

Variables Which Contribute to Development Traditional Market in the Modernization Era (Pasar Gringging Study Case)

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ABSTRACT

Pasar Gringging (traditional market) has become the center of community economy, specially in Kediri. But, in the modernization Pasar Gringging has been getting bad image from new generation. So that, the purpose of this study is to know point of view from millennial, regular, seller of Pasar Gringging, and the factors which are able to be enhanced in order the traditional market is able to go forward in modernization era. The kind of research is a qualitative approach. The study is carried out by spreading questionnaires and interview for getting an insight point of view from respondent and the next data will be analyzed by SWOT analysis: (1) Positive point of view covering social relation between seller and buyer, price of goods, quality, or diversity of goods, and the location of traditional market. (2) The negative point of view covering comfort, safety, others party (loan and beggar). (3) The factors which are able to be enhanced by build by caring for comfort and safety, to strengthen the traditional market cooperation, alongside by technology, and increasing seller creativity.

Keywords: Traditional Market, Modernization

INTRODUCTION

Traditional market in Regional Regulation of the Regency of Kediri act number 8 of 2013 says that: "market is built and managed by government, local government, private, state enterprise, municipally owned corporation, include collaborate with private by place of stall ,public building, and that owned or managed

petty seller, secondary merchant, community or cooperation with small scale, bargaining".

The existences of traditional market have been far before Indonesia independence. Ariyani (2019) says that traditional market is heritage from Indonesia culture. Traditional market has been appearing since Kutai kingdom. At the time, it is built near harbour to make easy loading and unloading goods. Than traditional market operates following java calendar like Kliwon Market, Legi Market, Pahing Market, etc. But now traditional market operates every day.

Traditional market is a miniature of Indonesia economy, because economic activities in the market contain kinship. It is appropriate with The 1945 Constitution of The Republic of Indonesia. Article 33 section 1 as a nation economic cornerstone, says: "The economic is built as cooperative enterprise based on family principles". As Jati said in (2012) that economic activity in traditional market was not merely profit making, but consider the friendly relationship between seller and buyer.

Traditional market can be called "sokoguru perekonomian Indonesia" that is able to be empower and welfare the people (Jati, 2012). It is able to empower people by community, so they are able to manage that resources in their region. It holds a lot professions by small capital and it can

accommodate many professions like pedicab man, parking man, seller, ect.

But in other side, traditional market face some challenge on of that is modernization era. Modernization of time is a manifestation of the advances of science and technology that can change people's thinking and behavior (Rosana, 2015). The example problem in modernization era is a appear new competitors that is modern market. (*minimarket/mall*) and *online*.

Pasar Gringging face the same case. The location of the Pasar Gringging is in Grogol, Kediri East Java. Pasar Gringging has wide 13.535 m² which is able to accommodate ±500 seller. Pasar Gringging is called people economic booster, because: (1) It for buying groceries. (2) Many professions on it. (3) Regional income.

Besides that, from early observations is made by researchers, an interesting phenomenon has been discovered in Pasar Gringging among others: (1) Between the buyer and sellers has a harmonious relationship. (2) Bergaining is the unique thing. (3) Open on dawn.

As for the challenges facing the Pasar Gringging are young generation has bad view with it. such as: (1) Need upgreat in facilities. (2) Security and comfort need to be increase on it. (3) The quality of goods.

Base on the background above, the propose of this study is to know the view of the millennial, buyers, and seller from Pasar Gringging, factors which can be improved in order for the traditional market to advance in modernization era.

LITERATURE REVIEW

Traditional Market Characteristics

1. Founder and maintainers or market are central and local government, private, enterprises (Regulation of the Regency of Kediri act number 8 of 2013).
2. Building from store, kiosk, los, tents with type A, B, C, dan D (Commercial Minister Regulation number 37/M-DAG/PER/5/2017).

3. The owner of the building petty seller, secondary merchant, community or cooperation (Regulation of the Regency of Kediri act number 8 of 2013)
4. The process of dealing by bargaining (Regulation of the Regency of Kediri act number 8 of 2013)
5. Wholesale and reseller systems.
6. The goods which are sold are not limited only daily goods (BPS, 2018).
7. The operational at least once a week and the most is every day.
8. Traditional market open on dawn and morning.

The Participation of Traditional Market

1. Traditional market is a miniature of Indonesia economy, because economic activity in the market contains kinship (Jati, 2012).
2. Traditional market is the house of community activities for commercial activities, specially in local
3. Traditional market can be called sokoguru perekonomian Indonesia that is able to be empowered and welfare the poeple (Jati, 2012).
4. Traditional market has historical value (commercial minister regulation number 37/M-DAG/PER/5/2017).
5. Traditional market is a social reflection of the region (Pramudyo, 2014).
6. Traditional market is a social life reflection of unity in diversity (Malano, 2011).
7. Traditional market is tourism place.

