



Volume 1	Issue 1	April (2020)	DOI: 10.47540/ijsei.v1i1.6	Page: 27 – 32
----------	---------	--------------	----------------------------	---------------

The Socio-Economic Impacts After Relocation of *Pasar Panjang* Traders to the Wua-Wua Central Market Kendari City

Nur Asiah¹, Sulsalman Moita², Ratna Supiyah³

^{1,2,3}Department of Sociology Halu Oleo University, Indonesia

Corresponding Author: Nur Asiah; Email: asiah8773@gmail.com

ARTICLE INFO

Keywords: Socio-Economic Impacts; Market Traders; Relocation.

Received : 24 January 2020

Revised : 28 February 2020

Accepted : 08 March, 2020

ABSTRACT

This study aims to determine the process of relocation of the *Pasar Panjang* traders to the Central Market of Wua-Wua Kendari City and to determine the impact caused after the relocation. This research uses a qualitative approach, where data is collected through observation, interview, and documentation techniques. The results of this study indicate that the relocation of *Pasar Panjang* traders to the Wua-Wua Central Market of Kendari City is intended for fire victims. The government provides approximately 1,200 stalls with adequate facilities. The impact caused by the relocation of the *Pasar Panjang* traders to the Central Market of Wua-Wua, Kendari City, includes social impacts, namely the interaction between traders is well established, and some locations are not given much attention to cleanliness. While the economic impact of the lack of merchant income due to lack of visitors, most traders take capital in the bank to open a business so they do not have savings, the volume of business traders to decline.

INTRODUCTION

The socio-economic condition of the community is a condition in which the position or position of an individual in society, which is viewed from the social aspects such as education and economy such as employment, income, or income. Socio-economic development in society is an important asset where it affects various other aspects of life.

In these conditions, the basic problem that will arise is that the development experienced by a city will be followed by the growing need for space to accommodate more activities and facilities needed by residents/communities in carrying out their life activities. In this context, urban development is an effort that must be done, by not ignoring the planned aspects of spatial use.

The Government of Kendari City in its efforts to utilize space for development in various sectors, one of which is in the economic sector to improve the community's economy. Development in the economic sector has been carried out starting from the construction of the Mall in Mandonga which is now the trading center of Kendari City, the Construction of the Central Market in the Old City,

and the construction of the Wua-Wua Central Market. The development of these markets is carried out to reorganize traditional markets that used to be slums to be more modern besides that this development also aims to make traders and buyers comfortable in the buying and selling process and for the smooth distribution of goods and services from the city to village.

In this development process, the government experiences various restrictions, one of which is the difference of opinion with the traders, as happened to the *Pasar Panjang* traders who will be relocated to the Wua-Wua Central Market, Kendari City. On the other side, the government is trying to rearrange market conditions for convenience between sellers and buyers, while on the other hand traders are still holding on to the right to life, they are worried that if they are moved to another place, they will have to readjust to their surroundings. Worrying that their income/sales in the new place will decrease.

The Central Market of Wua-Wua which before the relocation was called *Pasar Baru Wua-Wua* was a market that was used in 1985. This market is located right on the main street of the city, precisely at the first traffic light of Wua-Wua Kendari City.

This market has 1,157 traders. This market is classified as a traditional market that is quite busy because of its strategic location and easily accessible by public transportation.

The number of visitors in the Wua-Wua new market has caused various problems such as the number of traders and buyers who exceed the capacity and frequent traffic jams around *Pasar Baru*. Kendari City Government then plans to hold a market relocation, to curb and beautify the city structure. But this did not get a positive response from the traders. On November 18, 2010, a fire broke out at *Pasar Baru* Wua-Wua Kendari City, so the Government immediately relocated. The government chose the market location in the Bonggoeya village, which is now often called *Pasar Panjang*.

Since the beginning of the use of *Pasar Panjang*, traffic jams in the Central Market area of Wua-Wua so that drivers who want to cross the area feel uncomfortable because of the long queue of vehicles coupled with the number of vehicles parked freely on the road, while no traffic apparatus regulate it.

On November 1, 2016, the development of the Wua-Wua Central Market in Kendari City was completed which was inaugurated directly by the Mayor of Kendari Ir. H. Asrun After the inauguration of the Wua-Wua Central Market, Kendari City, Mayor of Kendari, Ir. H. Asrun appealed to traders in the *Pasar Baru* Relocation Market or also known as the *Pasar Panjang* to quickly fill the existing booths. But this relocation process also did not get a positive response from traders for various reasons such as the traders were comfortable in the previous place, and by sharing other reasons. Market relocation from the previous market location to the new location will certainly have side effects or impacts and will affect the level of sales and income of traders as happened to the Wua-Wua Central Market traders.

