

The Effectivity of Traditional Market as Economic Development (Case Study: Teratai Traditional Market at Bengkayang Regency)

DEDY

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ABSTRACT

The purpose of this study was to looking for the effectivity of Teratai traditional market especially for the society of Bengkayang regency which it renovated by Bengkayang regency governance. The methods of this study were used interview and directly observation. The observation technique of this research used observation non-partisipator at Teratai market physic and the interview technique used an active interview. In this study, researchers were involved with any merchant with looks for the development of traditional market, in then to after renovated by Bengkayang governance. The goals of this study was showing that is many problems which surface in society environment, the problems are the cleaning problems and arrangement of the market that make market location looks narrow to become as market sample in Bengkayang regency and on this research, was to knowing the effectivity of Teratai Traditional market.

Keywords : Traditional market; effectivity; development

INTRODUCTION

The market is a place or container that sellers and buyers meet each other. The function is to fulfilled society needs. Otherwise, the market can also be used as a benchmark in the development of regional economies. In the history, market has developed well, it can be seen in terms of buying and selling activities which in the past relied on the exchange of equal value goods or also called barter. At this time, market activity began to be neatly arranged through the value called money. Money is currently the main payment instrument in transaction activities, especially in market activities (William J. Stanton, 1895). In market activities there are several activities that occur such as planning, promotion, and distribution of goods and services in this case is to achieve customer satisfaction (Philip & Duncanadan, 2012).

Indonesia itself in a survey conducted by A.C. Nielsen in 2004 stated that the number of Indonesian traditional markets reached 1.7 million. Traditional markets are usually found in remote areas and some in the border area. This is due to the development that is still carried out by the Government of the border area. The ability or potential of the border area in building a modern market is still insufficient by the reason one of the alternatives to improve regional economic development is to build and develop traditional markets. One of the border areas in Indonesia is Bengkayang Regency which borders the Malaysian state. One of the traditional markets in Bengkayang Regency is namely Teratai market.

The Teratai Market since 2015 began issuing general regulations for merchant to relocate. The Teratai Market is revitalized and reconstructed, so the merchant in the Teratai market get a decent place to conduct transaction activities. Therefore, whether during the 3 years after renovation, has the Teratai market begun to be effective and efficient? To find these answers, this study looks at the process of the Teratai market reconstruction and revitalization with the reason : 1) the Teratai Market is one of the traditional markets that have been reconstructed by the Bengkayang Regency Government. 2) Teratai Market is the governance markets in Bengkayang.

LITERATURE REVIEW

1. Type of Market

The meaning of market is the place where transaction activities occur between two people or better by certain individuals or institutions (KBBI). In market activities, buyers are agents of demand for products or services offered by sellers and the sellers themselves are agents who offer services or products to buyers (Zayinul Fata, 2010). The market itself is divided into two, namely modern markets and traditional markets. Look from the meaning of modern words, modern markets using the versatile technology in the transaction process between sellers and buyers and the traditional market itself is a market that does not use renewable technology or it can be interpreted that the traditional market is a market where the transaction process is carried out directly and the market is usually managed by the local government (Laksono, 2006). Judging from the development of the world today, the existence of the modern market is more in demand by the general public. When it compared to traditional markets, facilities and variations of products in traditional markets may not be comparable to the facilities and products offered by modern markets on this time. Products from traditional markets are derived from the people around the region, such as Indonesian farmers, breeders or craftsmen. As for the modern market, the products provided are very prestigious foreign brand products for Indonesian youth.

2. Market Function

There are three market functions according to Sukirni in Zayinul Fata, 2010:

A. Distribution Function

The market is a place of transaction activity in which a bargaining process occurs between the seller and the buyer (Zayinul Fata, 2010). Of course, in every bargaining activity can not be separated from the role of distribution given by the market to market participants on it. The function of the distribution itself is to distribute the goods provided by the seller for the buyer through the transaction process carried out in the market.

B. Price Formation Function

The functions of market also as a price shaper. In the process of bargaining between the seller and the buyer, the buyer as a request agent will probably get a service or product according to the price that the agent want. Likewise with sellers who will try to offer their products and services according to the prices set. Through this bargaining process, an agreement will be formed between the seller and the buyer which will ultimately shape the price of the product and service.

C. Promotion Function

As a place or place that is often visited by buyers, the market is often used as a place to carry out the promotion process. The promotion is usually done by distributing brochures, putting up banners or done verbally by the seller when the buyer visits. This is done so that the product or service offered by the seller can experience an increase in selling value.

3. Markets as Regional Economic Resources

Regional economic development is a stage that is structured to improve the regional economy by utilizing the available resources to achieve the prosperity of the regional community so as to create independence and progress in the regions carried out by development (Arsyad, 2010). In this case, the market is one of the aspects that need to be considered in economic development because the market is the center of meeting various types of transaction activities, as well as income or regional income can be through a growing market.

