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## **Traditional Market Development Study Based Local Wisdom in Indonesia (Case in Koto Baru Traditional Market District X Koto Tanah Datar District)**

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### **Abstract**

This study aims to identify the traditional market development strategy based on local wisdom in Koto Baru Traditional Market, X Koto Subdistrict, TanahDatar District. This research is a qualitative research, and is conducted in Koto Baru Traditional Market of X Koto Subdistrict of Tanah Datar Regency which is taken based on Purposive Sampling. The data in this research is collected through observation, interview and documentation and continued with data analysis, Interpretation and Withdrawal Conclusion and then continued to do SWOT analysis to get the strategy in development of Traditional Market of KoToBaru Sub X Koto Tanah Datar regency. The results show Based on the results and discussion above it can be concluded that the study of market development based on the arrangement and management of traditional markets in Traditional markets District X Koto Flat district is the Government together with the community together develop the market as an agricultural production market organic farming, Government and society jointly promote the market, Make improvements and additions to various facilities and infrastructure Traditional Market, Providing an understanding to the public the importance of maintaining and protecting Traditional Markets, Focusing on improving the infrastructure of market stalls so as not to disturb the pedestrians, Doing Market development by not damaging the environment Market, economic activities of the community by providing capital in developing organic agricultural markets, Improving the relationship of cooperation between the community and government in market development., Keeping peace and security n market. In the execution of its management has formed a form of market as the transfer of the market for the conditions that should be controlled in market management, but the new problem is the people who carry out market activities are reluctant to move to the place that has been provided.

**Keywords:** Strategy, Structuring, Management, Traditional Market

### **Introduction**

The market is one of the shopping facilities that has so far been an important place in people's lives. Market is not just a meeting place for sellers and buyers, but also a container of social interaction and representation of traditional values. In general, the market has a sense of the place where sellers and buyers meet and the functioning of goods or services available for sale resulting in the transfer of property rights to potential buyers. According to the Minister of Industry and Trade of the Republic of Indonesia (1998), traditional markets are "markets built and managed by government, private, cooperative or self-supporting communities with businesses such as shops, kiosks, stalls and tents, owned and managed by small and medium-sized traders, as well as cooperatives, with small-scale business and small capital, by way of buying and selling process through bargaining".

In general, the wet market often referred to as a traditional market is seen as a dirty area, the source of traffic congestion and where the criminals are coming from. In line with the clear evidence of the role of this traditional market in several economic crises in Indonesia, the government has shown appreciation for its



existence for traders as well as for its city or service area. Traditional markets have a strong capacity to withstand uncertain macroeconomic situations, and do not fall apart like formal economic activity or large-scale economic activity. The market has functioned as a safety net and employment provider for some communities. On the other hand the market provides daily necessities in varying quantities, types and prices so as to fit the uncertain financial circumstances of the community in times of crisis, Bangun, Wilson (2007). Some markets provide commodities and services that are part of the identity of the city or region. From the point of view of local government, the market provides a continuous and direct income to the local government coffers. The Ministry of Industry and Trade noted that in 2007 there were 13,450 traditional markets with 12.6 million merchants, but their presence declined with the rapid development of modern markets, especially in urban areas, and the dynamics of changing consumer demands and other macro-formal economic factors, Oktavia, Ana (2007). Based on AC Nielsen Survey, the growth of Modern Market (including Hypermarket) was 31.4%, while the growth of Traditional Market - 8.1% (SWA, December 2004 Edition). (1) Even the development of modern retailers has entered the suburbs since the issuance of trade deregulation policy in 2008. (2) If there are no systematic policies and efforts that understand the characteristics and side to the existence of traditional markets and traders, the livelihood of about 12 , 6 million traders of traditional markets along with their families, employees and suppliers of commodities will be threatened for their survival. On a city-scale, faded fame and city character attached to traditional markets will have an impact on the city's overlapping advantages in Indonesia against other cities in Asia at least.

