

IMPROVING COMMUNITY ECONOMY BY REVITALIZATION OF TRADITIONAL MARKET

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Abstract

The existence of traditional markets helps many aspects of people's lives. However, many people have turned to modern markets due to poor governance of traditional markets. Therefore, this dedication is aimed at implementing various programs that can improve the quality of it. This dedication was conducted using a community-based action service method. The results are improvements in physical and non-physical conditions such as traders' zoning, good and professional management, as well as qualified human resources for traders and market managers in order to increase the competitiveness of traditional markets. Thus, the number of consumer visits to shop at traditional markets can increase, so that it can affect the increase in the income of traders.

Keywords: Market School, Traditional Market, Market Revitalization, Traders, Society.

INTRODUCTION

In procuring primary needs, the existence of traditional markets has a significant role (Pratiwi & Kartika, 2019). Mangeswuri & Purwanto (2010) and Lumihi & Pangemanan (2015) postulated that traditional markets still become an option to shop for daily or routine needs. It is proven by the existence of a large number of traditional markets, recently. Totally, the Indonesian traditional markets have established more than 15 thousand markets (BPS, 2020). Nonetheless, this number will continuously decline since they start to shift into modern markets, perceived as having unique appeal mainly in the quality (Nikmah et al., 2015; Ayuningsasi, 2013).

In addition to the quality, the COVID-19 pandemic, also, has evidently affected the existence of a traditional market. Society must aware of health protocols in their shopping activity and it is an obstacle to traditional markets since many traditional markets have not applied a better layout. Similarly, Kuncoro (2008) stated that the physical feature of traditional markets become one of the reasons why traditional markets are left and modern markets become a more appealing choice.

The changes in society's preferences to choose modern markets have eventually affected traders' economic living. Many traders depend their living on selling goods in markets. Pratiwi & Kartika (2019) argued that the existence of a trade center is one of the most real indicators to see the economic activity of society in a certain region. Traditional markets have become one

of the parameters to measure the economic growth and dynamic of an urban area (Kiik, 2006). Further, the market is a large-scale economic driving medium (Paramita, 2013). The paralyzed traditional markets due to loss of competitiveness with modern markets may disable traders' economic living, particularly for a small-scale economy actor. It is because traditional markets usually become a place to sell products of a small-scale trader (Pratiwi & Kartika, 2019). Hence, a basic change in traditional markets is required to maintain their existence.

Revitalization is an attempt to turn something into a highly necessary or important thing (Adhisakti, 2002). Revitalization requires a certain period, such as 1) Physical planning; 2) Economy rehabilitation; 3) Social/Institutional revitalization. While revitalization policy is a government measure or decision-making in a process or method and action to revive previously incapable thing, so revitalization means to change something or action to be vital. The word vital has a necessarily significant meaning for life and so forth (Anggreini, 2018).

The similar function of modern and traditional markets demands fierce competition among them. Indeed, this type of competition is clearly an imbalance. Traditional markets are required to be modernized, but not for the modern market. Seemingly, traditional markets are dealt with three difficult options, such as survival, vanishing, or modernization. Those three options cause traditional markets still to maintain their building concept and physical, modernize into modern shopping centers, or lead to devastation (Andreas & Marinus, 2006). To tackle such dilemma, a modernizing attempt needs to be developed, such as the revitalization of traditional markets.

Revitalization is an attempt to revitalize an area or part of an urban area, previously living but degrading due to the era's development (Danisworo, 2000). Market revitalization is one of the programs (necessarily) performed by local government and traditional markets must experience in order to compete with modern markets. Then, the local government will actively take a role in improving traders' soft skills, such as by entrepreneurship training (Putra, 2014). The revitalization practice of traditional markets is demanded to weigh the massive development of modern markets. Thus, the budget allocation required to revitalize the market takes a large portion. In the end, the expectation of this revitalization program is 1) to achieve social welfare of the community, 2) to advent economic enthusiasm and competitiveness of traditional markets in the mid of modern markets' penetration, 3) to answer the existing issues by revitalizing market governance and physical feature of traditional markets. It will finally increase consumers' visits, affecting traders' income.

However, revitalization can only be done if all related parties are mutually supporting, either government, traders, or buyers. To measure revitalization, there are some necessary indicators, such as income, physical features, and governance. In terms of good governance, market management is performed by two methods, such as management of market managers and the market itself. A market manager must have sufficiently managerial and technical skills in market planning, organizing, and monitoring (Lukman, et al., 2012).

