Additionally, many public spaces have undergone beautification or redesign processes to enhance the aesthetic appeal of cities. While this process can support economic and tourism activities, it can also shift the social function of public spaces. When public spaces are dominated by more powerful economic actors, such as large corporations or investors, there is a risk that these spaces will lose their social value and function only as commercial areas. This phenomenon not only alters the character of public spaces but also creates unequal access for certain groups in society who may be marginalized in the space management process. Moreover, this transformation brings challenges related to balancing social and economic functions, the potential marginalization of certain groups, and the risk of declining environmental and aesthetic quality.

To better understand the various dimensions of this transformation, several studies have discussed the use of public spaces in various cities across Indonesia as follows:

No	Research Title	Dualism of Public Space Function	Transformation of Pubic Space into Commercial Space	Opportunities	Challenges
1.	Rianto P. U. J. I. (2020). The loss of public sphere: Outdoor advertising and commercialization of public spaces in Sleman, Yogyakarta, Indonesia. <i>Jurnal Komunikasi: Malaysian Journal of Communication</i> 36(1), 509-522.	Public spaces in Sleman are not only for social interaction but are also used for commercialization, such as outdoor advertising.	Public spaces on Jalan Affandi and Kaliurang have transformed into commercial spaces dominated by advertisements, diminishing their democratic functions.	Increased regional revenue through billboard taxes and business promotions.	Visual pollution, marginalization of public interests, and lack of local government regulations.
2.	Nabila F. E. (2023). Dialectics of Spatial and Beautification Production of	Urban space is dual-functional, serving as both an	The beautification process of urban space transforms its social function	Potential to enhance the attractiveness of public spaces for informal	Risk of excessive commercialization reducing the social function.

	Urban Space Towards Informal Economic Actors. Jurnal Analisa Sosiologi 12(2).	economic and aesthetic area.	into a commercial one.	economic activities.	
3.	Aguspriyanti C. D. (2021). Green Corridors: Potential Enhancement of Public Green Open Spaces in Dense Cities (Case Study of Malang City). Jurnal Arsitektur ZONASI 4(2), 234-345.	The dual function of green spaces as social and ecological areas.	Green spaces begin to be utilized for limited commercial activities.	Potential integration of green spaces with the local economy through ecotourism activities.	Threat of losing the ecological function of green spaces due to economic activities.
4.	Nday R. U. (2020). Analysis of the Relationship between Street Vendors' Activities and the Quality of Public Spaces at Warna Oesapa Beach, Kupang City. GEWANG: Gerbang Wacana dan Rancang Arsitektur 2(2), 63-70.	Public beach spaces serve as both recreational areas and informal economic zones.	The beach has transformed into an informal trading area by street vendors.	Opportunity to boost the local economy and empower street vendors.	The challenge of maintaining cleanliness and environmental quality amidst informal economic activities.
5.	Wahyudi A., Buchori I., & Sjahbana J. A. (2019). Space Transformation Due to Conflict (Case Study:	Public space in Kuta has a dual function between social-cultural roles and commercial functions.	Public space in Kuta has turned into commercial spaces dominated by hotels, restaurants, and shopping centers.	The transformation of public spaces has led to economic growth, an increase in the	Loss of Bali's cultural identity, inequality in access to public spaces for local communities, and social conflict

	Kuta Bali Tourism Area). Jurnal Koridor 10(1), 18-26.	Previously sacred and social spaces are pressured to transform into commercial spaces supporting the tourism industry.	This transformation is driven by economic interests and global market pressures, erasing local character and turning these spaces into tools for capital accumulation.	number of tourists, and large investments in infrastructure, which have impacted local revenue and improved public facilities.	between the actors involved in spatial planning, including the government, investors, and local communities.
6.	Day C. F. & Ruang T. (2017). Globalization of Contemporary Urbanism in Bandung. Jurnal Pemikiran Sosiologi Volume 4(1).	Car Free Day as a recreational space and informal economic area.	A space initially intended for recreation has turned into an informal economic area.	Opportunity to boost local economic activities through Car Free Day.	The challenge of managing public space congestion and comfort during Car Free Day.
7.	Niron E. S. (2023). Politics of Urban Space Arrangement in Kupang City Based on Physical and Socio-Cultural Identity. Caraka Prabu: Jurnal Ilmu Pemerintahan 7(1), 39-64.	The physical identity of public spaces as both social and commercial areas.	Transformation of public spaces based on political and economic interests.	Opportunity to increase community participation in economic activities.	Risk of marginalization of certain groups in the space planning process.
8.	Arni M. (2024). Activities in Public Spaces and the Utilization of Green Open Spaces (Case Study: Bogor	The square serves a dual function as both a social and ecological space, but conflicts arise between social activities and	Street vendors utilizing public spaces for selling hinder pedestrian pathways and	Creating multifunctional green spaces that support social interaction, cultural	Poor street vendor management, vegetation damage due to visitor activities,

