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The Impact of the Revitalization of the Kesawan Old Town Area in Medan on the Sales Turnover and the Welfare of MSME Actors

The Impact of the Revitalization of the Kesawan Old Town Area in Medan on the Sales Turnover and the Welfare of MSME Actors

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Abstract

This study aims to determine the impact of the revitalization of the Kesawan Old Town area in Medan on the sales turnover and the welfare of MSME actors. The type of research used is comparative method with quantitative approach and descriptive analysis with qualitative approach. The population used in this study were MSME actors in the Livelihood Activities and Micro Enterprise culinary groups in the Kesawan Old Town area in Medan. Data collection techniques were carried out by observation, interviews, documentation, and also distributing questionnaires. The sampling technique used non-probability sampling with a purposive sampling approach and used 50 respondents as a sample of the study. Data analysis was carried out using non-parametric statistical analysis, namely the wilcoxon signed ranks test with the help of the SPSS program. The results showed that there were differences in sales turnover and welfare before and after the revitalization of the area, in terms of increase. Overall, MSME actors expressed satisfaction with the condition of the area after revitalization, which has become nicer, tidier, cleaner, has a better arrangement, and presents many interesting photo spots. The increase in turnover is due to the increasing number of visitors, especially during Saturday night, Car Free Day, religious holiday celebrations, and government promotions on social media. In terms of welfare, MSME actors felt significant changes, including comfort and tranquility in business activities because the area became cleaner, brighter, and there was no flooding, some MSME actors experienced an increase in income, an increase in business assets, and an increase in personal assets obtained from selling in the Kesawan Old Town area in Medan after the revitalization of the area.

Keywords: Area Revitalization; Sales Turnover; Welfare; MSMEs

1. Introduction

The increasing development and density of cities in Indonesia, reinforces the need for revitalization of historic areas that become cultural heritage, especially Medan City. Medan City, the capital of North Sumatra Province, is a very important trade, industrial and business city [1]. Kesawan area is the oldest area in Medan city which has been the center of economic activities in the late 19th century to early 20th century [2]. Based on the Medan Mayor's Decree number 433/29.K dated February 1, 2023, the Kesawan Area-Lapangan Merdeka has been designated as a cultural heritage of Medan city.

Figure 1. Historic Buildings in the Kesawan Area *Source: Detik.com (processed by the author 2025)*

There are several historical buildings that are important icons reflecting the glory of the past, including Tjong A Fie's house, PT PP London Sumatera Indonesia Building, Warenhuis Building, Medan Great Post Office, and other historical buildings. The

Kesawan area, which was once known as one of the centers of economic and cultural activities in Medan city, has undergone changes, with problems such as unkempt and poorly organized, dark, creepy, deserted, characterless, lost colonial building characteristics, and loss of the area's image [3].

Revitalization of the area is the right step that the government can take to restore the glory of the Kesawan area through infrastructure arrangement, improvement of public facilities, and preservation of cultural heritage buildings. In 2021, Medan Mayor Bobby Nasution together with the Director General of Cipta Karya of the Ministry of PUPR, Ir. Diana Kusumastuti, visited the Kesawan Old Town area in Medan to discuss the arrangement and revitalization plan [4]. Physical revitalization, such as structuring the area and providing public facilities, will be an attraction that has a positive impact on MSME actors who will be given space to market their products. Bobby Nasution hopes that revitalization can provide benefits, especially for MSME actors so that they can upgrade [5].

Under the leadership of Medan Mayor Bobby Nasution, Kesawan Old Town began to be revitalized on 8 July 2022. The revitalization of Kesawan Old Town began to realize the desire of the Medan mayor to make the area, which was once the center of trade, government and entertainment, a cultural heritage, culinary tourism, as well as a new icon of the city of Medan. The revitalization was carried out by the Ministry of Public Works and Public Housing (PUPR) of the Republic of Indonesia under the name of the Kesawan Old Town area Settlement Infrastructure Development project together with PT Brantas Abipraya (Persero) with a work implementation time of 510 days from July 8, 2022 to November 29, 2023 and a maintenance time of 365 days [6].