In doing so, revitalization is a measure that must be performed by traditional markets to maintain their existence in the mid of competitiveness with modern markets (Pradipta & Wirawan, 2016; Pratiwi & Kartika, 2019). By this measure, the welfare of traders can significantly improve (Febriyanty, 2013). Also, a bad reputation closely attached to traditional markets can be eliminated. The revitalization itself can be established by adopting the management of modern markets. Sulistyono (2011) described that one of the most suitable

methods to find out the design of market revitalization is the voice of the customer. Additionally, the revitalization policy does not only focus on the physical feature, but also non-physical improvement (market management) (Alfianita et al., 2015). By improving its physical and non-physical traditional markets, total visitation of consumers in the traditional market can increase and finally boost traders' income (Mustika & Apriliani, 2013).

In fact, the shortage of revitalizing ability becomes one of the loss factors of traditional markets in competing with modern markets. Muslimin et al., (2012) showed that the technical and managerial ability of human resources from traders in managing the market is highly limited. Subsequently, traditional markets also have limitations in policy management, market maintenance, and mentoring to traders. It, then, becomes one of the significant factors on why traditional markets are not evolved in line with global changes. Thus, facilitating programs are required for managers and traders to improve the quality of market management.

Based on such issues, the design of the Market School program as a partner for managers and traders. The program is aimed to provide mentoring and counseling to achieve an ideal traditional market. Technically, the school implementation considers market conditions based on its administration, governance, professional ethics, hygiene, order, and security. There are five stages of the mentoring program, such as assessment, curriculum design, implementation, mentoring, monitoring, and evaluation. In performing this program, traditional markets can adopt governance of modern markets, so that it is able to attract buyers' interest. The object of this dedication is Tirtonormolo Village Market, Kasihan, Bantul, Yogyakarta. Tirtonormolo village market is a newly pioneered market in 2020. Technically and non-technically, the market is far beyond its ideal performance, so it requires mentoring to improve its quality.

The objectives of this program are to maintain the existence of traditional markets, improve the technical and managerial ability of human resources in managing the market, and achieve traders' economic independence. With the revitalization program, traditional markets can become the primary choice for buyers to fulfill their daily needs, and managers and traders have a better capability in managing the market and can boost traders' income.

IMPLEMENTATION METHOD

The service was employing community-based action approach. Action service was an activity improving something, where its planning implementation and evaluation were systemically and systematically conducted. Furthermore, the service was conducted in some significant steps. Firstly, we observed directly to society to find out the occurring market issues. Secondly, we designed an accurate curriculum to settle market issues. Thirdly, the we implemented the program in line with the designated curriculum. Lastly, the we evaluated the program and followed up on some findings in the market.



Figure 1. Dedication Process

Source: Author interpretation

The implementation of the market school was conducted by considering the market condition of Tirtonirmolo Village Market in some aspects. The aspects were administration, governance, human resources, financial, ethics, environment, hygiene, security, and order. Another aspect was the competency of market managers and traders. Therefore, the implementation of market school was conducted in five steps, such as assessment, curriculum designing, implementation, monitoring, and evaluation. Expectedly, the five steps will achieve the objectives activity of the market school.

RESULTS AND DISCUSSION

A. Assessment

A model design of the best traditional market for Tirtonirmolo Village Market was the program of School Market. The first stage conducted was an assessment of various issues dealt with by stakeholders of Tirtonirmolo Village Market, particularly traders. In the first stage of assessment, Mentoring Team of School Market was introduced to stakeholders, comprising of local apparatus of Tirtonirmolo Village, managers, and traders of Tirtonirmolo Village Market. To provide deeper information on the assessment of the School Market between mentoring team and stakeholders, chemistry had to be established by self-introduction and field data collecting was performed. The assessment of field conditions comprised of a series of activities, such as:

a. Opening and Releasing Mentoring Team of School Market (First Assessment)

Opening event of School Market in Tirtonirmolo Village Market was attended by Mentoring Team of School Market (Lecturer and Student), LPPM of UIN Sunan Kalijaga, Head of FEBI, UIN Sunan Kalijaga, local apparatus of Tirtonirmolo Village, managers of Tirtonirmolo Village Market, and traders of Tirtonirmolo Village Market. The event was material socialization to traders by the theme of “*Menggapai Berkah di Kala Pandemi* (Seizing Blessings During Pandemic)”. Other materials were presented by a team of Syariah Pawn of Yogyakarta related to the education on gold savings. In this first assessment, Mentoring Team of School Market was officially introduced to stakeholders.