Modernization

Matondang (2019) modernization is a tendency to increase aspects of life to better life. A better life is indicated by the development of technological science for helping human activities. The process of advancing science and technology is expansive and unlimited like politic, economy, education, social, and others. Modernization is not only regarding material aspects but also such as mental, attitude mindset, mental, etc.

Characteristics millennials

The Y generation is born on 1980 until. Other terms Y generations Digital Generation, Millenial Generation, Nexters, Millennials, dan Gen-Y/NetGen. Some of characteristics Y generation (Putra, 2016), below:

1. Gen-Y use instant communications such as email, SMS, *instant messaging*, and social media.
2. Generation who lives in *internet booming era*.
3. Each individual's characteristics are different depend on where they grow up, their social economic.
4. Communication patterns are more open than previous generation.
5. Fanatical social media users.
6. Their life is affected by the technological developments.
7. They are more open to political and economic views.
8. They are Reactive the environmental changes that are happening around them.
9. They have more attention on wealth.

MATERIALS & METHODS

This research approach is a qualitative approach by descriptive method. Descriptive assessment is research that examines the circumstances, condition act

(Arikunto, 2010). The data collecting technique used is triangulation., which is in data collection using various techniques of collecting from the same source (Sugiyono, 2010).

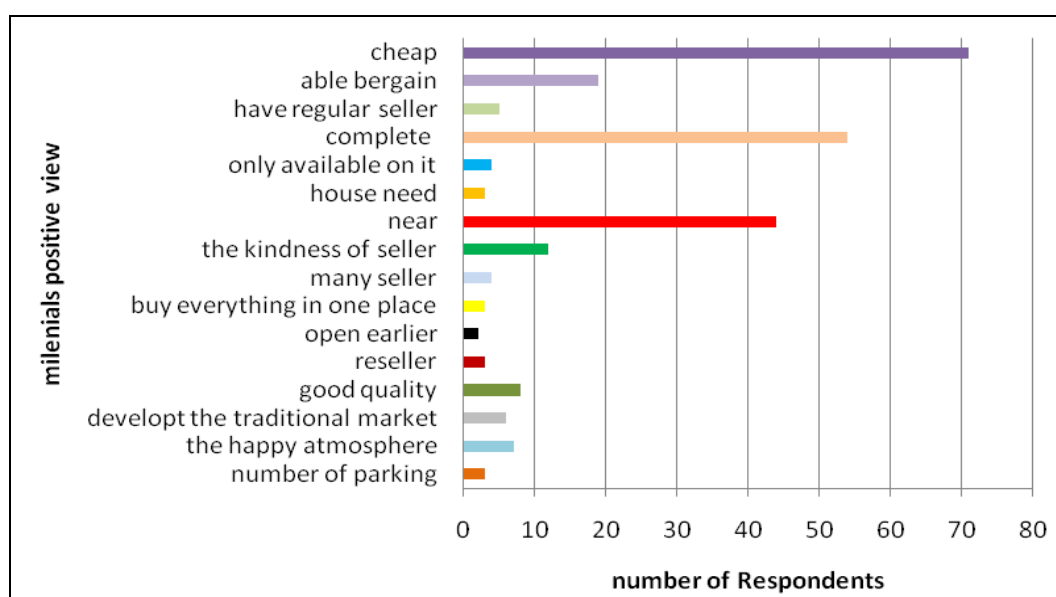
There are characters for respondent, such as: (1)100 Gen Y around Pasar Gringging. (2) regular buyer at least 4 times a month in a year, 20 people 17 years old or has been merried 2. (3) 13 Seller on pasar gringging at least 2 years.

When data analysis techniques use SWOT analysis. SWOT analysis is used in the interest of formulating a strategy which is done by combining opportunities and threats with existing strengths and weakness (Susanto, 2014).

