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Discourse of Gadang Traditional Market Sellers in Malang City

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Abstract

Traditional market absorbs lots of labor workers of men, women and children. Traditional market seller must equipped with adequate skill in communication technology and social cultural aspects. Long term purpose from this research is the elevation of society's prosperity which in particular for traditional market sellers, by having a rational and optimum perspective about modern market concept. The purpose of this research is: 1. To describe the image of Gadang Traditional Market in Malang city. 2. To explain communication technology that can be used by traditional market sellers to attain maximum benefits. Method of this research is a qualitative method with participative approaches. Location of this research is in Gadang Traditional Market in Malang City. Data collection is held by interview and observation with purposive sampling technique. This research will be useful for traditional market sellers in particular who want to have a modern market concept combine with science technology and social cultural aspects in this globalization era.

Keywords: Modern market, traditional market, seller in particular.

Introduction

The existence of traditional market played as impressive potentials that can be integrated and put side by side with more modern shopping facilities. Along with the development and progress of modern era, there has been changing in standard and demand from customers to traditional market which makes its position being replaced by modern market. Ifah, (2011) said that there is tendency change in preference/selection of shopping destination before and after the opening of minimarket chain stores in area of Gadang Sub district. Gadang Traditional Market is located in region of central commerce that makes this market possess a special characteristic where the trading activities happen in a traditional way. The existence of Gadang Traditional Market also played a significant role in supporting government's regional income, especially for Gadang Sub district regions. The Gadang Traditional Market established in 1970 with several shops in its surrounding that also supply many daily necessities ranging from electronic equipments to food stocks until present day. The objectives of this research are: 1. To describe the image of Gadang Traditional Market in Malang city 2. To explain communication technology that can be used by traditional sellers to attain maximum benefits. The long term of this research is to improve social welfare of traditional market sellers by way of utilizing human resource rationally, optimally and having modern market concept. The development of traditional market is not only related to physical construction and revitalization but also management, culture social and market economic.

Literatures

The development and fast advance movement of modern era have changed standard and demands of customers to this traditional market. From economic perspectives, the concept of market in broad definition is a place of demand and bargaining activities meet, which formed as one of many implications of society's changing process to capitalist nation. Gradually by time, a concept about traditional market is starting to be forgotten by some people, while others keep struggling in using this concept. Unfortunately, these changes are not followed by the behavioral changes from the doer of traditional market that makes an occurrence of new market with its modern management that able to change the customer's orientation.

Traditional Market

Traditional market categorizes as marginal economic doer, either come from its lack of capital modal or management point of view, are getting left behind and put aside. This is the impact of delayed economic growth of our society that happen not only in regional but also in national scopes. If the condition of this traditional market that constantly put aside still going on, there will be thousands, even millions of small traders who put their primary incomes from selling products in traditional markets will lose their professions. A market is a facility for people to conduct all activities that relate to selling and buying product or service to end customers. A traditional market is a market that built and manages by government, private sector, or independent society, and acts as the place that facilitates business activities, along with its shops, kiosks, counters, loan services with small capital and also for micro business activities. Inside this place there will be selling and buying processes that happen through bargaining activities. The traditional market sellers have a quite important role in increasing the level of economic condition in its region. One of many tools that can be used to increase the number of trading transactions from these sellers is through the usage of communication technology such as a low price cellular phone. The result of Aryani (2011) research has concluded that 66 % of sellers as her respondents were said that minimarket existences

1 in their surroundings had influence to their income's decrease. Traditional market means transaction conducted on traditional basis for which both of buyer and seller meet directly each other. Some people feel like shopping in modern market as without bargaining process. It is more comfortable, clean and provided with air condition. However, some people also feel like shopping in traditional market. They can enjoy bargaining process. Vegetables and fishes to be sold there are in fresh condition with the cheap selling price than that in modern market. The characteristics of modern market are as follows :

1. No bargaining process in purchasing transaction.
2. The price already listed in the goods to be sold with barcode.
3. There are many kinds of goods to be sold with good quality and up to date one.
4. All of the goods to be sold are located in the building and the consumers can do self-service.
5. The accepted services is friendly, good manners and satisfactory.
6. The market situation is conducive, clean and comfortable provided with air condition.
7. Its layout is orderly and makes consumers easy to select the items to be purchased.
8. Its payment can be conducted by taking the item directly to cashier without bargaining process.

