

EMPOWERMENT OF THE TEMBUKU DISTRICT VILLAGE TRADITIONAL MARKET IN BANGLI

Nengah Landra¹

¹Lecturer at the Faculty of Economics, Mahasaraswati University

ABSTRACT

In the era of globalization, the development of modern markets will threaten the existence of traditional markets. Therefore, efforts are needed to protect and empower traditional markets in order to remain in the midst of the turmoil of modernization. Not only empowering the physical market, but also empowering market traders. The revitalization has succeeded in changing the conditions of the Peninjoan Village in Tembuku in Bangli Regency both in terms of physical, management, and social aspects, as well as empowering market traders in it by implementing capacity building for market managers and traders by conducting training through counseling, giving authority for traders in determining the search for capital, and approve the formation of a market association if market traders want it. However, in part, the new physical revitalization program can be partially implemented because of the very limited allocation of funds from the Faculty of Economics, Denpasar.

Keywords: *Empowerment, Traditional Markets, Empowerment, Traders*

INTRODUCTION

The market is a place where goods sale and purchase transactions occur for the community, is one of the reflections of the economy and socio-culture of every community in this world. Kottler (2005) explains that the market is a collection of all buyers and potential for a particular market offer. The market can help development by providing goods and services for producers, consumers and the government. The market can contribute to state revenues derived from taxes and levies. Absorption of labor can reduce unemployment, which is another advantage that the country gets from the existence of the market.

Along with the development of the times, from time to time the market has evolved the shape of the place and the way it is managed, from the traditional to the modern. The development of shopping in

cities in the world, both in Western and Asian countries, all through stages, starting from the traditional market, which then undergoes a modernization process into department stores (department stores), chain stores, shopping centers, departments store, supermarket. The process of modernization is inseparable from changes in demographic patterns, specialization and diversification of professions, as well as socio-economic structures and cultural changes in society (West, 1994).

The existence of modern markets (plazas / supermarkets) cannot be ignored along with the development and changes in consumer consumptive behavior, but on the other hand the existence of traditional markets as a demand of the majority of people also cannot be marginalized. This completely contradictory situation always has an impact on the occurrence of trade-

offs between modern markets and traditional markets.

Traditional markets in the modern era like now are not only still needed, but also cannot be separated from the life systems of the Indonesian people. This condition is due to the fact that there are still many people in Indonesia who still do not understand the benefits of developing science and technology, for example shopping via the internet. Until now, according to Basalah, the traditional market is still the dominant role in Indonesia and its existence is still very much needed, especially for the lower middle class people. According to Geertz in the traditional market the most important pressure in competition is not between the persistence of sellers and other sellers, but competition between the tenacity of sellers and prospective buyers in the process of bargaining (Narwoko & Bagong, 2004).

In the midst of the flow of modernity, the existence of traditional markets as a nation's culture is currently trying to survive and develop themselves in order to be able to compete amid the current. Increasingly unstoppable investment liberalization has made traditional markets increasingly pushed by the emergence of modern markets that offer more superior commodities, prices and comfort. This fact has made Indonesian people turn away from the cultural part and turn to a modern, practical life with minimal intensity of interaction. Likewise their lifestyle has drastically undergone changes that always follow modern patterns such as their food, the way they dress, which indirectly leaves traditional markets which are regional economic assets as well as adhesives to social relations in their society and culture which are gradually decreasing.

In the face of modern market competition in the current era of globalization every traditional market is required to be able to compete with modern markets that develop like mushrooms in the rainy season. The influence of the arrival of the modern market on traditional markets is so strong that there are always pro-cons between modern retailers. But if you see the positive side, it cannot be denied that when the entry of modern markets in a region or city is expected to be able to absorb a lot of workers in this case young people and adolescents who have just graduated from high school or high school, can reduce unemployment.

Ayuningsasi (2010) describes traditional markets as identical to conditions that are dirty, dirty and smelly, thus providing an uncomfortable atmosphere in shopping. This is the biggest weakness of traditional markets. The existence of traditional markets is threatened by the existence of a modern market with advantages possessed. The existence of modern markets creates competition between the two markets. Traditional markets classified as weak economic actors from the aspect of capital and management will be marginalized and displaced. The marginalization or displacement of traditional markets will have an impact on the inhibition of the growth of community economic rights both at the regional and national levels. If the condition of the traditional market which continues to be marginalized is still allowed to take place, thousands or even millions of small traders who depend their lives to try on traditional markets will lose their livelihoods. The traditional market will be evicted along with the development trend of

the current retail world which is dominated by modern markets.

Changes in the lifestyle of people who prefer to transact in modern markets cause the role of traditional markets in people's lives to be marginalized. The technology used is also a distinguishing factor, where traditional markets are without using modern technology in contrast to modern markets. As a result of free competition between modern markets and traditional markets according to Susilo (2012) is a traditional market that loses because of several advantages that exist in modern markets such as being able to sell products at lower prices, guaranteed product quality, shopping convenience, and many payment options.