RESULT AND DISCUSSION

Millennials Views of Pasar Gringging Positive View

The highest positive view is about the cheap goods. Furthermore, researcher gets interesting point of view from millennials, that is atmosphere of market is pleasant. It is shown by crowded; the traditional feel of the interaction between seller and buyer, and sense of kindship is very strong. Diagram below is showing a positive view of millennials about traditional market:

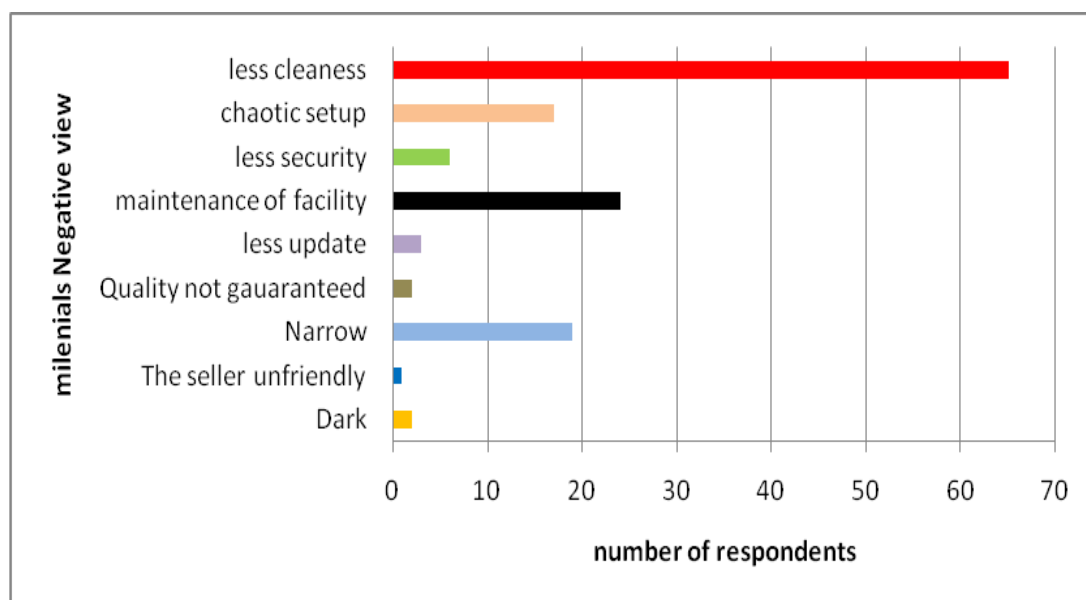


Picture 1: Millennials Positive View Diagram

Negative View

The highest negative view is about cleanliness in Pasar Gringging. Furthermore, researcher get others view which is same with millennial, that is traditional market as specially Pasar Gringging need restoration in facilities. Pasar Gringging only has 1 lavatory on the west. It should on have in

every corner of Pasar Gringging. Moreover, the sewer needs renovation well. And the last there is no mosque and government should build it for seller and buyer who comes dawn and out in afternoon. That diagram show the negative view from millennials about traditional market:



Picture 2: Millennials Negative View Diagram

Regular Buyer View and Seller View about Pasar Gringging

Positive View

1. Goods price

Goods price is cheap as specially in daily goods. Prices are set according to quality so buyer can choose the goods which is suitable for them. Thus buyers get contentment as they expected. If the quality is good so the price will be more expensive and the opposite also.

2. Varied product

Variant of goods are like vegetable, fruits, clothes, sandals, daily needs, traditional fruits, coffee, etc. The goods is sold in Pasar Gringging consisted of two kind those are wet goods and dry goods. Wet goods are like vegetables, fruits, Indonesian cakes, etc with many varied. Whereas, the dry goods are like clothes with many models and sizes for kid until adult, instants goods with many brands (noodle, coffee, soap, shampoo, snack, etc).

The varied goods sold gives Pasar Gringging positive are like buying in one place without move in other place. Moreover, buyer is able to choose their own goods, so they satisfaction is fulfilled.

3. Market location

The location of Pasar Gringging is very strategic on the interstate in the province, so to reach out it is able to use public transportation or private vehicle. Moreover, it location is in the middle of settlement, so people buy on it.

4. Customer support

Based on buyer interview, the sellers of Pasar Gringging are friendly. Sellers let the buyer chose their own things. Furthermore, sellers have item back service. This service is given when buyer is not suitable or match with the goods has been bought before. Usually before transaction, seller and buyer make a deal. The goods can be restored with money or change to other goods.

5. Other party (parking man, motor taxi atau pedicab, porter)

Porter and motor taxi get good response from respondent basically they work for living by offering their services. To buyers who need porter or transport, buyer can use their services. Sometimes they help automatically without buyer ask for helping like bring the goods or take the motorcycle.

6. Social relation between sellers

In the economics of the market, between seller is nice relation. Although they have difference, but it doesn't become barrier to build good relation. Something good is made from good habit, such as: (1) Recognizing each other. (2) Have feeling like family. (3) Always care when one of seller is not selling. (4) Keep in touch when feast of eid. (5) Always greeting. (6) Pass each other. (7) Promote each other. (8) Always come in the agenda when one of seller have an agenda without invitation. (9) Sharing meal each other. (10) Giving the merchandise each other.

