



THE ROLE OF TRADITIONAL MARKET IN SUPPORTING ECONOMIC DEVELOPMENT IN SURAKARTA: CASE STUDY ON KLEWER MARKET IN SURAKARTA

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Abstract

Market is one of the activities trade that can not be separated from the daily activities of human life. The rapid development of population, so the need of market both in quantity and quality. The existence of traditional markets and modern markets is already a part in the life of society urban areas. Some opinions assume that with the growing modern market, traditional market become more marginalized towards its renewal. For the communities Javanese, traditional market is just not as the place to buy and sell, but more that traditional market is related to the conception of life and social culture. The problem of research is how traditional markets can support economic at Surakarta. One of purposes of the research is exploring traditional market to do threats, challenges to use potency an opportunity for supporting economic development at Surakarta. Method of research is SWOT analysis. There are some strategies for developin traditional market to support economic development are as follows :1. Preservation of historical value as cultural attractions, 2. Easy export-import facilitie, 3. Empowering the market community, 4. Optimizing management as a shopping object.

Keywords: *Traditional market, SWOT Analysis, Economic development.*

1. Introduction

Market is one of the activities trade that can not be separated from the daily activities of human life. The rapid development of population, so the need of market both in quantity and quality. The existence of traditional markets and modern markets is already a part in the life of society urban areas. Some opinions assume that with the growing modern market, traditional market become more marginalized towards its renewal (Andriani, 2013 in Djau, 2009). For the communities Javanese, traditional market is just not as the place to buy and sell, but more that traditional market is related to the conception of life and social culture. The market does not merely accomodate the activities economy, but the users can also achieve the goals for different purpose (Adiwasono, 1989). Thus traditional market become a place for economic activity, social interaction, and recreational facilities both in market atmosphere and for the unique products.

The existence of traditional market can not be separated from bargaining the price. This situation become an attraction for the buyer. Surakarta city has traditional market as social distinctive and diverse cultures potentialy can increase regional economic grwoth. As an effort to make traditional

market as one of the driving force the dynamic of an economic development city, then it needs a market that can operate optimally and efficiently as well can serve the needs of the comunity. Efficiency and optimization of a market service can be seen from the pattern of distribution means of trade, time of market service, the physical condition of the market, the type and variety of products and management systems market (institutional) market itself. The existence of the market traditional in urban areas over time increasingly threatened with widespread development of modern market.

The existence of a modern market will not replacing the traditional market, because both are needed by all society. Therefore, the existence of traditional markets is necessary get a special place in the middle of the speed development of the city (Yuniman and Wahyudi, 2006). Some things that should be the foundation for policy makers to keep traditional market survival apart from government policies that are regulatory, among others: first, improve facilities and traditional market infrastructure, second do total improvement on market management (Smeru, 2007). This is one factor supporting the existence of the traditional market, in addition to the efforts of the traders themselves to maintain the existence of the traditional market place they are earn a living.



One of the merchant's efforts is to maintain social capital in the traditional market culture created by tradition in business life in the market environment traditional form of reference for action traders in day-to-day sales at traditional market. Social capital in the neighborhood traditional market by developing businesses that maintain values and norms honesty, mutual trust, cooperation traders to consumers as well as to among traders in traditional markets (Leksono, 2009).

Observe the role of the traditional market so big however its existence is increasingly threatened with rampant modern market then the idea arose to examine how the market exists traditional in Surakarta City. Formerly almost all the people shop in the traditional market to fulfill daily necessities are an option main because at that time not yet many options in the modern market as it is now. At the time almost all buying and selling activity is still done in traditional markets, with conditions prices of goods have not soared, omzet and seller's revenue also still quite enough to fulfill the needs. But now, omzet and revenue decrease significantly. That is because of visitors are tempted to enjoy shopping in modern market that offering a more comfortable facilities than traditional market. The switch of traditional market visitor to modern market because of many factors, from internal factors such as lack of market infrastucture, lack of market management, market hygiene conditions. Besides the visitor switch also possible due to external factors for example from the growing of the modern market even near by traditional markets. It makes the traditional market become marginalized and decline its existence. Therefore, the purpose of this study is knowing conditions existence of traditional market of Surakarta City especially Klewer market as well as what efforts to support local government developing economic in local area. For all of that, it's need strategy to developing traditional market.

2. Method

In general, this research can be classified as a descriptive study that provides an explanation of the phenomenon of traditional market in Surakarta especially Klewer market. Selection of study location in Surakarta City. The study population is Klewer market under the management of Surakarta City Government.

The type of data to be excavated in the field, with reference to research objectives. That is, data of market activity which includes merchants, trade,

Data of Physical and Environmental Facilities which includes layout, facilities, physical condition, situation, and scope of services; Interviews with resource persons to sharpen the analysis process. While data collection technique is done by way, secondary data collection both from related institution and result of study which have been done about Traditional Market in Surakarta; Field survey to obtain data on the intensity of buyer visits, physical market, facilities, and the environment; Interview to get information from traders, buyers and market managers or market observers who are policy.