Figure 2. Before Revitalization of the Area
Source: Tribun Medan (processed by the author 2025)

The infrastructure development project in the Kesawan Old Town area includes a comprehensive range of works. The scope includes the improvement of drainage channels and utility lines, as well as the rearrangement of main road corridors such as Balai Kota Street-Bukit Barisan Street-Pulau Pinang Street, Ahmad Yani Street, Perniagaan Street-Stasiun Kereta Api Street, and Mesjid Street-Hindu Market. In addition, infrastructure development was also carried out on Ahmad Yani VII Street-Warenhuis Building and Perdana Street [7]. The project also involves the arrangement of pedestrian paths, landscaping, road surface replacement, lighting systems, and the construction of an integrated utility network system. Implemented by the North Sumatra Regional Settlement Infrastructure Center (BPPW) under the Directorate of Settlement Area Development, the project lasted from July 8, 2022 to November 29, 2023, with a total budget of 93.3 billion rupiah [2].

Figure 3. After Revitalization of the Area
Source: Medan City Government (processed by the author 2025)

After being revitalized, Medan's Kesawan area now features a blend of history and modern facilities, making it a new icon as well as a trade and cultural centre that is visited by both local and foreign tourists. The area is also popular as an "instagrammable" destination with vintage photo spots. Culinary MSME actors, such as Ulil, reported a significant increase in daily turnover from

500 thousand rupiah to 2-3 million rupiah post-revitalization, accompanied by the emergence of many new businesses in the area [8].

Figure 4. New Business Variations
Source: Data Processing Results, 2025

After revitalization, Kesawan Old Town area in Medan has seen the emergence of various new businesses that attract visitors. The author observed fresh flower sellers at night that attracted visitors to take pictures with the beautiful background of the area. In addition, there are also street vendors selling contemporary drinks with creative concepts, such as the use of touch screens for ordering and cars as preparation areas, as well as providing seating facilities. These new businesses have been met with great enthusiasm from visitors who utilize the space to relax and gather in the evenings.
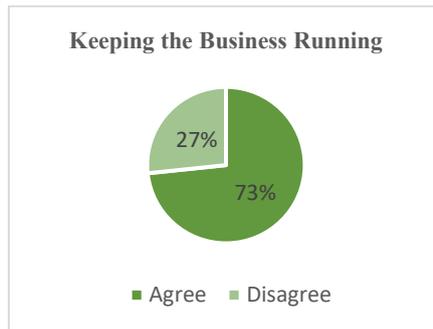

Figure 5. Still Choosing to Run a Business
Source: Data Processing Results, 2025

Despite the emergence of new businesses, all MSME actors in Kesawan (100% of 15 respondents) chose to continue operating there. This optimism is based on the increased number of visitors during evenings, weekends and holidays, as well as government support through promotions and events such as car free day (CFD) that attract more visitors and support MSMEs. Fadli, a culinary MSME actor, confirmed the increase in income, especially on weekends [8]. However, as [9] on the Revitalization of Beran Field in Madiun Regency shows, the increase in the number of MSMEs post-revitalization may also lead to tighter business competition.
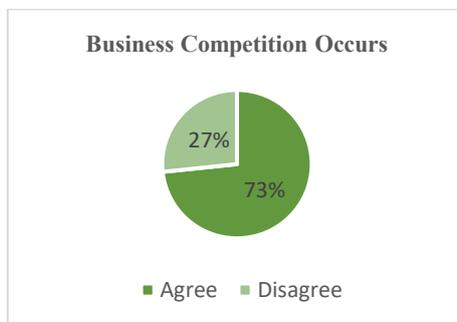

Figure 6. Business Competition Becomes an Obstacle
Source: Data Processing Results, 2025

Pre-research data shows that 73% (11 out of 15) of MSME respondents in Kesawan Medan agreed that increased business competition is an obstacle. This is due to the emergence of various new businesses that force old MSME actors to continue to

innovate in order to maintain turnover. Apart from competition, the issue of selling space is also an issue. Although the government provides a place for MSMEs to market their products post-revitalization as stated in [5], street vendors are now only allowed to sell in certain locations. Observation shows that traders on Ahmad Yani Street are now limited to small streets, no longer along the sidewalk. Similarly, vendors around Merdeka Square are only allowed to sell across the square, no longer in the surrounding area. These restrictions trigger a scramble for strategic locations among MSME actors, as unstrategic selling positions can limit potential profits.