In Indonesia, the existence of traditional markets has become an integral part of urban and rural life. Traditional markets are the nation's cultural heritage, where trading activities are loaded with local values such as hotels in transactions reaching price agreements (in, Agus, 2016) The existence of traditional markets is one source of local wealth as well as adhesive social relationships in society. As a regional asset, traditional markets with effective management will be able to contribute revenues to the original income of the region concerned. West Sumatra for example is one of the provinces in Indonesia with the presence of traditional markets can also be taken into account. Traditional Markets in West Sumatera Province in 2015 amounted to 514 markets consisting of Permanent Markets, Semi permanent Markets and Building Markets, of which 524 were in good condition amounting to 133 markets (25.88%) (Sumbar.go.id) Known the traditional market in District X Koto Tanah Datar Regency is a market managed by each Nagari itself. As has been mentioned earlier the traditional market in general has now been influenced by the existence of the modern market. However, it has not been shown that the modern market influences the traditional market, where from the observation of market researcher Koto Baru very influential to the condition of the surrounding community, the existence of the market is one of the indicators supporting the economic activities of the community, such as the influence of people's livelihood generally farmers with the existence of the traditional market itself.

Traditional Market in District X Koto Tanah Datar regency can be regarded as glue of social relation in society besides economic activity of course. However, with the existence of this traditional market, from the results of initial observations that have been done there are other problems, which is among 4 markets located in District Koto District Tanah Datar there is 1 problem market that is Koto Baru market, the traders who should trade according with the location already provided but its presence affects other infrastructure between using the road body in the market activity, causing congestion during market days that disrupt the access of the users of transportation, the low awareness of traders and the local community to maintain the regularity of the market causing the congestion .

Conditions such as quoted from one of the media that is Sumbar.go.idak due to abundance of buying and selling activities to the highway, resulting in long traffic jams on the main road crossing the province of West Sumatra. To overcome this, various solutions have indeed been done including providing an alternative path during traffic jams and traffic simulations. Based on this from the view of the researcher has not seen the



realization of this where the bottlenecks are still happening at the time of market activity took place. Besides that also, from the views of researchers and interviews with some traders in the market, one of the interviews with Mother IR (Traders), he states:

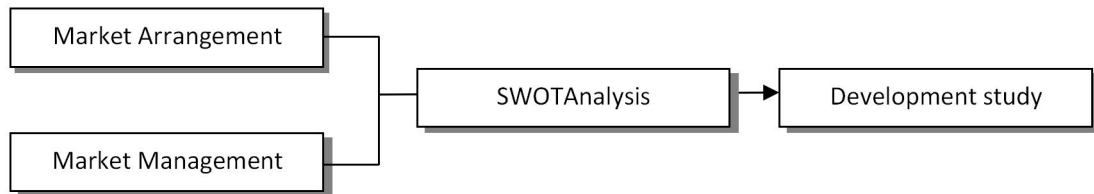
Here the market is narrow, while the visitors and merchants are abundant so many traders are putting their merchandise up to the road body (Research Interview, July 4, 2017). With the results of the above interviews with one trader and observation researchers see an indication of the condition of building this traditional market Koto Baru, can be said neat and narrow, compared with the number and state of the market itself. Therefore, researchers feel interested to explore further what the real cause. Known also the physical condition of the market also affect how the implementation of the market and its management. So it is necessary to have a study or ideal idea with the current market conditions, because as mentioned above previously that the traditional market is not only managed by the relevant market or government agency but also managed by local Nagari. Therefore here in the form of a policy issued by the government and Nagari or alignment both what is what with the traditional market conditions that occur in District X Koto Tanah Datarm becomes better.