7. Social relation between seller and buyer

Nice relation is not only seller to seller but between seller and buyer. By periodic interactions, they build good interaction, such as: (1) Bargaining. (2) Recognizing each other between seller and buyer (3) Have feeling like family. (4) Keep in touch. (5) Sharing meal each other. (6) Always greeting. (7) Always invite when have an agenda. If buyer has regular seller, they will buy on it anytime it is a good impact from good relation.

Negative View

1. The comfort in the market

Based on observation and interview, market's comfort is lacking. Most of the respondents say that the environment of Pasar Gringging are dirty, stinky, many flies and moddy when rain comes.

Stalls on Pasar Gringging are chaotic. They make a ceiling made from cloth and will be trouble when rain comes. The sewer broken. It makes the water stagnant in one place. It happens because

less maintenance. More over the floor is still mod and the texture is bumpy.

Moreover, Stalls on Pasar Gringging are chaotic. The sellers sell their thing in everywhere it makes space wasteful and block the way .the result has some unexpected effects such as : (1) Buyer is difficult to find the thing that they want. (2) Seller who block the way makes the jam on the market.

2. The security

Security concern, respondents feel that security is lack. They found pickpocket when the market is crowded. Concern with the security, there is no security or CCTV in the market.

3. Others party (loan and beggar)

Based on observation and interview obtained that beggar and loan disturb the respondent. Beggur distrubs when the market crowded and they sing loudly. He loans disturb when they ask money rudely and make a conflict.

4. Crowds are decreasing because of Covid 19 pandemic and regulation displaces the seller to temporary shelters.

Based on information, number of buyer reduce because two factors, those are: (1) Regulation displace the seller to temporary shelters. The problem is the construction only in one side, so there is inequality between old and new market, mostly they buy in old market. so many empty kiosk in the new shelter (2) Covid 19 pandemic.

5. The habit bad of buyer

There are bad habit of buyer, such as: (1) Buyer dishonest in payment. (2) Buyer broke the goods when they choose the goods, specially in vegetables and fruits. (3) Buyer steals the goods.

The Factors can be Enhanced

The factors can be enhanced get from SWOT analysis; it will be a matrix word in order get the alternative developing the traditional market.

SWOT Analysis

1. Strength

The strength of traditional market in modernization era according millennials are

the regular buyer, and seller based on observation of researchers shown by the table below:

Table 1: Strength of Traditional Market

Kind of respondents	Positive	
Milennials, regular buyer, and seller	The goods mostly cheap Price on quality The goods varied Goods only in this place Many seller to be chosen Good quality (vegetable and fruit) Regular seller Many kind on one place The place for reseller Strategic location	Good service Large parking, safety and tidy Free bargaining Good relation between seller Good relation between sell and buyer Parking man help the buyer Develop the traditional market The atmosphere pleasant Open earlier
Researchers observation	Always open Giving each others Traditional market is a miniature of Indonesia economy because it has kindship It becomes regional icon because it not only for buying and selling but also public place for cultures. The seller has been silling for long time.	Traditional market reflects unity in diversity, because the sellers and buyers are from many regions Traditional market can be called sokoguru perekonomian bangsa Indoneia (cooperation, because there are many profession on it) Found traditional food from Kediri that is nasi tumpang

Table 1: Weakness of Traditional Market

Kind of respondents	Negative view	
Millennials, regular buyer, and seller	The goods less update The goods unguaranteed quality There are some unfriendly seller Dark The market unsanitary Public facilities (sewer, building) need maintenance	Bathroom is only in one side Kiosk arrangement is not tidy There is no mosque. Less security Loan and beggar distrub the activities Some of buyer has bad habit like steal of pickpocket
Researcher observation	There is no Kediri special souvenir	

2. Weakness

Weakness of Pasar Gringging (traditional market) in modernization era according millennials, regular buyer, and seller based on observation from researchers shown by table below:

3. Opportunity

Based on interview and observation, the are some chance for Pasar Gringging, such as:

a. Technological advancement

One of manifest modernization are development of science technology. The economy model of modernization is trade and sell can be done without meeting (online). So that traditional market is able to keep up, it need merge with this era (like use online order).

b. Government regulation supports the Pasar Gringging.