Traditional markets are managed without innovation which means that the market becomes uncomfortable and competitive (Kasali, 2007). Market revitalization is one form of program issued by the government related to development development. Revitalization is needed to erase the bad image that is usually attached to traditional markets. The weaknesses in the traditional market try to be improved so that visitors to the traditional market increase.

LITERATURE STUDY

Definition of Traditional Markets

The definition of the market according to the Minister of Home Affairs Regulation is a meeting place for sellers and buyers to carry out transactions, means of social cultural interaction of the community, and economic development of the community. (Permendagri No 42 of 2007). On the other hand, market understanding according to Marthon (2007), that the market is a mechanism that can bring together sellers and buyers to

make transactions on goods and services; both in the form of production and pricing. While the main condition for the formation of a market is a meeting between the seller and the buyer both in one place or in a different place.

In its development the market is classified into two forms, namely traditional markets and modern markets. The definition of traditional markets is a market that is built and managed by the government, private sector, cooperatives or self-help of local communities with businesses such as shops, kiosks, booths and tents, or other similar names, owned / managed by small and medium traders, with small scale businesses and small capital, with the process of buying and selling through bargaining (Permendagri No 42 of 2007). It was also added that the traditional market as the center of social socio-economic activities, thus the pattern of economic relations that occurred in traditional markets resulted in the establishment of intimate social interactions between traders-buyers, traders, and traders which constituted the social heritage of representation of social needs among individuals .

An understanding of the market, in line with Geertz's theory that the "market" provides accommodation in the "bazaar economy", Geertz assumes that the word 'market' is the local dialect of 'bazaar'. The market in this case is identical to the traditional market is an economic institution and a way of life, a general style of economic activity that covers various aspects of a society, to the full aspects of social and cultural life. Various products or merchandise are traded on traditional markets, food, clothing, and other goods,

most of which are easily movable (Geertz, 1963).

Traditional Market Concept

The market is a meeting place for buyers and sellers to make sale and purchase transactions for goods or services. According to economics, the market is related to its activities, not its place. A distinctive feature of a market is the existence of transaction activities or buying and selling activities. Consumers come to the market to shop with money to pay the price. The market is people who have the desire to be satisfied, money to shop and the willingness to spend it (Stanton, 2006).

The Concept of Traditional Market Management

Management is a translation of Management. Management comes from the word to manage which means managing and managing. Management itself is a process to achieve a goal to be achieved. Stoner in Handoko (2011) states that management (management) is the process of planning, organizing, directing and supervising the efforts of the members of the organization and the use of other organizational resources in order to achieve the stated organizational goals.

Traditional markets are places where sellers and buyers meet and are marked by the presence of direct buyer seller transactions and usually there is a process of bargaining, buildings usually consist of kiosks or outlets, booths and open bases opened by the seller or a market manager. Most sell daily necessities such as food ingredients in the form of fish, fruit, vegetables, eggs, meat, cloth, clothing, electronic goods, services and others. In addition, there are also those who sell cakes

and other items. Traditional market management is a traditional market arrangement which includes planning, implementing and controlling traditional markets.

Traditional Market Management

Basically, traditional market management includes management and empowerment of traditional markets. Based on the Republic of Indonesia Minister of Home Affairs Regulation Number 20 of 2012 concerning Management and Empowerment of Traditional Markets, traditional market management is traditional market arrangement which includes planning, implementing and controlling traditional markets, while empowering traditional markets is all the efforts of local governments to protect traditional markets in order to be able to develop better to be able to compete with modern shopping and shop centers. The objectives of traditional market management are as follows:

1. Creating, expanding and leveling employment opportunities in the trade sector.
2. Increasing people's income and welfare.
3. Use local government resources for the benefit of the community.
4. Provide opportunities for the community or agency to manage and utilize the market for the progress of the region.
5. Maintain, maintain and preserve the market according to its role and function as an institution of economic, social and cultural resilience.

Meanwhile, based on the Republic of Indonesia Minister of Home Affairs Regulation Number 20 of 2012 concerning Management and empowerment of traditional markets the objectives of traditional market management include:

1. Creating a traditional market that is orderly, orderly, safe, clean and healthy.
2. Improve service to the community.
3. Making traditional markets a driving force for the regional economy.
4. Creating traditional markets that are competitive with modern shopping centers and stores

Empowerment of Traditional Markets

Traditional markets are one of the facilities used by the surrounding community as a place to sell local produce such as catches of fishermen, gardening and so on. But now the traditional market is faced with the presence of increasingly rampant modern markets. This has caused a decline in buying interest in traditional markets. According to Sarwoko (2008), the causes are infrastructure problems in traditional markets such as the condition of buildings, cleanliness and poorly maintained landfills, lack of parking lots, and poor air circulation and the proliferation of street vendors which automatically harm traders who sell in a market environment. must pay in full rent and retribution. According to Pramudyo (2014), several efforts can be made to protect the existence of traditional markets by doing:

1. Making regulations that take into account the interests of many

people, especially the small people who trade in traditional markets. The threat of the existence of traditional markets is being felt by various parties, especially market traders, hence the role of the central and regional governments is needed to maintain the existence of traditional markets by issuing regulations or regulations.