According to Abdulsyani socio-economic is the position or position of someone in a group of people determined by the type of economic activity, income, level of education, type of residence, and position in the organization. Meanwhile, according to Soekanto, socioeconomic is a person's position in society related to others in the sense of social environment, achievement, and rights and obligations to resources (Abdulsyani, 2002).

Relocation is the transfer of industrial locations from one developed country to another country or country to approach raw materials and produce types of goods that can compete in the international market. According to the Indonesian Major Dictionary, relocation is the removal of industrial plans in an area to be realized immediately (Ministry of Education and Culture, 1982 Indonesian Major dictionary).

The market trader is someone who has a permanent business and place according to the type of business and in the appearance of merchandise has a good variation in the arrangement, packaging, cleanliness, so that it can attract buyers or customers (Endrawati, 2012). In trading activities, a trader is a person or institution that sells products or goods, to consumers both directly and indirectly (Damsar, 2002). Sociology views the market as a complex social phenomenon with a variety of devices. Market instruments consist of sellers, buyers, distributors, suppliers, distributors, and stakeholders. The market is a structure that is dense with social networks or that is full of conflict and competition (Damsar, 2005).

Based on the background above, the purpose of this study is to find out the relocation process of the *Pasar Panjang* traders to the Wua-Wua Central Market in Kendari City and to determine the impact caused by the relocation process on the socio-economic life of the Wua-Wua Central Market traders in Kendari City.

MATERIALS AND METHODS

The research was conducted by the Wua-Wua Central Market in Kendari City with the consideration that the market was relocated from the *Pasar Panjang*, and traders who were in the *Pasar Panjang* were traders who had been relocated from the Wua-Wua Central Market in Kendari City due to a fire incident at the market on the 18th November 2010.

The informants in the research were chosen intentionally, a method based on considerations that the informants who have been determined have competence, sufficient knowledge and credibility to answer questions in the interview guidelines (Arikunto, 2010). The informants were taken as many as 15 traders who previously sold at *Pasar Panjang*, and the key informants were officers from the Central Market of Wua-Wua Kendari. The type

of data in this study uses quantitative data that is data that are figures obtained from informants such as age, date of birth, and others. Besides, qualitative data is data that is an explanation or description.

Data collection techniques carried out through literature study and field research. A literature study is conducted by finding supporting data in literatures in the form of books, documents, research journals, papers, and other reference materials related to research. Whereas field research is carried out through observation, interviews, and documentation (Bungin, 2015).

The data analysis technique used in this study is descriptive qualitative analysis. The data that has been collected at the research location both primary and secondary data are then processed and tabulated based on nature and type, then interpreted descriptively to answer the problem formulation. According to Miles and Huberman (Sugiyono, 2015) activities in qualitative data analysis are carried out continuously until it is complete so that the data is already saturated. Activities in data analysis are data collection, data reduction, data presentation, and drawing conclusions/verification.

RESULTS AND DISCUSSION

1. The Relocation Process of *Pasar Panjang* Traders to Central Wua-Wua Kendari

Relocation is defined as moving or moving a location, either an industry or a place of the trade from one place to another for certain reasons. Relocation is the move of a place to a new place. Relocation is a form of local government policy that is included in the revitalization activities. Revitalization in the Indonesian Major Dictionary means the process, method, and act of reviving something that was previously less than empowered (Setyaningsih, 2014).

The relocation program of the Central Market Traders of Wua-Wua is a follow up of the Kendari City regional regulation No. 1 of 2012 concerning the Spatial Planning Plan for the Cities of Kencari in 2010-2030 and the Kendari City Regional Regulation No. 10 of 2014 concerning Public Order and Public Peace. The market relocation program aims to create more efficient, effective, harmonious, balanced, and sustainable development to create orderly, safe and equitable public welfare, and public order.

a. Policy in the Relocation Process

Wua-Wua Central Market Kendari is a market built by the Kendari city government because it was previously called Pasar Baru. After a fire occurred on 18 November 2010 which consumed all parts of the market building, all traders were temporarily relocated to the Bonggoeya Village and are now called Pasar Panjang because they follow the road. After approximately 6 years the construction of the Kendari Wua-Wua Central Market was completed and was inaugurated by the Kendari City Government on November 1, 2016. After being inaugurated, the Kendari City Government appealed for traders to be relocated back to the Wua-Wua Central Market in Kendari and vacated the Pasar Panjang because the location does not belong to the government and does not have a business license; the traders are required to move.