	City Square). Jurnal Hirarchi 21(01), 14- 20.	environmental conservation.	reduce the quality of space.	activities, and the local economy.	and lack of trash facilities.
9.	Sumandiyar A. & Nur H. Control of Space Reproduction in Sultan Hasanuddin International Airport Area.	Public spaces around the airport experience a dualism between local community interests and commercialization of space for the benefit of certain parties, particularly the airport managers who convert public land into commercial land.	Before large- scale development, the spaces around the airport were used by the local community for their social and economic lives, but now these spaces are controlled by commercial actors prioritizing personal profits.		The main challenge is the loss of local community rights and access to space, social conflicts between the managers and local residents, and increased inequality due to commercialization and capitalization of space, which does not benefit all parties.

Based on research conducted in several major cities in Indonesia, such as Bandung, Bali, Yogyakarta, Bogor, Makasar and others, as shown in the table presented above, the phenomenon of the utilization and transformation of public spaces in Indonesia highlights various aspects, ranging from the functionality of public spaces, the transformation of public spaces into commercial areas, to the opportunities and challenges faced in managing public spaces. Each study in the table

Based on research conducted in several major cities in Indonesia, such as Bandung, Bali, Yogyakarta, Bogor, Makasar and others, as shown in the table presented above, the phenomenon of the utilization and transformation of public spaces in Indonesia highlights various aspects, ranging from the functionality of public spaces, the transformation of public spaces into commercial areas, to the opportunities and challenges faced in managing public spaces. Each study in the table examines the dynamics occurring in different cities across Indonesia, focusing on how public spaces are shifting towards commercialization.

Transformation and Dualism of Public Space Functions

Public spaces have long been an integral part of societal life, especially in urban communities. In the context of increasing urbanization, public spaces play an even more crucial role in the lives of urban dwellers. However, over time, the function of public spaces has expanded beyond social activities or community interactions, as they have also transformed into commercial spaces. In Indonesia, a single public space can serve two intersecting primary functions: as a social space and as a commercial space. This phenomenon often occurs in major cities experiencing rapid urbanization, where public

spaces such as parks, town squares, sidewalks, and streets not only serve as places for social interaction but also become bustling economic centers. This dualism creates a dynamic between the social and commercial functions, which often poses challenges in public space management. The dualism of public space refers to the presence of two often conflicting aspects in the operation and utilization of public spaces. On one hand, public spaces are places where people freely gather, interact, and engage in social activities. On the other hand, these spaces are frequently under pressure from commercialization, which turns them into more exclusive areas. The transformation of public spaces into commercial zones occurs when the government or private sector starts using these areas for economic purposes, such as establishing shopping centers, tourist attractions, and more.

In addition, informal economies, such as street vendors, often utilize these spaces to earn a living. However, the presence of informal economies is often seen as a problem by authorities who seek to commercialize public spaces in a more formal and organized manner. This commercialization process can eliminate or restrict access for informal economic actors, leading to conflicts of interest between the economic needs of small businesses and efforts to transform public spaces into more structured service-oriented resources. As a result, access to public spaces becomes increasingly limited, whether due to costs, regulations, or the displacement of informal economies, ultimately diminishing the role of public spaces as free and egalitarian areas for social interaction.

The social function of public spaces is generally related to their role as places for social interaction within the community, recreation, entertainment, and social activities. People use public spaces to relax, exercise, or gather with family and friends. However, this function often shares space with thriving informal economic activities, as seen in public spaces like Warna Oesapa Beach in Kupang. Initially designed to meet the community's various needs, including recreation, sports, and social interaction, this beach has experienced significant dualism in function. Its recreational and social functions have become distorted by the presence of street vendors (PKL), who occupy physical space. ("Analisis Hubungan Aktivitas Pedagang Kaki Lima Terhadap Kualitas Ruang Publik Pantai Warna Oesapa, Kota Kupang," n.d.)

