



The Existence of Modern Markets on Social Economic Conditions of Traditional Market Traders Karisa in Jeneponto District

Hakim Maksud^{1*}, Abdul Rahman², Idrus³

^{1,2,3} YAPTI School of Economics Jeneponto

Article Information

Article of History:
Received February 2022
Approved April 2022
Published April 2022

ABSTRACT

This study aims to determine how big the existence of the consequences since the existence of modern markets or minimarkets on the socio-economic conditions of traders in traditional markets in Jeneponto Regency, South Sulawesi Province. In relation to this research, there are two main variables, namely the existence of a modern market and the socio-economic conditions of traders. The method used in this research is a survey method with a descriptive quantitative approach. The population used is the traders in the Karissa Market, Jeneponto Regency, 35 samples taken by chance or incidental sampling as desired or quota sampling. Hypothesis testing uses product moment, coefficient of determination test and alpha reliability test. Collecting data using a questionnaire technique of questions about the modern market and the socio-economic conditions of traders at the Karissa Traditional Market in Jeneponto Regency. The findings indicate that the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected, meaning that there is an influence of the existence of a modern market on the socio-economic conditions of the Karissa Traditional Market traders in Jeneponto Regency.

Keywords: Existence, Modern Market, Socio-Economic Conditions.

JEL Classification Code: A14, D40, O18

INTRODUCTION

Humans have the ability to meet their needs since humans were created. All activities in meeting their needs require a market as the supporting facilities and infrastructure, one of which is the market. The market is a collection of economic activities in realizing a balance between humans and their environment to achieve satisfaction with power, glory and dignity. The opinion of Susilo Agus (2010) market needs is one way of accessing the necessities of life where transactions between traders and consumers are growing rapidly in the form of a small mini market (retail).

The market is the most important place in everyday social life, for some

people the market is not only a meeting place between sellers and buyers but as a form of social interaction. Muhammad Aziz (2005) describes a market as a collection of sellers and buyers who make transactions for a particular product or a particular product group. Discussing the modern market does not rule out the possibility for modern retail businesses to enter the traditional retail market share. Currently, many are seen along the road such as Indomart, Alfamart, Alfamidi which have mushroomed in several strategic places in Jeneponto Regency. The following researchers can provide an overview of several places scattered in the Jeneponto Regency area.

Table 1
Minimarkets in Jeneponto Regency

No.	Type of Minimarket	Address
1.	Alfamart	Empoang, Binamu, Jeneponto Regency, South Sulawesi 92311, Indonesia
2.	Alfamart	Lanto Dg Pasewang, Balang Toa, Binamu, Jeneponto Regency, South Sulawesi 92315, Indonesia
3.	Alfamart	Jl. Axis Raya Allu, Fort, Bangkala, Fort, Bangkala, Jeneponto Regency, South Sulawesi 92352
4.	Alfamart	Jl. Axis <i>Jeneponto</i> Bantaeng, Pao, Tarowang, <i>Jeneponto Regency</i> , Kalumpang Loe, Arungkeke, <i>Jeneponto Regency</i> , <i>South Sulawesi</i> , 92361, Indonesia
5.	Alfamart	West Tolo, Kelara, Jeneponto Regency, South Sulawesi 92371
6.	Indomart	Jl. Axis <i>Jeneponto</i> Malakaji Ex. Tolo Kec. Kelara, <i>Tolo Tim.</i> , Kelara, <i>Regency Jeneponto</i> , <i>South Sulawesi</i> 92371
7.	Indomart	Pao, Tarowang, Jeneponto Regency, South Sulawesi 92361, Indonesia
8.	Indomart	Jl.Pahlawan <i>Tolo</i> City, Kelara, <i>Tolo</i> , Kelara, <i>Jeneponto Regency Sulawesi</i> South 92371
9.	Indomart	Jl. <i>Poros</i> Takalar - <i>Jeneponto</i> , Tonrokassi Tim., Tamalatea, Jeneponto Regency
10.	Indomart	Lingkar South Empoang, Binamu, Jeneponto Regency, South Sulawesi 92311
11.	Indomart	Jl. Lanto Dg Pasewang No 90 Kel Bontotangnga, Bontotangnga, Tamalatea, Jeneponto Regency, South Sulawesi 92351
12.	Indomart	Togo-Togo, Batang Sub-District, Jeneponto Regency, South Sulawesi 92361

Source: Jeneponto Regency

It can be seen that the existence of retailers such as minimarkets, hypermarts and supermarkets that existed in the 1980s did not initially threaten traditional markets. The existence of modern retail that has dominated consumers at this time because the traditional market is considered synonymous with a slum market, with poor appearance and quality and very low selling prices with a conventional bargaining system. However, at this time Supermarkets and Hypermarkets are popping up everywhere, so this condition often appears as a consequence in the community. Plus the increasing level of knowledge, income, and the amount of income in multiple families (working husband and wife) and with limited time. Ani (2011), consumers who demand retailers to provide more value than every penny they spend. Retailers must be able to accommodate these demands if they do not want to be abandoned by their customers.

The existence of the modern market today is a consequence of the lifestyle that is developing in our society. Minimarkets, supermarkets and hypermarkets are very easy to find around us. Although the intense competition between modern markets theoretically can benefit consumers, and perhaps the economy as a whole, but the impact on traditional markets. Measuring the impact is very important because modern markets which currently compete directly with traditional markets do not only serve certain market segments (Lisa, 2008).