Area revitalization generally has an impact on economic and social conditions, especially for businesses, because infrastructure improvements can attract more visitors and increase the attractiveness of the area. Research by [10] on the Revitalization of Tunjungan Street Surabaya shows a positive impact on the economy of businesses due to increased visitors. However, research by [11] on the Revitalization of Yogyakarta's Malioboro area found complex impacts, including a decrease in income for street vendors.

On the social aspect, revitalization can have varied impacts. [12] research on the Old Town of Semarang showed a positive effect on the social condition of the community, while [13] in Banda Aceh's Krueng Daroy area found that revitalization had no effect on improving socioeconomic conditions. Given the existing phenomena, emerging problems, and inconsistencies in the results of previous studies, this research focuses on "The Impact of the Revitalization of the Kesawan Old Town Area in Medan on the Sales Turnover and the Welfare of MSME Actors".

2. Literature Review

2.1 Area Revitalization

According to [14], area revitalization is an effort to increase the value of land or area through redevelopment in an area that can improve the function of the area compared to its previous condition. Area revitalization is carried out in strategic/potential areas that have decreased their economic productivity and degraded their physical environment by improving the quality of building and environmental arrangements that are able to empower economic, social and cultural activities and the sustainable management of revitalization areas.

2.2 Micro, Small and Medium Enterprises (MSMEs)

The Central Bureau of Statistics (BPS) provides a definition of MSMEs based on the number of workers. MSMEs if based on labor, namely micro businesses are business entities that have a workforce of 1 to 5 people, small businesses have a workforce of 5 to 19 people, while medium-sized businesses have a workforce entity of 20 to 99 people.

According to [15], the criteria for MSMEs are explained as follows:
1. Micro Enterprises
Productive businesses owned by individuals or individual business entities that meet the criteria of micro enterprises. The maximum sales revenue of a micro business is Rp. 300,000,000 per year, with a maximum net worth of Rp. 50,000,000.
2. Small Business
In Law No. 20 of 2008, a small business is defined as a stand-alone productive economic business, run by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled, or a part either directly or indirectly of a medium or large business. This group includes businesses with a net worth of between Rp 50,000,000 and Rp 500,000,000 and has an annual sales value of between Rp 300,000,000 and Rp 2,500,000,000.
3. Medium-sized Enterprises
Stand-alone productive economic businesses, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or part of, either directly or indirectly, small businesses or large businesses. In accordance with Law No. 20 of 2008, this business group has a net worth between IDR 500,000,000 and IDR 10,000,000,000, and annual sales between IDR 2,500,000,000 and IDR 50,000,000,000.

According to the book [16], based on their development, MSMEs are classified into 4 groups, namely:
1. Livelihood Activities, which are MSMEs that are used as employment opportunities to earn a living, more commonly known as the informal sector, for example street vendors.
2. Micro Enterprise, are MSMEs that have the nature of craftsmen but do not yet have entrepreneurial traits.
3. Small Dynamic Enterprise, an MSME that has an entrepreneurial spirit and is able to accept subcontracting and export work.
4. Fast Moving Enterprise, an MSME that has an entrepreneurial spirit and will transform into a Large Business.

2.3 Sales Turnover

Turnover is the total value of product sales in a certain period, which can be understood that turnover is the same as the term gross revenue, this is because turnover is calculated without deducting costs incurred as capital costs, such as production costs,

employee salaries and also other operational costs [17]. According to Anderson et al. in [18], turnover is also called Total Revenue (TR), namely the product of the selling price per unit and the number of units produced, where the calculation of turnover can be found by multiplying the price of goods (price) by the number of goods sold (quantity/units).