This function creates its own challenges in the management of public spaces. City governments are often faced with the dilemma of allowing informal economic activities that provide income for many people, while also maintaining public spaces as comfortable areas free from the congestion of commercial activities. For example, many city parks and sidewalks, originally intended for pedestrians and recreation, are now crowded with vendors, reducing the comfort for other users. Therefore, proper management is required to maintain a balance between the social and economic functions of public spaces.

In the context of Car Free Day (CFD) in Bandung, the duality of public space functions is clearly evident. Public spaces were initially designed as places for social activities and interactions among residents, falling under the concept of social-cultural

spaces. CFD, as a public space, offers an opportunity for people to gather, exercise, and socialize in open spaces without being disturbed by motor vehicles. It also promotes environmental awareness and fosters social cohesion among city residents. However, the dual function becomes apparent when these public spaces also transform into areas for economic activities. Many informal and formal businesses use CFD as a venue for selling their goods. CFD is no longer just a space for social interaction, but also an economic space where commercial transactions take place. This creates tension between the social function of the space and its commodification, marked by the presence of economic activities.(Prasetyo 2017)

This dualism creates tension between two different interests. On one hand, the public needs open spaces as a platform for social interaction and activities. On the other hand, public spaces are also utilized by informal vendors to conduct their economic activities. This phenomenon can be observed in various cities in Indonesia, such as Malioboro in Yogyakarta and Kota Tua in Jakarta, where government efforts to relocate street vendors are aimed at modernizing and beautifying the city.(Nabila 2023) Although the goal of this policy is to organize public spaces, informal workers are often displaced because the policy does not fully consider their needs. As a result, street vendors face a decline in income.

The dual function of public spaces becomes increasingly evident in various cases. According to Lefebvre's theory (1991), space is not merely a passive physical backdrop but a social product shaped by social, economic, and political relations. Lefebvre argues that space has its own dialectic, where space is produced by society, yet it also shapes and influences existing social relationships.(Gottdiener 1993) This demonstrates that public spaces have political and economic dimensions, where power and capital play a significant role in their regulation. In the context of the public space at Sultan Hasanuddin Airport in Makassar, the dual function of the space is clearly evident. On one hand, it serves as an area for public interaction, while on the other hand, it is commercially utilized by those in power to generate economic profit. The utilization of the space by airport management, who turn it into a source of income by leasing land to local communities under a profit-sharing system, highlights the dual function between social and economic interests.(Niron 2023)

A similar case has occurred in Bali, where the transformation of public spaces in tourist areas like Kuta demonstrates how communal spaces in Kuta have shifted to commercial areas, primarily used for tourism and capitalism. Public spaces are often controlled by economic interests, both from the government and investors, creating a contest between social and commercial functions. This situation has sparked tension between local communities, who seek to preserve traditional values, and profit-driven investors. The transformation of public spaces into commercial areas has also occurred in Yogyakarta. The commercialization process has changed the landscape of public spaces on Jalan Affandi and Kaliurang, which were once open for community activities but are now dominated by large outdoor advertisements. These spaces no longer serve as venues

for public expression or social activities, but instead support the promotion of various businesses. This transformation erases the essential role of public spaces as places for discussion and activities, replacing it with commercial interests.(Rianto 2020)

Henri Lefebvre, in his book *The Production of Space* (1991), explains that space is a social product shaped by the interaction between social, political, and economic forces. Space cannot be understood as a neutral physical entity but as something that continuously evolves according to the practices and representations imposed upon it. In this context, public spaces like *Warna Oesapa Beach* and *Car Free Day (CFD)* in Bandung, initially designed for social functions such as social interaction and recreation, have been transformed due to economic pressures manifested in commercial activities. Lefebvre emphasizes that this duality of functions reveals the tension between space as a social venue and the commodification of space for economic gain.(Lefebvre and Nicholson-Smith 1991) From Lefebvre's perspective, the concept of spatial practice refers to the everyday use of space by society, as seen in Malioboro and Kuta, where social practices have shifted with the presence of informal economic activities such as street vendors.(Lefebvre and Nicholson-Smith 1991) The occurrence of representations of space refers to how designers and city authorities/government conceptualize public spaces for aesthetic and modernization purposes. Phenomena such as the relocation of street vendors in Malioboro reflect the authorities' vision to control space in line with modernization goals, which often conflicts with the informal economic practices taking place in those spaces(Lefebvre and Nicholson-Smith 1991) Lefebvre also explains the concept of representational space, which refers to how space is emotionally and symbolically lived and experienced by society.