Based on the results obtained that in the process of relocation of the Pasar Panjang traders to the Wua-Wua Central Market, Kendari City, the government has provided subsidized prices for traders of the Pasar Baru fire victims, which are around 30 million - 57.5 million, while the normal price is around 150- 210 million. Thus in this relocation process, the government has provided relief of booth prices, especially for traders who are victims of the Pasar Baru fire.

b. Apparatus Services in the Relocation Process

Service is the process of fulfilling needs through other people's activities directly. The service provided by the government in the relocation process is that the government has provided \pm 1,200 booths for traders and is ready to profitably be used and is equipped with various facilities such as a mosque as a place of worship for Muslims and public toilets provided on the first and second floors. Based on results obtained that regarding the service of the apparatus in the process of relocating the Central Market of Wua-Wua Kendari, traders feel that it is good enough but the traders still complain because of the lack of visitors.

c. The Dynamics in Relocation

At the beginning of the relocation, the Wua-Wua Central Market in Kendari City had various kinds of obstacles such as the lack of visitors which resulted in traders choosing to return to *Pasar Panjang* by renting stalls had been built by landowners and occupying the stalls and booths that had been provided. The number of traders who

choose to return to Pasar Panjang causes many empty booths which of course this will also affect the attractiveness of visitors to shopping at the Wua-Wua Central Market, Kendari City.

2. The Socio-Economic Impacts After Pasar Panjang Relocation to Wua-Wua Central Market

The impact is a change that occurs as a result of an activity. Impacts can be social, economic, and cultural. Otto Soemartopo stated that the impact can be negative and positive. However, in developed countries, many people pay more or less attention to negative impacts than positive impacts; even the positive impacts are generally ignored. Even in Indonesia the impact often has a negative connotation (Soemartopo, 1983).

In the view of economic sociology distinguish traders based on the use and management of income generated from trade and their relationships in the family economy. Sociology views the market as a complex social phenomenon with a variety of materials. Market instruments consist of sellers, buyers, distributors, suppliers, distributors, and stakeholders. The market is a structure that is dense with social networks or that is full of conflict and competition (Damsar, 2005).

a. The Social Impact

1) Social Relations Between Traders

Social interaction is a reciprocal relationship between individuals and individuals or groups or groups with groups. Social interaction is manifested in actions and reactions. Based on the results of observations made by researchers that the relationship between traders in the Central Market of Wua-Wua Kendari is stinging well because the location of booths that face each other and close together makes it easier for traders to interact, besides that the majority of traders are victims of Pasar Baru fires then they have known each other for a long time so that cooperation with fellow traders is faster, namely petrification, such as borrowing goods from other traders, asking other traders to help guard the shop when the shop owner has other matters.

2) Comfort in Economic Ventures

The comfort in the economic business is determined by the condition of the location and place of business besides the facilities in the business activities also greatly affect the business activities of the traders. Based on the results

obtained, the water and electricity conditions are fairly good and there have been no complaints from traders regarding this matter. Besides, some traders also feel comfortable because of the clean kiosk and booth condition and its location within the building so that traders feel comfortable because there are no more muddy and no need to worry about rain. However, based on the results of observations made by researchers that some locations still need to pay attention to cleanliness such as lavatories and locations of meat and fish sales booths that still separate the remnants of former sales and of course cause an unpleasant odor. This condition will certainly greatly affect the convenience of visitors in shopping at the Wua-Wua Central Market of Kendari City, which in turn has an impact on the loneliness of buyers.

3) Access

Access is the most important thing to consider in carrying out a regional public facility development such as markets; strategic locations need to be considered so that people can easily access them. The market is an area for buying and selling goods with more than one seller, both referred to as shopping centers, traditional markets, shops, malls, plazas, trade centers, and other designations (Presidential Regulation No. 112 of 2007). The Central Market of Wua-Wua Kendari is located in a strategic location which is on the main street of the city, precisely at the first traffic light of Wua-Wua, Kendari City, so it is very easy to access using both private and public vehicles so that it is easily accessible both by traders and by visitors.

Based on the results obtained that the majority of traders in the Wua-Wua Central Market, Kendari City, live in the surrounding market, so that when compared with the Pasar Panjang, which is quite far from the merchant's residence and can only be accessed by private vehicles, the Central Market of Wua-Wua Kota Kendari is just the opposite, besides its location which is close to where traders live, this market can also be accessed by private and public vehicles so that traders and visitors can easily access it. However, the strategic location does not affect increasing the expected number of visitors. This is due to the limited parking space and the difficulty of visitors who have four-wheeled vehicles to park their vehicles in the market.

b. *The Economic Impact*

1) Decreased Income

Income is the result obtained from a job to meet the daily needs of a family. The income of traders in the Central Market of Wua-Wua Kendari is determined by the number of visitors who come who will certainly affect the traders in fulfilling their daily lives. Based on the results obtained that the income of the traders after being relocated to the Wua-Wua Central Market in Kendari City is very much lower than the traders' expectations, this is due to the lack of visitors. When compared with the income of traders at the *Pasar Panjang*, it is very much different at the Wua-Wua Central Market Kendari City. Where at the *Pasar Panjang* traders in a month can reach millions or even tens of millions, but after being relocated to the Wua-Wua Central Market Kendari City, traders can only get hundreds of thousands in a month.