Sales turnover according to several experts in [19], namely according to Chaniago, the definition of turnover is the total amount of income obtained from the sale of goods or services within a certain period of time. According to Philip Kotler, sales are an effort made by humans to deliver goods and services that have been produced to those in need in exchange for money according to a predetermined price. According to Swastha and Irawan, sales turnover is the accumulation of sales activities of a product, both goods and services, which are calculated as a whole within a certain period of time.

2.4 Welfare

According to the Central Bureau of Statistics (BPS), welfare is a situation where all the physical and spiritual needs of a household can be met according to the level of life. According to [20] defines social welfare as a condition in which the material, spiritual, and social needs of citizens are fulfilled. This condition allows citizens to live properly, develop themselves, and carry out their social functions. With the creation of good welfare, it is expected that each individual can contribute optimally in achieving their best potential.

In the context of the welfare of MSME actors, every individual who is an actor in the running of a business, both owners and employees, must participate in feeling prosperous in their lives. Todaro and Smith (2006) in the book [21], explain that welfare shows a measure of the results of community development in achieving a better life which includes:
1. Increased ability and equitable distribution of basic individual needs such as clothing, food, shelter, health, and protection.
2. An increase in the level of life such as an increase in income, better education, increased attention to culture and human values.
3. Expanding economies of scale and the availability of social choices for individuals and nations.

According to the Organisation for Economic Co-operation and Development/OECD (2013) in [22], indicators of subjective well-being can be seen from the fulfillment of living needs, the fulfillment of medical expenses (health), the fulfillment of ideals, the fulfillment of a sense of personal security, having good social relationships between individuals, having good social relationships with other communities, having savings for the future and being able to carry out religious activities.

3. Research Method

This research uses a comparative method with a quantitative approach and descriptive analysis with a qualitative approach. The population consisted of MSME actors in the Livelihood Activities and Micro Enterprise groups or micro-entrepreneurs in the culinary sector who run businesses in the Kesawan Old Town area in Medan. The sample amounted to 50 respondents, selected by non-probability sampling method, specifically through the Purposive Sampling method, which is a sampling technique with certain considerations to obtain a sample that represents the research objectives. The sampling criteria were that the respondents were MSME actors in the Livelihood Activities and Micro Enterprise culinary groups in the Kesawan Old Town area in Medan, and had been running a business before and after the revitalization of the area was completed.

Primary and secondary data collection techniques were carried out by literature study, observation, interviews, documentation, and distributing questionnaires. The data analysis technique to be used is a t-test, namely the paired sample t-test if the data is normally distributed and the Wilcoxon Signed Ranks Test if the data is not normally distributed, which is carried out using the help of the SPSS version 25 program. After the difference test, descriptive analysis is carried out to describe the results of interview data from respondents. The different test analysis stages include instrument testing (validity and reliability), prerequisite testing (normality), and then hypothesis testing according to data distribution, followed by descriptive analysis in the form of a description of the opinions and statements of MSME actors.

4. Results and Discussion

4.1 Instrument Test

4.1.1 Validity Test

The validity test serves to determine the validity of a measuring instrument, such as questions in a questionnaire. Pearson's validity test decision making is based on a comparison of the calculated r value with the r table, or the significance value (Sig.). A measuring instrument is considered valid if the calculated r value is greater than r table, or if the significance value is less than 0.05. In this study, with 50 respondents (N=50) and a significance level of 5%, the relevant r table value is 0.279.

Table 1. Validity Test of Welfare Variables Before Area Revitalization

Statement	R Value Count	R Table Value	Sig. Value	Description
P1	0.841	0.279	0.000	Valid
P2	0.715	0.279	0.000	Valid
P3	0.788	0.279	0.000	Valid
P4	0.784	0.279	0.000	Valid
P5	0.801	0.279	0.000	Valid

Source: Data Processing Results, 2025

Based on table 4.1, all statement items in the questionnaire were declared valid. This is because the calculated r value of each item is greater than r table (0.279), and the significance value (Sig.) of each item is 0.000, which is smaller than 0.05.