When public spaces like Kuta in Bali and *Car Free Day* in Bandung are transformed into commercial arenas, people experience these spaces with different meanings, as they lose their role as free and open social spaces. This transformation illustrates how public spaces can lose their social function and become more oriented toward capitalism and economic activities.(Lefebvre and Nicholson-Smith 1991)

Thus, the dualism and transformation of public spaces into commercial spaces should reflect a balance between social and economic functions in urban areas. On one hand, public spaces serve as gathering places for people to interact and engage in various social activities. However, with the presence of commercial activities, such as street vendors, these spaces also evolve into informal economic areas that benefit the community, particularly small traders who rely on these spaces for their livelihoods. Yet, this dualism also creates challenges, especially in managing and organizing public spaces to ensure they remain comfortable and orderly. Without clear regulations, commercial activities in public spaces can lead to issues like traffic congestion or a decline in environmental quality. Therefore, well-planned policies from city governments are needed so that public spaces can serve dual purposes: as venues for social interaction and as commercial areas that benefit all parties.

Public spaces, which were initially designed for social interaction and recreation, have increasingly shifted toward becoming commercial spaces to maximize their economic potential. On one hand, this creates economic opportunities, such as increased local revenue, the creation of job opportunities, and economic growth, while also attracting more visitors, thus stimulating local economic activity. However, the commercialization of public spaces also brings challenges, such as the potential for social exclusion and economic inequality, as well as limited access for people to enjoy public spaces as social spaces.

Public spaces can serve as strategic locations to enhance community income. For example, in her research, Arni highlights the opportunities that can be optimized from the utilization of Bogor City's central square (Alun-Alun) as a green open space that not only serves as a venue for recreation and social interaction but also as a commercial space. The main opportunity lies in the development of green open spaces that support social interaction, recreational activities, sports, and cultural events, which can improve the quality of life for residents. Additionally, there is an opportunity to support local economic growth through the organization of commercial areas for street vendors. The central square also has the potential to become a local tourist attraction that would support the city's tourism sector. However, alongside these opportunities, there are also challenges that need to be addressed. (Arni and Murti 2024) The challenges faced include the lack of space allocated for street vendors (PKL), which leads to the narrowing of pedestrian pathways and hinders the circulation of foot traffic, thus reducing the comfort of public space users. Additionally, the ecological function is threatened by social and cultural activities. Aesthetic challenges also arise due to the lack of sanitation facilities, particularly the inadequate provision of trash bins, which affects the cleanliness and aesthetic appeal of the square. Furthermore, important functions such as water absorption and disaster mitigation facilities are not yet available, increasing environmental risks that could hinder long-term sustainability. These challenges can impact the economic security of the area, such as the potential for economic losses due to increased maintenance costs and the decreased appeal of the site as a tourist attraction.

The use of green open spaces (RTH) as commercial areas is also occurring in various cities, including Malang. In her 2021 study, Aguspriyanti emphasized the importance of "Green Corridors" in Malang as sustainable and friendly green open spaces amidst a densely populated city. Aguspriyanti identified several key opportunities for enhancing green open spaces, such as utilizing urban streets, which cover one-third of the city's landscape, as green corridors with the aim of increasing the amount of green open space without the need for new land. Green corridors also have the potential to become public spaces that are welcoming for social, recreational, and commercial activities, which will improve the quality of life for the community. In addition, green corridors can help create ecological connectivity by linking existing natural elements, while also enhancing the city's image and identity. However, significant challenges arise related to space usage conflicts, especially on commercial streets where business owners are

concerned about losing parking space and storefront visibility. Moreover, high traffic volumes make it difficult to organize green spaces without disrupting transportation, and poor maintenance could degrade the environmental quality. (Aguspriyanti 2021)

From Henri Lefebvre's perspective, public spaces such as Bogor City's central square (Alun-Alun) and the green open spaces in Malang can be viewed as products of social, economic, and political interactions. Lefebvre emphasizes that space is not neutral; rather, it is produced by various forces within society, including the state, capitalists, and the general public. (Lefebvre and Nicholson-Smith 1991) In this context, the utilization of public spaces for commercial purposes, such as the development of areas for street vendors (PKL), is an example of how space is reproduced through the process of capitalization. Challenges such as conflicts over space usage, threats to ecological functions, and the marginalization of informal groups illustrate that public space becomes a highly political arena of contestation.