Modern Market

The influence of development and globalization era makes modern market being valued to have more attractive view and gives complete facilities for the society. A good management system and well managed service delivery that able to perform by modern store lead customers to choose modern market as their place to shop. Minimarket as one of the example of modern store puts customer's comfort as its prime service. After that, a competitive price and wide range of product availability always ready in this shop. Modern markets grow everywhere and continue to develop but it will restrict traditional market movements. This quality will satisfy our 'consumptive behavior, society which in the end, automatically makes the customer choose minimarket rather than traditional market as their place to shop. Hence, it will make traditional market no longer wanted by customers. Disorderly seller layout should be grouped in accordance with the kind of items to be sold with make an adoption the patterns applied in modern market to make consumer attractive. In this case, consumer will be easy to select the intended item. While market cleanliness should be given priority to make consumer feel comfortable shopping in traditional market. Strictly speaking, the government should give some understanding continually to sellers that seller zoning is to increase their income and social welfare

Today, brand new modern market can be build without any distance limitation and regulations that relates to it. This rule will make traditional market dimmed in the eye of customers and gone if it is not anticipate by the doers. According to Presidential Amendment Presidential Decree No.112 year 2007 in a subject of market zone is stated that this matter will become the responsibility of regional government. The existence of modern market can grow in fast speed amongst society. Its development has reached rural areas after the cities. Its existence in rural areas has developed two kinds of market concepts, namely, modern market and traditional market. This is the part where regional regulation must be strict and clear about minimum distance limitation that allowed to build a modern market to avoid free competition condition. If necessary, modern market will be allowed to stand in town/regency areas only, and prohibited to operate until sub district regions. This strategy is use to maintain traditional market alive as the central of society's economic activities and as an effort to develop traditional market to gain an equal position with modern market. Number of shops that allowed opening also limited, as example, equal to the citizen's number in that area or placed in certain radius of kilometers per shops.

Research Methods

Location of this research is in Gadang Traditional Market of Malang city. The extent of Gadang Traditional Market is 15.590 m² and 500 kiosk. This research is using qualitative method with participative approaches. Data collection was held by interview and observation activities. This research is also using survey research approaches. The population is all/ entire sellers in Gadang Traditional Market with total amount of 387 sellers based on survey result and the interview process. Next, by applying the Slovin formula, the writer gained samples of 80 respondents. This respondent's sample was taken proportionally based on the number of seller's population in Gadang Traditional Market which consists of: 20 people of vegetable's sellers, 20 people of fruit's sellers, 20 people of fish sellers, and 20 people of groceries' sellers. Mean while, for the sample's criteria are sellers who have or still selling products for at least one year, or inherited family business inside this market.

Result and Discussion

From the traditional market point of view, there are some important things being a strength and main power of attraction, among others : Firstly, price. One of main power of attraction for traditional market is the lower price compared with that in modern market. In this case traditional market is badly needed by community from middle down and always shop traditional market. Although they feel like shopping in modern market. Secondly, commodity. There are many kinds of commodity provided in traditional market for community from middle down up to now. Actually, community from middle down always find the certain product here as the main

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objective. Thirdly, bargaining culture. In traditional market, product price not listed in product package. In this case there will be an interaction in bargaining process between seller and consumer to achieve mutual agreement to the agreed price before deciding to pay. With the result that seller and consumer don't suffer losses each other. Fourthly, location. Traditional market is a market with strategic location next to people settlement area up to now. It is a very important thing to determine affectivity and efficiency of business activities. In other words distance is a vital thing in market location.

The image of Gadang Traditional Market in Malang city based on result and surveillance in that market can be explain as follow:

Arrangement of products

There are four types of sellers based on their selling products, which are vegetables, fruits, fish, and groceries sellers. Then, this market is arranged in blocks. Every block sells one kind of product. With this arrangement, it will make the customer easier to find products in their shopping list. It also a time efficiency for them and make this market looks neat and orderly. However, negative impact from this arrangement is competition between sellers in the same block becomes very tight and influences their incomes.

Assistance Programmed

Regional government is working together with universities and financial institutions to make assistance programmed for all traditional market sellers in a form of simultaneously funding This program is intended to help those sellers to add their capital modal. Besides, it also meant for avoiding those sellers from borrowing money to creditors.

Conclusion and Suggestion

A globalization impact and marketing liberalization to our economic growth make lots of investments entering modern markets such as; supermarket, hypermarket, and minimarket. This impact will raise economic development growth and provide welfare condition to our society, nation, and country. Therefore, there is a need to make a good arrangement and management for both markets in order to live coexist in mutual interest. Both markets are expected to grow and develop together, and help each other as strategic partners to support regional incomes development. However, impact from this investment will disturb the development of our traditional market, It becomes left aside.

Hygiene and Sanitation of the Market

The location of this traditional market is placed in vast area without permanent floor, no supporting facilities such as medical clinic, mosque, kindergarten, or permanent parking lot. Its parking space has not in permanent construction, because in the morning this place is used for selling location while in noon it will transform into parking lot and later in the afternoon, it will be use once again as a selling location. With product arrangement as explained above, makes the cleaning service employs easier to manage its hygiene. Therefore, every time the customers walk around in the market blocks, they will not disturb with awful smells from the garbage. The market sellers have paid cleaning retribution per day to carry their garbage in to garbage bin. This retribution money will be given to the cleaning service employees. The collective system of garbage in this market is to take away garbage's in every garbage bins that placed in the corner of every block and leave the bins in empty condition. Then, these wastes from all market activities will be transport and collected in final dumpsite. Aside from that, with the help of product arrangement, it also make the market environment looks neat and clean. This condition ensures that Gadang Traditional Market is clean and healthy.