Therefore, local governments need to strive to increase market effectiveness so that regional economic development can also be encouraged to increase. It should also be noted that traditional markets have greater opportunities to create regional economic development, because considering that traditional markets involve more market participants or consumers in the surrounding area, when compared to modern markets that market participants or consumers can involve all market participants in the world , even for products and services provided is the result of collaboration or is a cooperation license with foreign branded brands.

4. Spiritual Intelligence in Entrepreneurship

Spiritual Quotient (SQ) is one of human intelligence that occupies the highest position among other intelligences namely Intelligent Quotient (IQ), Emotional Quotient (EQ), and Physical Quotient (PQ). Spiritual Quotient is encouragement, motivation, and inspiration from within the individual that is directly related to the appreciation of divinity to solve various problems of meaning and value both to others or to God (M. Suyanto, 2006). While entrepreneurship is an activity carried out by an individual for one purpose, namely to provide or provide the availability of needs for each other. In fact, there are currently a lot of business activities that are not according to their direction.

Many of them justify any means to seek profit, one of which is by changing the scale or even dropping the names of each other as traders and of course this is contrary to spiritual intelligence. As social beings, individuals and groups can actually help and sustain their regional economies especially for traditional markets which are clearly a source of Regional Original Revenue (PAD). Structuring the location and willingness of individuals to work together will certainly have a pretty good impact on market development.

METHODOLOGY

The method applied in this study is use the method of qualitative research in depth through interviews and observations made in the Teratai market, Bengkayang Regency. This study uses non-participatory observation surrounding the environment which means that researchers are not involved in market activities but only objectively look at it. Observations were done on the physical condition of the market so that researchers can look out the things that are not observed and that are not revealed in the interview results (Nasution, 1998). The things that found by researchers were the dirty and untreated market conditions, garbage is throw out with carelessly and the market is not neatly arranged.

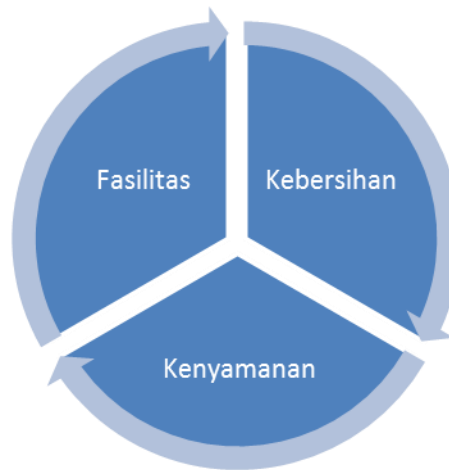


FIGURE 1. Market Problems According On Researchers Observation

Researchers findings that are seen from environmental observations directly into three common problem groups. They are facilities as market support, cleanliness as the esthetic of the market, and comfortable as access of the market life.

Data from the research also conducted through interview with several merchant in the Teratai market. The researcher ask 3 merchant as informants regarding the effectiveness of the renovated Teratai market, consisting of 3 traders who moved or who did not use market facilities provided by the Government or who were selling on the roadside.

TABLE 1. Informant of The Research

Nama	Pedagang	Location
Alut	Sayur	PasarTeratai
Uben	Sayur	PasarTeratai
Nani	Sayur	PasarTeratai

Note : Informant names are not real names

Source : Processed Research (2018)

Data is gotten by using a pseudonym technique which means that the interview does not take the original name from the source of the informant. The interaction with the merchant is a one-sided interview which means that the interaction between the researcher and the merchant are actively interview, the researcher asks actively while the merchant answers freely (Hadi, 1992). However, the data was gotten by interview are focus on three things related to environmental observations that have been carried out by the researcher :

1. How are the facilities available ?;

2. What is the condition of the market environment? and;
3. What is the condition of the merchant while selling there?

RESULTS AND DISCUSSION

Teratai Market in Bengkayang



Source : Researchers document (2018)

Bengkayang is one of the cities located in the 3T (lagging, deepest, and outermost) area where the construction still needs to be done. In 2015 or the last 3 years the economic growth of Bengkayang Regency has decreased to 3.96 percent. The trade in Bengkayang occupies the second largest position after agriculture which affects the economy in Bengkayang Regency according to the Bengkayang Regency GRDP growth report in 2011 on the trading, hoteling and restaurant sector sustained 25.24 percent, this proves that the market as part of trade is quite important in the economy Stuffed

Table 2. Laju Pertumbuhan PDRB Bengkayang sector Perdagangan Besar dan Eceran; Reparasi Mobil dan Sepeda Motor Atas Dasar Harga Konstan Tahun 2011-2016 (Persen)

Source : Badan Pusat Statistik Kabupaten Bengkayang (2016)

From the table, it can be concluded that the decline occurred since the beginning

4.55	5.42	5.81	5.59	5.43	5.25
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of 2015 and in that year the market began to be renovated and inaugurated in 2016. But in reality, the economic development of Bengkayang from the trading sector did not increase and in 2016 it declined. In this sector it is stated that the GRDP in the sector does not only consist of trade, but the change which can be look is the Teratai market, whose market performance is beginning to weaken.