The potential of public spaces to be commercialized is also evident in the commercialization of public spaces in Sleman, Yogyakarta, with a focus on the impact of outdoor advertising along Jalan Kaliurang and Affandi. From the perspective of economic security, the opportunities that arise include the potential for increasing local revenue through billboard taxes, which can support local development. However, the challenge lies in the dominance of commercial interests at the expense of public spaces as arenas for democracy and public expression. In the long term, the loss of public space could weaken community participation in social and political life, as well as create inequalities in access to these spaces. This analysis shows that weak local regulations and uncontrolled commercialization can threaten the balance between economic and social interests. (Rianto 2020)

Wahyudi's research identifies both opportunities and challenges arising from the transformation of space in the Kuta tourist area, Bali, due to conflicts of interest between local communities, the government, and investors. From an economic security perspective, the opportunities include the growth of the tourism sector, which can increase local revenue and create job opportunities. However, the challenges involve the dominance of investors and developers, leading to unequal control of space, the loss of local cultural identity, and the marginalization of local communities who are less empowered in the contestation over space. The analysis from an economic security perspective highlights how capitalist interests often override the well-being of local communities, triggering social conflict and exacerbating inequality in access to and control over space. (Agung Wahyudi, Imam Buchori, and Joesron Alie Sjahbana 2019)

Nabila's (2023) research discusses the dialectic of urban beautification and its impact on informal economic actors, particularly street vendors (PKL). The opportunities arising from urban beautification include enhanced aesthetics and the city's competitiveness, which can attract more investors and tourists. However, the challenge lies in the marginalization of street vendors, who become victims of this modernization

process.(Nabila 2023) An analysis of economic security reveals that government formalization and relocation policies often fail to consider the conditions and characteristics of informal economic actors. As a result, these relocations can reduce the income of street vendors (PKL), ultimately exacerbating the economic instability of this group. This also has the potential to increase social and economic inequality in urban areas and create tensions between the government and marginalized communities.

The processes of formalization and beautification of spaces implemented in various cities, such as Sleman and Kuta Bali, as discussed in previous research, also demonstrate how the state and capitalists produce space by imposing formal rules that often do not align with the social and economic conditions of weaker groups, such as street vendors. In Lefebvre's theory, this production of space by the state creates a "conceived space," where the state and capitalists use space as an instrument to achieve their economic and aesthetic interests. This process often disregards the "lived space" experienced by marginalized groups, resulting in social marginalization and reduced income for these groups.

CONCLUSION

The commercialization of public spaces offers significant opportunities to boost the local economy and regional revenue. However, this process also presents considerable challenges, including conflicts of interest between social and economic functions, regulatory issues, environmental impact, and the risk of excessive commercialization. The implications of public space commercialization on economic security largely depend on how the government and society manage these spaces. Protection for small vendors, fair regulations, and attention to environmental and social impacts should be prioritized in managing public spaces as commercial areas. Thus, public spaces can become places that benefit all parties equitably.

REFERENCES

- Agustina, S., Safriana, D., Ardesir, J., & Nasron, R. (2021). Priority Research Agenda on the Commercialization of Public Green Open Spaces and its Relationship with the Covid-19 Pandemic. *Journal of Regional and Urban Development*, 17(2).
- Aguspriyanti, C. D. (2021). Green Corridors: Potential for Increasing Friendly Public Green Open Spaces in Dense Cities (Case Study of Malang City). *Zonasi Architecture Journal*, 4(2).
- Aminah, Siti. (2020). Public Space Sidewalks and the Existence of City Furniture: Contestation between the City Government and Marginal Urban Groups. In *The Role of Social Sciences and Humanities to Strengthen Community Resilience Within Global Nexus*, P2-Politics LIPI, Jakarta.