Logistic

The logistic of these selling products is related to the location of the storage house, quality maintenance and delivery process of the product. With limited capital modal and product's durability which mostly only has short lifespan, then the availability/amount of the product also limited or adjusted to the extent of selling place that the sellers have. Most sellers do not have storage/compartment to keep products inside their stores. To manage this problem, a few sellers hire storerooms inside or outside the market area for storing their products while some of them are making their own storages together with other sellers. For sellers who own large store, the storage compartment can be put inside their stores

Marketing Strategy

A discount price given for customer in Gadang Traditional Market is rarely thing to do by sellers because their price offerings are quite cheap compare to the price from other markets. When necessary, a discount price can be given according to the agreement at bargaining moment between them. However, there is still some bargaining activities happen between customers and sellers.

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Product Promotion

A product promotion activity usually almost never do by sellers in traditional market. The consumers are coming solely to the market (without being persuaded) then the sellers directly offering their available product in an instance. If the seller have to make a product promotion to customer, it will cost a lot of money. Thus, if there is a promotion activity, the sellers do it in 'word of mouth' strategy, especially for particular items that hard to find. By the absence of promotion activity, then, the marketing strategy selected by the sellers is to give lower price of the same product that other sellers or minimarket also sells. For the sellers that do not own a counter inside this market, they do their marketing activity by walking around every block.

Social Services

Gadang Traditional Market does not have adequate public facilities. The existed public facilities are very limited, ranging from: 1. Integrated Health Service, a place that gives health services for mother, children, and elders that located beside the market, and offers health services once a month. Although this health services is aimed for people who live in its surroundings, it also can be use by sellers from this market. 2. Elementary School. This facility can be use by the sellers to babysit their children while they are still busy in selling their products, and 3. Small Public Toilet and Praying Room that used by sellers and local people in market surroundings. All public facilities that existed today are felt to be useful for the sellers.

Transportation

To get their selling items, transportation aspect must also be considered as one important element when determine the selling price of a product to the customers. The process delivery of product from producers to sellers mostly will be take care (or paid) by the producers by using many means of transportations such as hiring land freight, public transportation, or combination from all kinds of delivery methods. The producers mostly will use their own cars to load the products, or renting other vehicles such as public lanes to every directions, motorcycle, rickshaw, and others. The problem in transportation process of products is the expensive costs that finally burden its final price. Another problem is traffic jam that happen many times and burdening delivery time and adding fuel costs.

Existence of traditional market in the city is getting worsening and can extinct by the fast pace from growth and development of modern markets buildings. Then, to make all kinds of society not disappointed with minimarket existence that gives good services to all customers, upgrading the product quality and its service for traditional market and funding reinforcement for its sellers must be actively conducted and programmed in details by government officials and put in a form as Traditional market's revitalization programmed, for example.

Communication Technology that can be used by traditional sellers for attain maximum benefits are as follow:

Information Technology Development

The existence of Information Technology system these days indirectly gives significant support to the growth and development of business from sellers in Gadang Traditional Market in Malang city. Even though their knowledge level is limited in technology trends today but to keep their businesses running. Traditional sellers must be motivated to understand modern information technology furthermore from simple to high technology matters because nowadays communication technology is growing in rapid rate. Particularly those communications that based on cellular telecommunication. It can be done with no boundaries under the support of internet technology. This makes human life became so easy connected until distance or boundaries between one person to another in this world is no longer felt. (Taicha & Davis, 2005).

Internal and External Communications

The communication's characteristics that happen between policy implementers are internal and external communications. Internal communication exists between traditional market officials, who are: the structural officials from Management Division of Gadang Traditional Market with officials of Technical Implementation Unit from every traditional market that widely spread in Malang city. This communication is delivered in formal settings like meetings and informal setting such as direct order from the employer to employees. The external communication exists between officials of Management Division to sellers from traditional markets in Malang city, that joined in Association of Market Community. The sellers involvement in external and internal communications has a purpose to make these sellers understand about what kind of preparation that they must know and what kind of implementation that they must do, also whether the purpose of policy issued by Management Division of Traditional Market can be attain in an effective and efficient way. Association of Market Community that exist in almost all traditional markets in Malang city has a function as channel to connect information from sellers to market officials/apparatus and vice versa. However, there is still an opportunity to engage a direct communication between sellers (individual) with official of Management Division.

1) Policy of Traditional Market Management

The communication about policy management of traditional market is a information deliverance which included in policy implementation programme issued by Management Division of Gadang Traditional Market to Tehnical Implementor Division that will be informed to policy's target group along with related party (sellers in traditional markets). The routine communication activities as regularity and consistency acts that exist amongst market officials or between market officials with sellers from traditional markets held in meeting format such as: 1. A coordination closed meeting held between the Head of Traditional Market and structural employees of Management Division of Traditional Market in Malang is in every Monday, Tuesday and Wednesday. 2. A coordination meeting held between officials of Management Division of Traditional Market with Association of Market Community once a month, 3. An informal meeting held by Association of Market Community for every two weeks and 4. A seminar creation with sellers as its participants that depends on their request with adjustable time table.

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