From the available data, arranged in market classification based on buyer's visit intensity, buyer motivation, trade function and scale, location, operational time, dominant merchandise, service scope, completeness of facility and physical condition (covering layout, achievement and environmental situation) . The next step of categorization based on the above variables on the basis of consideration of trends and opportunities of market existence, in three categories is very potential, potentially enough, and less potential. From the results of the categorization, conducted SWOT analysis on Klewer Market which entered in the category of very potential to obtain traditional market development strategy as supporting the economic sector of Surakarta City

3.Results

Identification of Klewer Markets

Klewer Market is located in the west of Keraton Surakarta Hadiningrat Sunanate, with wide area 12,950m² of land. Existing Trading Type in Pasar Klewer is the main activity form trading with most commodities many traded are textiles and batik, and secondary activities trade that supports the main activities with commodity clothing accessories, goods klontong, food / beverages and fruits. While the type of activity when measured of the number of transactions is trading wholesalers and retailers.

The growth of Klewer's own market activities decreased for type trade main commodities (batik, woven / lurik) and experienced an increase for commodities secondary trade such as convection, textile and accessories. Shifting types of commodities This trade is caused by, Lifestyle dress in a tending society practical and develop



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rapidly as well the emergence of the assumption that the type of

first Klewer is an arena for the surplus of production batik cloth from surrounding area

clothing batik and woven / lurik cloth is only used for official activities; Activity center growth trade that follows the one on society, where the supply of goods depends number of requests;

The entry of nonpribumi traders who prefer to developing commodity goods sales which is considered beneficial.

Klewer market revealed the process specializing commodities ie clothing. Scale its trade increasingly shifting. Viewed from its history, at

(Kauman, Laweyan, and Pasar Kliwon). In Its development is now commodity originated from various areas. The form is not anymore dominated batik cloth and traditional lurik, but also colored by the textile manufacturer and apparel (convection). Trading wholesale has reached more than 80%.

Internal	Eksternal	Opportunities <ul style="list-style-type: none"> - City Government Support - One of the tourist objects of shopping - Synergistic with other objects - Tourist Interest 	Threat <ul style="list-style-type: none"> - Business Competition - Customs regulation - The higher the land value
	Strength <ul style="list-style-type: none"> - Historical value - Product specificity - Strategic location 	Strategy 1: <ul style="list-style-type: none"> - Facilitation of funds and bureaucracy in development - Preservation of historical value as cultural attractions and shopping - Blend with other tour packages 	Strategy 2: <ul style="list-style-type: none"> - Gives added value to traditional markets with price control - Easy export-import facilities - Optimizing land use
Weakness <ul style="list-style-type: none"> - Management system is not efficient - Quality bad building / environment - Low security 	Strategy 3: <ul style="list-style-type: none"> - Empowering the market community - Optimizing management as a shopping object - Improved building / environmental quality as a tourist corridor - Ensuring security for tourists 	Strategy 4: <ul style="list-style-type: none"> - Development of management and marketing model - Price control and Development of buildings / environments - Increased order of traders to optimize the land 	

Source: Researcher Analysis

Figure 1. SWOT Analysis Matic of Traditional Market Development Surakarta



4. Discussion

To make the market traditional as one of the motor driving the dynamics of development the economy of a city, is needed an effort to make the market possible operate optimally and efficiently and can serve the needs community. In Klewer Market there are two strategies that needs to be done for maintaining its existence, ie internal efforts and external efforts.

Internal efforts include implementation of market programs, innovation market and market promotion. Market programs are a few things which are organized and planned for sake market development, whereas market innovation is a new breakthrough which appears to be applied for sake improve market quality. Example of market programs such as granting some training or socialization to traders and managers Klewer Market, like simulation of Light Fire Extinguishers (APAR), training to build the soul entrepreneurship and leadership market traders, socialization financial management, and others. While an example of market innovation what it does is with developing sales techniques for merchandise to have power drag to buyer, like giving discounts or discounts price, or develop marketing by using online media. On the other hand, external efforts can be done with support from government and related agencies other in terms of determination policy, structuring of market area, as well as financial assistance for market management of the stakeholders, one of them Corporate Social Responsibility (CSR). CSRs who have partnered with Klewer Market as the Bank does Solo for example that gives aid in the form of trash, as well as from PMI's party provide assistance in the form of a tube firefighters. Other than that, Other forms of partnerships can be seen from the zoning board in Klewer Market which is a CSR from Bank BRI.

Conclusion:

1. Klewer Market is the oldest market in the City Surakarta that has a function as a means to take place buying and selling activities and activities trade, but more than that is also a means of interaction social and cultural, as well as the recreational facilities that become one of the city's tourist destinations Surakarta.
2. Existence of Klewer Market not only saw of the physical existence of the building market only, but also see from characteristics of traders and consumer markets, as well sustainability of current market activity this is what keeps interested visitors, including inside commodity

merchandise fully sold, very distinctive and qualified nice

3. Some efforts can done to maintain the existence of Klewer Market among others run the market program accordingly vision mission, creating innovation new to market activities, doing promotional activities through annual celebrations or events organized around markets, and policy making which is more assertive through local regulations to be more protective traditional and pressing markets growth of the modern market.
4. Market Contribution Klewer Market against development of the City area Surakarta indicated from its role as center new growth, underpin the inner city economy contributed to the original income regional and regional levies, supporting city tourism as a tourist destination of the city surakarta as well as solo city icon, and from a social point of play in labor absorption, affecting behavior and life community work culture.

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