- Arditama, Erisandi. (2016). Examining Public Space from a Power Perspective: The Phenomenon of Hegemonic Actor Victory Through Cultural Domination. *Indonesian Politics: Indonesian Political Science Review*, 1(1).
- Arni, M. (2024). Activities in Public Spaces and Utilization of Green Open Spaces, Case Study: Bogor City Square. *Hierarchy Journal*, 21(01).
- Carr, S., Francis, M., Rivlin, L., & Stone, A. (1992). *Public Space*. Cambridge: Cambridge University Press.
- Elden, Stuart. (2007). There is a Politics of Space because Space is Political: Henri Lefebvre and the Production of Space. *Radical Philosophy Review*, 10(2).
- Gottdiener, M. (1993). A Marx for Our Time: Henri Lefebvre and the Production of Space. *Sociological Theory*, 11(1).
- Lefebvre, H. (1991). *The Production of Space*. Cambridge: Basil Blackwell.
- Malik, Abdul. (2018). Public Space as a Representation of Policy and Medium for Public Communication. *Sawala: Journal of Public Administration*, 6(2).
- Habermas, Jurgen. (2007). *Public Space: A Study of the Category of Bourgeois Society*. Yogyakarta: Kreasi Wacana.
- Hantono, Dedi, & Nike Ariantantie. (2018). Study of Public Spaces and the Issues Evolving Within Them. *Vitruvian: Journal of Architecture, Buildings, and Environment*, 8(1).
- Hendra, Djaja. (2018). Analysis of Henri Lefebvre's Thoughts on Space in Modern Architecture: A Sociological Perspective. *Mimbar Demokrasi Scientific Journal*, 17(2).
- Himawan, Laurentzia, & Santoni. (2019). Commercial Space Arrangement for Residents in Ciliwung Riverbank Settlements. *Architecture Innovation*, 3(2).
- Jakobsson, Johan. (2021). Examining Public Space Transformation: A Case Study of Rationalities and Inclusiveness in Public Space Planning in Stockholm.
- Karnaji. (2021). *Representation Space and Urban Economic Dialectics: Study of Culinary Tourism Traders in Surabaya*. Dissertation, UNAIR.
- Kamalipour, Hesam, & Nastaran Peimani. (2019). Negotiating Space and Visibility: Forms of Informality in Public Space. *Sustainability*, 11(17).
- Linares, Lissette Aliaga. (2018). The Paradoxes of Informalizing Street Trade in the Latin American City. *International Journal of Sociology and Social Policy*.
- Luzbetak, Kailey Austin. (2017). *Whose Streets? The Contestation of Public Space: Main Street, Salt Lake City*. PhD diss., University of Utah.

- Mardeliah, U., Nanik Purwanti, & Firda Yoan Sarapayari. (2021). The Use of Public Space as a Selling Place for Street Vendors in Sorong City. *Noken Journal: Social Sciences*, 7(1).
- Nabila, F. E. (2023). Spatial Dialectics and the Production of Beautification of Urban Spaces in Relation to Informal Economic Activities. *Sociological Analysis Journal*, 12(2).
- Nday, Rosvitayati U. (2020). Analysis of the Relationship between Street Vendors' Activities and the Quality of Public Space in Oesapa Beach, Kupang City. *GEWANG: Architecture Gateway Discourse and Design*, 2(2).
- Niron, E. S. (2023). The Politics of Urban Spatial Planning Based on Physical and Sociocultural Identity in Kupang City. *Caraka Prabu: Government Studies Journal*, 7(1).
- Nkooe, Ernestina Seanokeng. (2015). *Contested Public Spaces: A Lefebvrian Analysis of Mary Fitzgerald Square*. PhD diss.
- _____. (2018). *A Lefebvrian Analysis of Public Spaces in Mangaung, South Africa*.
- Nguyen, Hoa. (2019). From Pedestrian Thoroughfare to Public Space: The Social Life of the Esplanade Underpass. *Journal for Undergraduate Ethnography*, 9(1).
- Prasetyo, Frans. (2017). Car Free Day: The Transformation of Space and the Globalization of Contemporary Urbanism in Bandung. *Sociological Thought Journal*, 4(1).
- Pamungkas, Arie Setyaningrum. (2022). The Production of Space and the Urban Revolution According to Henri Lefebvre. In *Indoprogress.com*, accessed January 7.
- Rianto, P. U. J. I. (2020). The Loss of the Public Sphere: Outdoor Advertising and the Commercialization of Public Spaces in Sleman, Yogyakarta, Indonesia. *Journal of Communication: Malaysian Journal of Communication*, 36(1).
- Smith, Andrew. (2018). Paying for Parks: Ticketed Events and the Commercialization of Public Space. *Leisure Studies*, 37(5).
- Selwyn, MSOMI Xolani. (2018). *Inclusive Urban Management and Changing Spatial Arrangements: The Case of Street Vendors in Warwick Junction, Durban, South Africa*. PhD diss., Toyo University.
- Wahyudi, A., Buchori, I., & Sjahbana, J. A. (2019). Space Transformation Due to Conflict: Case Study: Kuta Tourism Area, Bali. *Koridor Journal*, 10(1).
- Wirasa, I. D. G. (2022). The Effect of Activity Support on Public Space Activities at Night in Gajah Mada Corridor, Amlapura. *Paduraksa: Civil Engineering Journal of Warmadewa University*, 11(1).