Figure 2. Departing Student Team of School Market to Tirtonirmolo Village Market



Figure 3. Team of Market School

Source: School Market Documentation

b. Field Observation of Tirtonirmolo Village Market (Second Assessment)

The following assessment was that Mentoring Team of School Market conducted direct observation by visiting the market. Based on the observation results, it can be known that type of traded goods was sufficiently varied, such as vegetables, meat, decorative fish, food stalls, clothing, baggage, and daily primary commodities. According to the observation results, the physical feature of Tirtonirmolo Village Market was also informed.

The traditional market of Tirtonirmolo Village had 13 departments, where the total area of the market was 990.5 m². Each size of kiosks, lots, and booths had been determined by market managers. Meanwhile, each kiosk had 25 m² of area, and lots and booths had 6.25 m² of area, respectively.

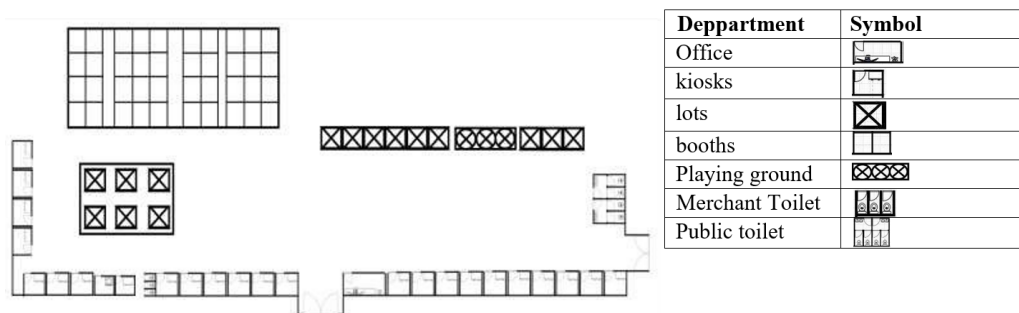


Figure 4. Market Site Plan

Source: School Market Documentation

c. FGD with market managers of Tirtonirmolo Village (Third Assessment)

The next step was forming a Team of School Market, consisting of students and lecturers as a facilitator in conducting FGD with market managers of Tirtonirmolo Village regarding primary issues experienced by traders in Tirtonirmolo Village. Based on the FGD, it can be concluded that the main issues dealt with by traders were the lack of information on the existence of Tirtonirmolo Village Market as a new market and the Covid 19 pandemic, causing decreasing buyers.



Figure 5. Communication with Market Managers

Source: School Market Documentation

d. Interview with Traders of Tirtonirmolo Village (Fourth Assessment)

To deepen issues and provide broader information from traders in the market of Tirtonirmolo Village, Bantul, the Student Team conducted a direct interviews with market traders of Tirtonirmolo Village, Bantul. Derived from 35 traders having been interviewed, there were some following issues.

Table 2. Interview Results with Market Traders

No.	Problems	Deficiency	Advantages
1.	Marketing	<ol style="list-style-type: none"> 1. Market conditions are quiet due to PPKM and social distancing during the Covid-19 pandemic 2. Some merchants are less than optimal in online marketing. 	<ol style="list-style-type: none"> 1. It has the potential to become a tourist market 2. Some traders have implemented an online order system. 3. Some traders are using social media.
2.	Management	<ol style="list-style-type: none"> 1. Conflict of waste problems. 2. Lack of goods management literacy. 3. Clusters of grouping types of merchandise are not neatly arranged. 4. There are many close stalls. 	
3	Financial	Lack of literacy in financial.	There is an offer of business credit.
4	Religious	There is no place for prayer for traders and market visitors	
5	Social	Conflicts of difference prices.	The kinship between Tirtonirmolo Village Market traders is quite good
6	Occupational Health and Safety (K3)	Sanitation problems	
7	Security	There are no CCTV	

Source : Nirmala village market trader interview

B. Curriculum Designing

Based on the assessment results above, it can be concluded that there were many issues in a new market, starting from marketing, management, financial, religious, social, HSE (K3) until security. Then, the curriculum of School Market in line with the market conditions in Tirtonirmolo Village was the Initiation Level.