## **Method**

The research method used by writer is qualitative research, and conducted in Koto Baru Traditional Market of X Koto Subdistrict of Tanah Datar Regency where this area is taken pursuant to Purposive Sampling. Types of data used are primary data and secondary data obtained from Government Agencies Tanah Datar District, Market and Community Service. Primary data were collected by conducting in-depth interviews with resource persons and observation or open observation related to Traditional Koto Baru market conditions. Secondary data is obtained through tracing monograph and internet search data relating to territorial information, as well as documents that have been published by the relevant agencies. The informants in the research are community, public figure, visitor, market service, and market manager in this research is collected through observation, interview and documentation and continued with redimen analysis Data, Interpretation and Withdrawal Conclusion result and later proceed to do SWOT analysis

## **Result and Discussion**

Traditional market management in Indonesia is generally done by the Regional Market Company, while the management of kiosks, stalls, and courtyards is done individually. The traditional market operates as a morning market that sells a diverse range of household and night markets that sell a variety of culinary needs. This market location is very strategic, usually in the middle of society. Traditional markets grow into a source of income that encourages the development of the village community. Based on the result of the research, it can be seen that the condition of Koto Baru traditional market of X Koto subdistrict of Tanah Datar has not shown optimal management such as the absence of complete facilities and infrastructures in support of Market activities so that the market activity becomes constrained. In an effort to increase the regular and controlled market activity is done through in this case is the SWOT analysis. From the observation result in the field and interviewed formulated strength and weakness (internal factor), opportunity and threat (external factor) that will be used for determining the weight of SWOT Koto Baru Traditional Market.



### **Arrangement**

Based on Presidential Regulation No. 112 on Market Arrangement and Traditional Market development, shopping centers and modern shops, the criteria of market regulation are divided into accessibility, security, safety, health, comfort, aesthetics, and adequacy. The formulation of criteria is based on several concepts related to the traditional market arrangement, which is then downgraded as an indicator of the assessment of each component of traditional market arrangement. Some of the main criteria most widely recommended to be used as a measure or criteria for assessment of traditional market arrangement,

#### *Accessibility*

Accessibility as the first criterion required by users to enter or utilize market facilities. Based on the results of the interviews, accessibility is easy and affordable because of its location on the edge of the Padang - Bukittinggi highway, but caused the congestion that is a long-standing market problem and until now has not been completed, despite the existence of a solution by the local government.

#### *Security*

Security is the criteria of the user's assessment of the degree of vulnerability to criminal threats within the market area. Based on interviews conducted, the level of security in the market is very low due to the absence of security posts and security officers.

#### *Safety*

Safety is a criterion of the user's judgment concerning the guarantee of his / her safety in the activity within the market area. Based on the results of interviews conducted, the level of safety in the market is very low seen from the absence of a fence of eradication between the market with Padang - Bukittinggi road.

#### *Health*

Health is a consideration of the user to get a healthy market condition. Based on the results of research conducted, market conditions such as kiosk trade and market environment is less clean that cause low levels of health in the market

#### *Convenience*

Convenience is a consideration of the user to get a sense of comfort to perform activities within the market area. Based on the results of interviews conducted, market conditions that are not neat and not laid out causing congestion caused not enter the criteria comfortable especially for customers and road users.

#### *Aesthetics*

Aesthetics as the user's consideration to get more value from the aesthetics gained during the activity in the market area. Based on the results of interviews conducted, with market conditions that are untidy of spatial markets such as kiosks and street vendors are irregular, there is no aesthetic value to the market.

#### *Adequacy*

Adequacy is the consideration of the users to obtain appropriate market facilities or sufficient to support activities in market areas. Based on the interview results there are facilities that are not sufficient, namely:

1. Market toilets that have been unused
2. Inadequate merchant kiosk
3. Inadequate waste shelters
4. Narrow parking



5. Absence of security post

**Management**

Selection of matching and mutually supportive functions. The existence of traditional market function is still needed, the trade area in the primary street of the city center has developed rapidly so as to form two choices of areas, namely: residential areas that still require the existence of traditional markets and trade areas that require the function of a representative building. Selection of functions for multifunctional buildings developed is a traditional market function that is placed behind and the function of the wholesale center as a representative building placed on the downtown road area. Given the central city area there is also a row of shops as the balance of the area, then the store functions are also developed in multifunctional buildings that also overlook the main road.