Table 2. Validity Test of Welfare Variables After Area Revitalization

Statement	R Value Count	R Table Value	Sig. Value	Description
P1	0.917	0.279	0.000	Valid
P2	0.812	0.279	0.000	Valid
P3	0.873	0.279	0.000	Valid
P4	0.842	0.279	0.000	Valid
P5	0.863	0.279	0.000	Valid

Source: Data Processing Results, 2025

Based on table 4.2, all statement items in the questionnaire were declared valid. This is because the calculated r value of each item is greater than r table (0.279), and the significance value (Sig.) of each item is 0.000, which is smaller than 0.05.

4.1.2 Reliability Test

The reliability test aims to see whether the questionnaire has consistency if measurements are made with the questionnaire repeatedly or a questionnaire can be said to be reliable if the answers to the questions are consistent and stable over time. To test the reliability of research data and questionnaires, the Cronbach's Alpha method was used in SPSS. The reliability test requirement is if the Cronbach's Alpha value is > 0.6.

Table 3. Reliability Test of Welfare Variables Before Area Revitalization

Welfare of MSME Actors Before Area Revitalization	Croanbach's Alpha	Description
	0.837	Reliable

Source: Data Processing Results, 2025

The reliability test results show that the statement items of the MSME actor welfare variable before the revitalization of the area have a Cronbach's Alpha value of 0.837. Because this value is greater than 0.6, according to the reliability test requirements, the questionnaire statement items are declared reliable as variable measuring instruments.

Table 4. Reliability Test of Welfare Variables After Area Revitalization

Welfare of MSME Actors After Area Revitalization	Croanbach's Alpha	Description
	0.912	Reliable

Source: Data Processing Results, 2025

The reliability test results show that the statement items of the MSME actor welfare variable after the revitalization of the area have a Cronbach's Alpha value of 0.912. Because this value is greater than 0.6, according to the reliability test requirements, the questionnaire statement items are declared reliable as variable measuring instruments.

4.2 Prerequisite Test

4.2.1 Normality Test

The Shapiro-Wilk normality test, which is particularly effective for small samples [23], is used to determine whether data are normally distributed. The decision is based on the significance value: data are considered normally distributed if the significance value is greater than 0.05, and not normally distributed if the value is less than 0.05.

Table 5. Normality Test of Turnover Variables

Variable	N	Shapiro-Wilk Statistic	Sig.	Description
Turnover Before Area Revitalization	50	0.842	0.000	Not Normal
Turnover After Area Revitalization	50	0.911	0.001	Not Normal

Source: Data Processing Results, 2025

Based on the results of the normality test, the significance values (0.000 and 0.001) for the turnover variable before and after the revitalization of the area show numbers smaller than 0.05. This indicates that the turnover data is not normally distributed. Therefore, further hypothesis testing will use non-parametric statistical analysis, namely the Wilcoxon Signed Ranks Test.

Table 6. Normality Test of Welfare Variables

Variable	N	Shapiro-Wilk Statistic	Sig.	Description
Welfare Before Area Revitalization	50	0.933	0.007	Not Normal
Welfare After Area Revitalization	50	0.929	0.005	Not Normal

Source: Data Processing Results, 2025

Based on the results of the normality test, the significance values (0.007 and 0.005) for the welfare variables before and after the revitalization of the area show numbers smaller than 0.05. This indicates that the welfare data is not normally distributed. Therefore, further hypothesis testing will use non-parametric statistical analysis, namely the Wilcoxon Signed Ranks Test.

4.3 Hypothesis Test

4.3.1 Wilcoxon Signed Ranks Test

The Wilcoxon Signed Ranks Test is a non-parametric statistical method used to determine the mean difference between two paired samples, especially when the data is not normally distributed, making it an alternative to the paired sample t-test. Interpretation of the results includes Negative Ranks for decreases, Positive Ranks for increases, and Ties for similarity of values between pre-test and post-test. The basis for hypothesis decision making is: the hypothesis is accepted if the significance value is less than 0.05, and rejected if the significance value is greater than 0.05.