2) Declining Investment

Investment is the expense of assets or funds made by a company or individual for a certain period and we get a greater return in the future. More simply investing is one way to develop the amount of money or assets you currently have. Investment can not only be in the form of money but also in the form of assets such as land, houses, and gold. Since being relocated to the Central Market of Wua-Wua, Kendari City due to lack of income, traders are very unlikely to make investments anymore, on the contrary, because most traders take capital in the bank, so they have to open a kiosk in the Central Market of Wua-Wua Kendari City. Although this is illegal to make ends meet and pay installments they don't care anymore.

3) Decreased Business Activity

Assessing from the condition of the Wua-Wua Central Market, Kendari, which is currently still lacking in visitors, we can predict that the business development of traders is currently lacking. The surviving traders can only hope that one day the current conditions will change and they also expect that traders who sell at *Pasar Panjang* to immediately return to selling at the Central of Wua-Wua Kendari to attract visitors to come to the Central of Wua-Wua Kendari. They also revealed their reason for staying afloat because they no longer had another place to sell.

CONCLUSION

The beginning relocation of traders, especially victims of the *Pasar Baru* fire in 2010, the government gave a subsidized price, of course, this has become an agreement between traders and the government so that at the beginning of the relocation of kiosks and booths in the Central Market of Wua-Wua, Kendari City, all of them were filled to give convenience for traders and government visitors has also provided some adequate public facilities. However, the traders because seeing the market conditions that are still empty of visitors so the traders choose to go back to selling at *Pasar Panjang* by renting stalls that have been provided by landowners. The number of traders who choose to re-sell at *Pasar Panjang* will certainly affect the traders who remain in the Central Market of Wua-Wua, Kendari City.

The relocation of *Pasar Panjang* has caused social and economic impacts for market traders. The social impact that is the interaction that is established between traders is very good because of the location of the kiosks facing each other and close together making it easier for traders to communicate. Regarding comfort, some traders feel comfortable with the current market conditions in terms of cleanliness and with adequate facilities, but based on observations by researchers, there are some places where the cleanliness of former fish/meat sales is not observed.

While the economic impact that is according to the income of traders due to lack of visitors. Seeing this condition, some traders chose to re-sell in the *Pasar Panjang*, besides, some opened kiosks in front of the Wua-Wua Central Market building to attract visitors and face their income so that they could increase from before. Because of the large number of traders taking outside capital such as banks, the traders have no other assets other than just selling to meet the same need to pay the monthly installments.

REFERENCES

- Abdulsyani. (2002). *Sosiologi Skematika, Teori dan Terapan*. Jakarta: PT. Bumi Aksara.
- Akseleran.co.id di akses pada tanggal 18 juni 2019.
- Arikunto, S. (2013). *Prosesdur Penelitian Suatu Penedekatan Praktik*. Jakarta: Rineke Cipta.
- Bungin, B. (2015). *Metodologi Penelitian Sosial dan Ekonomi*. Jakarta: Panadamedia Group.

- Damsar. (2002). *Sosiologi Ekonomi*. Jakarta: PT. Grafindo Persada.
- Damsar. (2005). *Sosiologi Pasar*. Padang: Laboratorium Sosiologi Fisip Unand.
- Departemen Pendidikan dan Kebudayaan, Kamus Besar Bahasa Indonesia 1982.
- Endrawati. S. (2012). Dampak Relokasi Pasar (Studi Kasus di Pasar Sampangan Kota Semarang). *Jurnal Ilmiah*. UNTAG Semarang.
- Peraturan Presiden RI No. 112 tahun 2007. Tentang Penataan Pembinaan Pasar Tradisional, Pusat Perbelanjaan dan Toko Modern.
- Setyaningsi, A. (2014). *Dampak Sosial Ekonomi Relokasi Pasar Satwa*. Skripsi S. Fakultas Ekonomi Univetas Atma Jaya Yogyakarta.
- Soemartopo, O. (1983). *Psikologi dan Pengembangan*. Jakarta: Djembatan.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.