Source : Researchers document (2018)

The existence of the Teratai market is actually largely unknown to the Bengkulu people who live in the village, even for the migrants, the pilot market where its existence is quite difficult to recognize. This is because the market position is not enough strategic, even though the market is the Regional Original Revenue (PAD). The location of the Teratai market itself is behind the Bengkulu Regency terminal. Another factor that caused the lack of interest in the Teratai market was due to unprotected market cleanliness and facilities not being cared for by traders selling there. To improve the function of the market, the Bengkulu Regency government then pursued the development and revitalized the market by renovating the building structure. The renovation was carried out due to the narrow stalls available in the Teratai market and to avoid the presence of illegal traders selling in places and disrupting the layout of the city. Through on Regional Regulation Number 5 of 2010, Bengkulu Regency concerning Public Order and joint socialization, finally traders in the Teratai market were moved to reconstruct the Teratai market building. The reconstruction of the Teratai market building was completed and inaugurated in 2016 by the Bengkulu Regency Government and produced a 2nd floor building.

Market Effectiveness According to Market Physical Aspects



Source : Researchers document (2018)

In carrying out the activities after being renovated by the Bengkayang Regency Government, the Teratai market must be divided into two floors with a layout or sales placement position : butcher laying on the first floor area and the vegetable traders are on the second floor. This causes people or consumers who shop at the Teratai market are feel uncomfortable, because of the tiring activity of going up and down the stairs, especially the vegetable stalls that are more needed by the kitchen than the meat which is quite fantastic. For this simple reason, finally the vegetable traders who initially settled in the second floor area went down and joined in the area on the first floor, joined the meat merchant, then finally the second floor area was empty and not functioning properly then added to the problem of illegal traders who are not interested to selling in the market area and choose to sell on the roadside.



Source : Researcher document (2018)

Not only that, after vegetable traders who moved to the first floor area, the smell between vegetables and meat mixed into one and caused a bad odor for consumers who came. The former waste of vegetables or rotting meat is also carelessly dumped by traders in the Terataimarket, this causes problems that are quite fatal to the surrounding environment. River water that is around the market becomes polluted, bad odors also disturb people who live around the market area. After a few months, feeling that the income was not working effectively, the vegetable traders left the Teratai market building and joined with other illegal traders to sell on the roadside so that the Teratai market building is currently only used by meat traders. The following are the results of interviews with three informants consisting of traders who left the Teratai market building.

Table 3. Interview Result

Nama Efektivitas	Fasilitas	Kebersihan	Kenyamanan
Alut	<i>“Fasilitas sih oke, tapi masalahnya adalah sepinya pelanggan”</i>	<i>“Kalau kebersihan, kami tidak memperlakukan kebersihannya”</i>	<i>“Nyaman tidak nyaman, kita sebagai pedagang sih baik-baik saja”</i>
Uben	<i>“Fasilitasnya ya begitu-begitu sajalah”</i>	<i>“Memang enggak bersih dari dulu mah”</i>	<i>“Mau bagaimana lagi, satu pindah ya kita pindah semua”</i>
Nani	<i>“Fasilitasnya seadanya saja sih”</i>	<i>“Bersih!? Mana bah bersih! Tempat jualan saya dulu sih bersih”</i>	<i>“Enggak nyamanlah makanya kita pindah, sepi banget soalnya”</i>

Note : Informant are not real names

Source : Processed research (2018)

From result of interview, Alut, the vegetables trader said that the facilities look good, she didn't criticize about the cleaning, and she also comfortable with the market but she said the problem is no one shop at the market because market location far from the road.

Not same with Uben, other vegetables trader. She said that the facilities were enough to her, she also said that the cleaning of the market had been dirty since the market established, and about the comfortable, she feel good but when she looks the other vegetables traders move out from the building of Teratai market, she followed the other too.