2. Perform traditional market revitalization. The role and seriousness of the government is needed in revitalizing traditional markets. Revitalization will change traditional markets which were dirty, dirty and muddy to be clean and comfortable. Thus, it is hoped that it will attract the interest of the public to shop in traditional markets.

Market Location Determination Criteria

For consumers, the distance to the market is a factor that must be considered to decide to visit a market. The buyers care about the physical distance to the market (Chang at al., 2013). In addition, location has a significant effect on consumer buying interest (Fure, 2013). Distance affects travel time. The closer the distance, the shorter the travel time. Therefore, the location of a market needs to consider the distance from community settlements. The location of a market is an important / influential factor in the success of the market. The three main factors that influence location on a city scale are (Dewar and Watson, 1990):

1. Location of generator of population movement (location that causes population / person movement). A market is able to develop well because it is in a location so close to

the movement of many people. The most successful markets are in the central business district and other formal avenues, centers / industrial concentrations, around public transport terminals (bus terminals, train stations, etc.) and locations that have high population density.

2. Sources of supply (locations that are close to the sources of merchandise sold).
3. Location of consumers (locations close to buyers / market users).

IMPLEMENTATION METHOD

In designing the policy of fostering traditional traders (Village Market) Peninjoan Tembuku Village, Bangli Regency in the form of strengthening competitiveness on the one hand and inhibiting the operation of modern markets until at one time traditional markets were able to compete on the other side, understanding marketing knowledge was a matter absolute in addition to other related social sciences. Traders need to know the knowledge of the basics of promotion, especially to display merchandise so that they are able to arrange merchandise that attracts prospective buyers, such as placing certain products in such a way.

In the framework of empowerment, it was carried out with a community service program with the Integrated Social Service pattern of Lecturers and Students of the Faculty of Economics, Unmas Denpasar. In anticipation of competition, the more modern markets enter the village, the activities carried out:

1. Revitalize the market by gradually building stalls and market walls.

2. Extension to the Pasar Peninjoan Market traders related to service to consumers.
3. Fostering market management management.
4. Fostering financial management
5. Increasing traders' awareness to maintain market cleanliness

The implementation of the training program was carried out for three consecutive semesters, involving the Bangli Branch Development Bank and Bangli District Cooperative Office.

RESULTS AND DISCUSSION

The hope of the majority of the community towards the results of the market empowerment of Peninjoan Tembuku Village, Bangli Regency, wants to see traditional markets clean, some want fresh traded products, and services that satisfy customers. In order for this hope to take place, in the initial stages of the program, all parties, especially traders, Bendesa Adat and Perbekel Peninjoan Tembuku, Bangli Regency were carried out.

The market empowerment efforts of Peninjoan Tembuku Village, Bangli Regency were carried out as berikut:

1. Revitalization of the Market is carried out with the help of semi-permanent kiosks from the Faculty of Economics, Unmas Denpasar, which are as many as 6 to 7 stalls each semester and are held for three semesters. In addition to the stalls, a 30 M. wall was built.
2. Services to consumers. By conducting counseling to traders to be able to serve customers with a smile, as well as guidance related to marketing management such as

changing the mindset and appearance of traders, if the merchant's appearance is neat then the buyer is also interested in buying goods. Counseling is carried out in stages and continuously so that all traders can attend counseling.

3. Management of market management. With a very large number of traders, so that market conditions remain conducive not messy, as a market manager it acts as a regulator of the merchant's layout according to the type of merchandise. This is done to show a tidier market situation than before, this can be seen when entering the Pasar Credetan. Between vegetable traders, ready-to-eat food, groceries, clothing, grocery, meat and so on are arranged neatly separately. This means that in running the marketing management system in terms of structuring the merchants according to the type of merchandise, market managers have a concept that is getting better than the previous one.
4. Management of finance and funding sources. The traders get training such as the bookkeeping system. In addition to improving the quality of traders too

CONCLUSION AND SUGGESTIONS

Conclusion

1. Characteristics of Market traders in Peninjoan Tembuku Village, Bangli Regency are quite varied, traders have different social backgrounds.

Traders also have a variety of educational backgrounds, some of which are graduates of elementary schools, junior high schools, and high schools, but are still very much found who are college graduates.

2. Market development must be carried out taking into account compliance with the RTRW. Traditional market development is adapted to existing market conditions in order to work together in providing services to the surrounding community.
3. Limited managerial capabilities of traditional market managers affect the market conditions concerned, even this is one of the main causes of the inherent negative stigma attached to traditional markets in general.

Suggestion

1. Market managers are more active in absorbing traders 'aspirations and helping to solve traders' problems quickly and responsibly.
2. Whatever has been given both facilities and infrastructure to keep guarded and traders to be able to control the buyer in accordance with his own abilities.
3. Village communities are very dependent on the existence of traditional markets because farmers can directly sell their agricultural products without certain selection and conditions. So the government repairs and displays infrastructure that is healthy, clean, comfortable and can attract people interested in shopping at Traditional Markets.

4. Development of traditional markets requires integrated efforts, starting at the policy level to the operational level. Each level requires forms of guidance that are interrelated in one field with another.

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