Table 7. Ranks of Turnover Variables

		N	Mean Rank	Sum of Ranks
Turnover After Area Revitalization - Turnover Before Area Revitalization	Negative Ranks	0	0.00	0.00
	Positive Ranks	32	16.50	528.00
	Ties	18		
	Total	50		

Source: Data Processing Results, 2025

The analysis showed that there was no decrease in turnover after the revitalization of the area, indicated by zero negative ranks. In contrast, there were 32 positive ranks from 50 respondents, indicating an increase in turnover for the majority of businesses,

with a mean rank increase of 16.50 and a positive sum of ranks of 528.00. In addition, 18 data ties indicate stable turnover for some businesses before and after revitalization.

Table 8. Test Statistics of Turnover Variables

	Turnover After Area Revitalization - Turnover Before Area Revitalization
Z	-4.950
Asymp. Sig (2-tailed)	0.000

Source: Data Processing Results, 2025

According to the decision-making basis, if the significance value is less than 0.05, the hypothesis is accepted. This shows that there is a difference between the sales turnover before and after the revitalization of the Kesawan Old Town area in Medan. Therefore, it can be concluded that the revitalization of the Kesawan Old Town area in Medan brings a difference in sales turnover.

Table 9. Ranks of Welfare Variables

		N	Mean Rank	Sum of Ranks
Welfare After Area Revitalization - Welfare Before Area Revitalization	Negative Ranks	0	0.00	0.00
	Positive Ranks	50	25.50	1275.00
	Ties	0		
	Total	50		

Source: Data Processing Results, 2025

The results of the analysis show that there was no decrease in the welfare of MSME actors after the revitalization of the area, as evidenced by the zero value in the negative ranks. On the contrary, all 50 respondents (100%) showed an increase in welfare, reflected in 50 positive ranks with a mean rank of 25.50 and a positive sum of ranks of 1275.00. There is no data showing similar welfare (ties) between before and after revitalization.

Table 10. Test Statistics of Welfare Variables

	Welfare After Area Revitalization - Welfare Before Area Revitalization
Z	-6.164
Asymp. Sig (2-tailed)	0.000

Source: Data Processing Results, 2025

According to the decision-making basis, if the significance value is less than 0.05, then the hypothesis is accepted. This shows that there is a difference between the welfare of MSME actors before and after the revitalization of the Kesawan Old Town area in Medan. Therefore, it can be concluded that the revitalization of the Kesawan Old Town area in Medan makes a difference to the welfare of MSME actors.
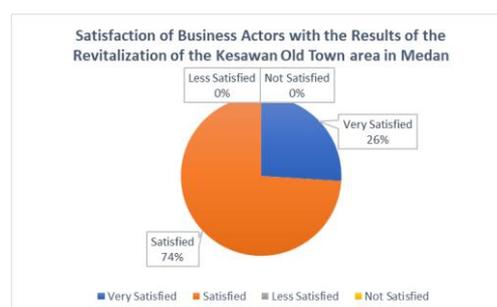
4.4 Qualitative Descriptive Analysis

Figure 7. Satisfaction of Business Actors with the Results of the Revitalization of the Kesawan Old Town area in Medan
Source: Data Processing Results, 2025

Based on the results of interviews with 50 MSMEs in the Kesawan Old Town area in Medan, 74% (37 businesses) were "Satisfied" and 26% (13 businesses) were "Very Satisfied" with the revitalization results, with no one expressing less or dissatisfaction. Businesses appreciate the condition of the area which is now nicer, neat, clean, beautiful, organized, with many interesting photo spots, as well as improved supporting facilities such as bright street lights at night. The problem of flooding in the area has also been resolved post-revitalization. However, one obstacle that arises is the difficulty of parking access for visitors due to widened sidewalks and narrowed roads.
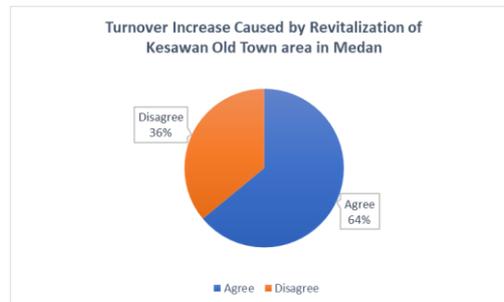

Figure 8. Turnover Increase Caused by Revitalization of Kesawan Old Town area in Medan
Source: Data Processing Results, 2025

Based on interviews with 50 MSMEs in the Kesawan Old Town area in Medan, 64% of respondents (32 businesses) agreed that the increase in their sales turnover post-revitalization was due to the increased number of visitors. Factors driving this turnover include holiday moments, evenings (especially Saturday nights), light decorations during holiday celebrations such as Chinese New Year and Eid al-Fitr, Car Free Day (CFD) every Sunday morning, community or government events in the Kesawan area, the opening of Merdeka Square, and promotions by the government through social media.