The residential area located in the south of the market building in the morning is a potential achievement of the main to the traditional market, so the need to establish a good circulation for pedestrians and vehicles, the effort is to establish a corridor as pedestrian on the road as a residential area with the market function of the kiosks there is a market, so there is a relationship between residential areas with traditional market functions. Based on these market circumstances adaptation is a form of adjustment to market conditions. Humans have the ability to adapt to their environment, they always pay attention and test the environment they face before doing any action. Assessing human relationships with the environment, there are four thoughts of pragmatism affecting the thinking of the founders of symbolic interaction (Moran, 1982). First, pragmatism tries to examine human relationships with their environment, all objects in the environment never reveal themselves without being given meaning by the individual, because the object in itself has no meaning. Second, an explanation of the nature of knowledge judged by its usefulness in formulating the situation at hand, The value of knowledge is directly proportional to its frequency in answering a situation, which can more often answer a situation of higher value. Third, that the meaning of an object is strongly influenced by the benefits of the object for himself. Fourth, that understanding of man must start from what he does. What humans do in real situations is the most important in making the object of study .. Because there are some market management developed based on market management, in market management, in (Terry, George, 2010) market management is classified into Planning, Organizing, Actuating, Controlling, in this case the market management in Pasar Koto Baru is as follows:

**Table 1. Market Management**

<b>Management of Market</b>
<b><i>Planning</i></b>
Planning undertaken by the Market Management Agency in traditional market management in Tanah Datar District such as (1) Increasing Original Regional Income (PAD) revenue from the market retribution sector. (2) to create comfort for the community, traders, buyers and other market users with the improvement of facilities, infrastructure and market arrangement. (3) realizing a clean, orderly and safe market environment of the plan has not all been well realized.
<b><i>Organizing</i></b>
Organizing in this case in the traditional market of new koto X Koto subdistrict Tanah Datar is conducted by the Market Management Agency and in collaboration with the nagari or indigenous people managers affecting the market. In the execution has been going well according to the orders given by the City Government. Both in the implementation of tasks, principal, and functions that have been given. Market Management has not fully done this task well. This can be seen from the burden of response to the problems that occur in traditional markets.
<b><i>Actuating</i></b>
directives undertaken by the Agency terkait sudah walk well, this is what has been done boss to the parapegawai in every existence of the boss give motivation and guidance. But the belief directives conducted by the employer to the employee did not run effectively. In terms of structure directives that have been done in accordance with their respective duties, principal, and functions, still from



the aspect of implementation not all the employees do what is answered and as if the direction of the supervisor is done only to the formalities.

#### **Controlling**

supervision conducted by the Office has not been running well, this can be seen from the implementation of activities undertaken by the Office of Market Management has not been optimal as in the management of traditional markets has not run well. One of them such as the lack of market, the market conditions are smelly, muddy and slums. Should be in the supervision of the Office of Market Management already know this and should the relevant Market Management Agency terjadi traditional Market.

Source: data from 2017 research

## **Conclusion**

Based on the above results and discussion it can be concluded that the study of market development based on the arrangement and management of traditional markets in Traditional markets District X Koto Flat district is the Government together with the community together develop the market as a market of organic agricultural food production, Government and society together promote the market, make improvements and additions to various facilities and infrastructure Traditional Markets, Provide understanding to the public the importance of maintaining and protecting Traditional Market, Focusing the improvement of infrastructure facilities of market stalls so as not to disturb the pedestrians, Do market development by not destroying the environment Market, Supporting community economic activities by providing capital in developing organic farming market, Improving the relationship of cooperation between community and government in market development, Keeping the peace and security of market. an management has formed a form of market as a transfer market to conditions that should be controlled in market management, but the new problem is the people who carry out market activities are reluctant to move to the place that has been provided

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