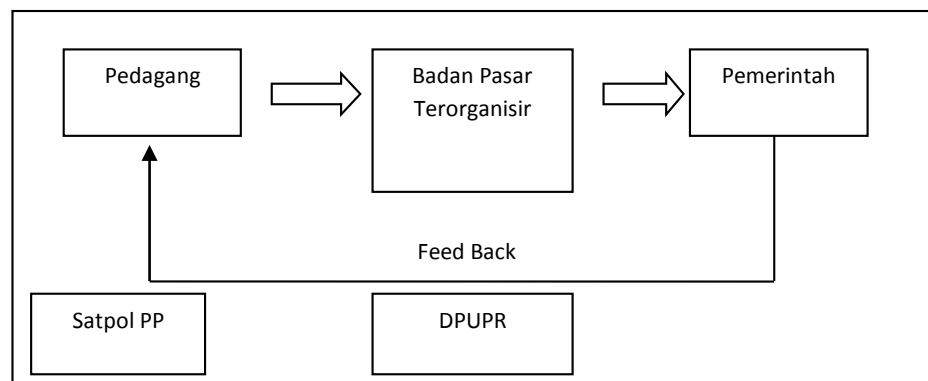
Nani, the last informant who take the job as the vegetables trader too said like that Uben said. She said that the facilities were enough, the cleaning didn't clean at all, and about the comfortable, she said didn't comfort so she move out because a little amount of buyers.

Market Effectiveness Must Start from the Awareness of Traders

Life In Indonesia, which consists of many tribes, is a unique life because life must unite differences from one another to become a strength. In Kalimantan itself the dominant tribe is the Dayak tribe, Dayak life is known to be quite communal in the past (Helena, 2018). Moreover, the life of the Dayak tribe is surrounded by elements of tradition that are

so thick, some traditions that are well known are bersam-sam, belale, and gawiasowa. Since a long time ago, the Dayak tribe lived communally by living in one roof called Betang house (Priska, 2018). But for the present life, the Dayak tribe has begun to leave life a little on the roof of a house, the communal life is finally shown again by living in the same area or village. This communal life actually greatly affects economic activity in Bengkayang Regency. Within the scope of the Teratai market itself, there are various tribes that conduct business activities, some of which are Dayak dominating, then Malay, and Madura. It is undeniable that this diversity can lead to social jealousy, especially if there is a possibility if individuals or groups who uphold their ethnicity and culture. Regardless of these differences, it is very important to establish cooperation despite different ethnicities, cultures, languages or religions. As part of spiritual intelligence, awareness of life in difference should be embedded in the minds of traders, that the spiritual life in Indonesia has been united in the first precepts of Pancasila which reads "Ketuhanan Yang MahaEsa". Not only that, as a religious being, individuals and groups should obey the rules that have been issued by the Government. Regarding Government regulations, it will not work properly if there are one or more individuals refusing to be disciplined. The Teratai Market has been renovated with a large enough building with two floors, it should be used wisely by traders. In some cases, traders in the Teratai market are reluctant to be disciplined and these problems come back from the awareness of traders because any government effort carried out as hard as it will not work effectively if it is not followed by the awareness of traders either traders who occupy the market building or moving traders. from the current Market building. Conditions like this will not actually occur if the trader participates in improving the problems that occur in the market. Actually, the longer the individual is related to the market, the stronger the awareness must be. Therefore the Government needs to improve human resources and increase awareness of market traders. Not only that, the Government also needs to establish relationships with traders and make a market organization unit organized with membership from traders

FIGURE 2. Organization of Market



Source : Processed researchers (2018)

The organizational that is formed must come from the Teratai market area traders whose job is to become a mediator if there is a conflict between traders and to be a mediator in delivering the aspirations of traders regarding market conditions. But keep in mind the organization that is formed is not an organization with different levels of position. One trader with a mediator remains the same level, therefore, there needs to be a leadership figure who is able to move activities in the market so that it can gather other traders to work together to realize a good traditional market (KartiniKartono, 1994: 181). The government also needs to conduct routine observations and socialization of market cleanliness or market conditions that can be carried out according to the specified schedule or can be through DinasPekerjaanUmumdanPenataanRuangan (DPUPR) as an agency that acts directly on common problems that occur in market areas such as cleanliness and damage facilities and the SatuanPolisiPamongPraja (Satpol PP) as a behavior control unit in the market that is not in accordance with the Bengkayang Regency Regulation.

CONCLUSION AND SUGGESTION

Based on the results of the findings that have been analyzed, the conclusions obtained are:

1. Decreasing GDP growth rate in the trade sector including the effects of market effectiveness.
2. The main problem in the Teratai market case study is the lack of awareness of traders about the market ownership that causes the market to be less effective.
3. The importance of the market as a source of Regional Original Income (PAD) in increasing the economic growth rate of Bengkayang Regency.

From these conclusions, the advice that can be given are

1. The government needs to be involved with market control and conduct observations and socialization related to the market through Dinas Pekerjaan Umum dan Penataan Ruang (DPUPR) or the Satuan Polisi Pamong Praja (Satpol PP) as a city control unit.
2. The importance of an organized unit in the market originating from the traders of the Teratai market in order to convey the aspirations of the traders in the market.
3. The need for cooperation from fellow traders even though they have different cultural backgrounds.

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