Government regulation supports the traditional market is revitalise .the regulation expected to fix the bad

atmosphere on it., so that it can make visitor. Others regulation which can be opportunity is project Kediri airport. With the advent of airport the economy will be expand, so that it give the opportunity for seller.

c. Business opportunity

Traditional market can be called sokoguru perekonomian Indonesia that is able to be empower and welfare the people. Because it is wide so it can accommodate many professions from many people.

4. Threat

Based on interview and observation, there are some threat will be faced pasar gringging such as

a. Business competition

Modernization offers many conveniences that get better life. If someone does not follow the era they will lose. Like this moment, the impact of modernization

gives modern market and onine market. These kind of market are able to be competitor of traditional market. That's way, adjustment is needed so traditional market will not be threatened by others.

b. Government regulation

In fact the regulation of government has been right, but in implementation still need look up. For example in development regulation which make the seller move, government is indecisive, only few seller move and the consequently many shelter empty and less buyer.

c. Pandemic make less buyer on Pasar Gringging

d. Asset

Asset is the general problem which is often faced by entrepreneur. Seller often use loan forget asset which uses big interest.

SWOT Matrix

SWOT matrix is made for combine the factors which belong to traditional market. the propose is to get a mapping strategy for developing traditional market in modernization era.

Table 3: SWOT Matrix

	<p>Strength: The goods price mostly cheap The price on quality The quality compete The goods varied The goods is in only on it The place for regular seller There are for signature thing Bargaining Experienced seller Parking area is wide and safe The location is strategic Always open in dawn everyday Visitirs are from many levels The good social relation between seller to seller or seller to buyer Sokoguru perekonomian Indonesia Miniature of indonesia economic Reflect unity in diversity Grogol icon</p>	<p>Weakness: Uncomfortable Low security Some of the goods are lessupdate Less bath room and there is no mosque Penerangan kurang memadai Less light Many sellers don't have kiosk Using less technology Les creativities from seller Has not found signature souvenir from Kediri Seller use loan Beggur distrub buyer</p>	
	<p>Opportunity: 1. Developt the technology 2. Regulation from government which is support the traditional market 3. Business opportunity 4. Ecconomic condition</p>	<p>Strategy S-O: Using technology for marketing Market development which concerned security and comfort Build culinary zone and souvenir zone Addition open in the night</p>	<p>Strategy W-O: Add souvenirzone and culinary zone, Maintenance the public facilities Restructuring the market that account the seller</p>
	<p>Treat: 1. Competitors 2. Regulation from government 3. Covid 19 pandemic 4. Asset</p>	<p>Strategy S-T: Consolidating the market cooperation Trucking seller in the process of moving seller Use protocol of Covid 19</p>	<p>Strategy W-T: Make the seller more creative</p>

1. S-O Strategy (Strength - Opportunity)

S-O Strategy is a strategy using opportunities. *First*, develop the market that keep the security and comfort in order the visitor want to visit it. *Second*, marketing use technology make expanding range. This strategy can be taken by cooperative with market cooperation. So the duty is not only for saving and loan but also the tool for helping selling the goods online. *Third*, add more lights in the market for making easy activities in the dawn or night. *Fourth*, add culinary zone specialy in kediri signature food.

2. W-O Strategy (Weakness - Opportunity)

W-O Strategy is for reducing or omitting the weakness for taking the opportunity. *First*, add souvenir kiosk and Kediri signature food. *Second*, maintenance the public facilities for increasing comfort. *Third*, restructuring the market that account the seller.

3. S-T Strategy (Strength - Treat)

Strategy S-T is a strategy for anticipating the threat with the it strength. *First*, consolidating the market cooperation to accomodate the seller who has financial

problem. *Second*, regulate the seller for moving to the temporary shelter. *Third*, use the protocol Covid wisely because the buyer is from everywhere.

4. W-T Strategy (*Weakness - Treats*)

Strategy W-T is a strategy which taken for minimize weakness and avoid the threats. it for creating the seller creativities. The way to be taken is giving the seller training like, how to do online marketing, how to keep quality, how to make good packing, and how to serve the consuming, etc.

CONCLUSION

The results from interview and spread the questionnaires from 3 kind respondents get some point of view. First is positive view refer to in the price, quality, varied, location, and social relation between seller to seller or seller to buyer. Second is negative view refer to comfort, security, others party (loan and beggar). As for the enhanced factors in modernization era, such as: (1) Develop the security and comfort . (2) Side by side with technology. (3) Consolidating the market cooperation to accommodate the seller who has financial problem. (4) Increases the seller creativities in order they can survive with new competitor. In view of the important of traditional market, it is to be expected that society is more realize and wise to buy daily need. Besides that, it is to be expected that government can make regulation which is more concerned with continuity of traditional market, and monitor the implementation.

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