Table 3. Results of Assessment

No	Problems	Knowledge and Skill Needs	Curriculum Topics
1.	Marketing: 1. Few Visitors 2. Less optimization of online marketing	1. ability to market market presence	1. Nirmala Village Market Marketing 2. Display and packaging
2.	Management: 1. Conflict Management of waste from one stall to two users 2. Literacy of storage and recycling of perishable products 3. Clusters of grouping types of merchandise that have not been neatly arranged 4. Lack of utilization of available stalls	1. Market internal control skills 2. Problem solving skills 3. Skills in managing market layout	1. Market control and supervision
3.	Financial : 1. Lack of literacy in financial	1. Basic financial management skills	1. Basic Financial Management
4.	Religious: 1. There is no place for prayer in the market	1. Knowledge of various market concepts	1. Designing the market 2. Emotional Spiritual Quotient (ESQ)

Source : Market School Team Observation And Discussion



Figure 6. Interview with Traders

C. Implementation

Based on the curriculum initiation having been developed, the next stage is implementation. From various issues dealt with by traders of Tirtonirmolo Village, a solution was made by programs designed by the student team of School Market, previously consulting and counseling with the Facilitator of School Market. Below are the programs having been implemented:

Table 4 Program of School Market

No	Problems	Program Activity	Objectives and results of activities
1	Marketing	1. Create social media accounts 2. Introduction to Nirmala Village Market 3. Demographic Analysis	Promote and inform Market School activities and increase the branding of Tirtonirmolo village market through social media. The surrounding community know that in Tirtonirmolo Village there is a market and attract people to visit. Determine the needs of Tirtonimolo Villagers that can be provided by village market.
2	Management	1. Improving Market Infrastructure 2. Market Layout Design 3. Right and left hand map	Help the managers in managing market infrastructure With a good layout, it is hoped that traders and buyers can feel a comfortable, safe and attractive market atmosphere. Balance the movement of both hands and reduce the fatigue of traders, and shorten the working time of traders.
3.	Financial	1. Financial Recording Education 2. Green Savings	Merchants are able to record expenses and income, some are even able to use the digital version in the smartphone application Seeing the potential of the existing waste, traders can get income from collecting and selling waste with the output of increasing the balance of gold savings at the sharia pawnshop.
4.	Religious	Da'wah Program	Traders and visitors realize the importance of religion in life.
5	Social	1. Selling Price Determination Analysis	Increase the optimal price of market products and expand marketing targets.
6	Occupational Health and Safety (K3)	1. Clean Market Program 2. Garbage sorting education 3. Data Collection of Trash Cans	The traders are aware of the cleanliness of the market so they can have a habit of cleanliness in their daily life, especially when in the market Market traders know and understand how to sort waste properly. Market traders have been given education regarding waste sorting then follow-up will be carried out to check and monitor whether you have done waste sorting or not.
7	Security	1. 5S (Seiri, Seiton, Seiso, Seiketsu, Shitsuke)	Can improve market competitiveness, reduce the amount of market waste, market maintenance becomes easier and market security can be improved.

Source : processed data

D. Mentoring and Monitoring

During the program planning, implementation, and evaluation, the student team of School Market always provided mentoring and monitoring with the lecturer team of School Market. The activity was performed minimally once a month online, such as Zoom Meeting/Google Meet, and offline.



Figure 7. Mentoring of Team of School Market

Source: School Market Documentation

E. Evaluation

This stage is used as an assessment form of the implementation of the school market program. Based on the evaluation results, the program applied by the team of the market school had been well-conducted. However, there were some improvement notes, such as the long-term consistency and effectiveness of the program implementation. The implementation of the evaluation stage is as follows.

Table 5. Evaluation Stage

Evaluation Level	Implementation	Assessment Instrument
<i>Reaction</i>	Immediately after training	- Stakeholder satisfaction index
<i>Learning</i>	1 month after training	- Knowledge test
<i>Behavior</i>	3 months and 6 months after training	- Observation of training results
<i>Business Impact</i>	1 year after training	- Behavior test
<i>Environment Impact</i>	1 month, 3 months, 6 months and 1 year	- Observation

CONCLUSION

The market school program has provided a significant impact on traders, the community, and market managers. The results of this dedication show a suitable model design of traditional markets with market potency. While the side results of this service are the improvement of traders' literacy and skill and curriculum of traditional markets as well as value-chain network for the market. Through various programs of the school market, the objectives of this activity are achieved, such as maintaining the existence of traditional markets, improving technical and managerial skills of human resources in managing the market, and

achieving economic independence for traders. Also, the revitalization program of traditional markets can be the primary option for buyers to satisfy their daily needs, and managers and traders have better capacity in managing markets and traders' income can increase significantly. Additionally, the dedication can develop and re-effective the program of the market school to maintain the existence of the traditional market. Currently the market school is still ongoing. We are aware that this service is far from perfect, therefore we accept various suggestions and new methods to improve community outcomes.

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