Figure 9. Aspects of Welfare that Experience Significant Changes After the Revitalization of Kesawan Old Town area in Medan
Source: Data Processing Results, 2025

Based on the results of interviews with 50 MSME actors in the Kesawan Old Town area in Medan, 68% of respondents felt a significant change in their welfare after revitalization, while 32% did not. These positive changes are mainly related to the convenience of selling because the area is now tidier, prettier and cleaner. Business owners also feel more comfortable and calm as flooding no longer occurs during heavy rains. In addition, some business owners experienced an increase in income, which allowed them to add business assets such as tables and chairs, upgrade equipment (e.g. upgrading coffee machines), and make personal purchases such as clothes, shoes, motorbikes, mobile phones, new carts, and jewelry and gold for investment.

4.5 Discussion

1. Impact on MSME Sales Turnover
   The results of the wilcoxon signed ranks test showed differences in the sales turnover of MSME actors before and after the revitalization of the area. Most (32 out of 50) businesses experienced an increase in turnover, while the other 18 were stable. This is in line with the news from the official website of [8] which states that after the revitalization of the area, the turnover of businesses has increased.
2. Impact on MSME Welfare
   The results of the wilcoxon signed ranks test show differences in the welfare of MSME actors before and after the revitalization of the area. All respondents felt an increase in welfare. This is in line with the welfare economic theory of Anthony Barnes Atkinson (1980) in [24], which emphasizes the role of government in improving social welfare through public policy.
3. The Impression of MSME Actors on the Condition of the Area

The impression of MSME actors on the condition of the post-revitalization area is very positive; 74% are "Satisfied" and 26% are "Very Satisfied". They appreciate the area which is now nicer, neat, clean, aesthetic, and has a better arrangement, equipped with supporting facilities such as street lights and free from flooding problems. This is in accordance with the theory of policy implementation by [25] which states that the results of implementation can be seen from the impact on the community, the level of change, and the acceptance of the target group.

4. Causes of Increased Sales Turnover

64% of respondents agreed that the increase in turnover was due to the revitalization of the area. The increase in turnover is due to the large number of visitors post-revitalization, supported by holidays, evenings, weekends, special events (such as Car Free Day), community/government events, the opening of Merdeka Square, and government promotions on social media. Medan mayor Bobby Nasution hopes that the revitalization of the area can provide benefits, especially for MSME actors so that they can upgrade in [5]. The positive impact and acceptance (increase in turnover) by MSMEs as the policy target group, in accordance with [25] policy implementation theory and also in accordance with August Losch's market approach location theory which states that strategic location affects the number of consumers.

5. Significantly Changed Welfare Aspects

68% of MSME actors felt significant changes in welfare aspects. Significant changes in welfare include increased selling comfort due to better area conditions, freedom from flooding, increased income, and additional business assets and purchases of personal needs/investments. These results are also in line with previous research by [10] which found that revitalization can improve the economy of MSME actors.

5. Conclusions

The results of the study concluded that there was a significant difference in sales turnover and welfare of MSME actors in the Kesawan Old Town area in Medan after revitalization. A total of 74% of respondents expressed "Satisfied" and 26% "Very Satisfied" with the revitalization, appreciating the nicer, tidier, cleaner, and more attractive area, as well as the improvement of facilities and the resolution of flooding problems, despite parking constraints. The majority of businesses (64%) agreed that the increase in turnover was due to the large number of visitors, especially during special moments and promotions. In addition, 68% of respondents felt a significant increase in welfare, including the convenience of selling, increased income, and additional personal and business assets.

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