Traditional market traders must insist on thinking about procuring goods and selling them to consumers at the usual price. Minimarket outlets must also consider the supply of goods to be sold because every month the goods to be sold are still imported so that the trade cycle of goods is not interrupted and the inventory of goods is maintained. Minimarket outlets innovate shopping features in the form of

selling electronic credit and train tickets, gas and gallons of mineral water. So that it makes the public's enthusiasm very high in doing shopping activities at this outlet, for reasons of convenience, convenience and the many features and promos that will be offered. According to the researcher, it is suspected that this will further decrease the turnover of traders in traditional markets, and several aspects such as the level of welfare of life, health, other occupations, education and social interaction. There are several problems, including population growth causing the rate of economic growth to be very rapid. Many minimarkets have sprung up in Jenepono Regency. The number of minimarkets is much more than the number of traditional markets. Perceptions of minimarkets have an effect on the socio-economic conditions of traditional market traders. Today's modern markets can directly compete with traditional markets.

Perception is a very important aspect of human cognitive. Enables humans to know and understand the world around them. Without the correct perception, it is impossible for humans to capture and interpret phenomena, information or data that always surrounds them. According to Desmita (2010) is a complex cognitive process to produce a unique picture of reality that is different from the actual reality. So perspective has characteristics, among others: someone who has a high perspective will think broadly and don't discriminate against something, so he doesn't look at problems from a narrow and fragmented view, someone who has a high perspective will easily be able to interact with other people (Kurniasari, 2011). Others in harmony, someone who has a high perspective is able to compete or compete in a healthy manner .

The market is "an area where the sale and purchase of goods with the number of sellers is more than one, both called shopping centers, traditional

markets, shops, malls, plazas, trade centers or other designations" (Regulation of the President of the Republic of Indonesia, 2007). The market is an institution that generally does not exist physically that brings together sellers and buyers of a commodity (goods or services). The interaction between the seller and the buyer will determine the price level of a commodity and the number of commodities traded (Sugiarto, 2006). Stanton put forward a broader understanding of the market. The market is said to be people who have a desire to be satisfied, money to shop, and a willingness to spend it. So, in this sense there are factors that support the occurrence of the market, namely: desire, purchasing power, and behavior in purchasing (Fuad, 2007). Based on the statement above, the market is a place where people carry out activities to get something (goods/services) they want and do it according to the ability or capacity of the money they have to spend.

Traditional markets are markets that are built and managed by the government, private sector, cooperatives or non-governmental organizations with places of business in the form of shops, kiosks, booths and tents that are owned or managed by small and medium traders, and cooperatives with small-scale businesses and small capital, and with the process of buying and selling through bargaining. (Ministerial Decree, 1997).

Traditional markets "usually consist of stalls or outlets opened by sellers. Most sell daily necessities such as food ingredients, in the form of fish, fruit, vegetables and others (Gilang, 2011). Traditional markets in rural areas are also connected to traditional markets in urban areas which are usually the wholesale center for traders in surrounding rural markets. Traditional markets are a driving force for the community's economy (Al Masitoh, 2013). Within the scope of "traditional markets as government

markets, there are 3 main actors involved in daily activities, namely: sellers, buyers, and market officials or officials. In addition to the 3 main actors, there are other actors, namely pelvic workers, parking attendants, cleaners, thugs and pickpockets (Yeni Masni, 2014).

From some of the statements above, the author concludes that traditional markets are places where sellers and buyers meet whose majority of the market is managed by the government and is more focused. for the lower class community with special characteristics of the absence of a system/management in the sales process, market conditions that are smelly, shabby, and dirty, as well as the existence of a bargaining system that has been attached to activities in traditional markets.

A modern market is a market built by the government, private sector, or cooperative in the form of malls, supermarkets, department stores, and shopping centers where the management is carried out in a modern way, prioritizing service and shopping convenience with management in one hand, strong capital, equipped with price tags. According to Malano (2011), modern markets are not much different from traditional markets, but this type of market sellers and buyers do not transact directly, but buyers see the price tag listed on the goods (barcode), are in the building and the service is carried out independently (self-service) or served by a salesperson. Goods sold, other than foodstuffs such as; fruit, vegetables, meat; most of the other items sold are durable goods. Examples of modern markets are hypermarts, supermarkets, and minimarkets.

Herman Malano's statement above can be concluded that the modern market is not much different from the traditional market. It's just that in modern markets, how to transact between buyers and sellers occurs indirectly, buyers see the

price on the price tag and take the goods themselves which then paid to the cashier. Everyone's socioeconomic conditions are different and have different levels, some with high, medium, and low socioeconomic conditions. The level of human development in life can be seen from the fulfillment of daily life. This can show the level of life of a person or group of people, whether all kinds of life needs can be met as a whole or only limited to basic needs.

Everyone's socioeconomic conditions are different and have different levels, some with high, medium, and low socioeconomic conditions. The level of human development in life can be seen from the fulfillment of daily life. This can show the level of life of a person or group of people, whether all kinds of life needs can be met as a whole or only limited to basic needs. According to Sumardi "Socio-economic conditions are a position that is socially regulated and places a person in a certain position in society, the granting of that position is accompanied by a set of rights and obligations that must be played by the status bearer. (Basrowi, 2010).

The market can be interpreted as a meeting place for sellers and buyers to carry out a sale and purchase transaction. In general, markets are grouped into 2, namely, traditional markets and modern markets. Traditional markets are very synonymous with special characteristics such as dirty, smelly, and there is a bargaining process in it. Meanwhile, the modern market is also identical with its special characteristics such as cool, clean, and there is no bargaining process (barcode) / price tag.

Socio-economic conditions here include the level of income, education, health, and social interaction. To reduce competition, the government takes part in helping which is outlined in the form of regulations regarding market arrangement, including in central government regulations and regional

government regulations. Although the idea of the problem of perception of competition between traditional markets and modern markets does not just appear, these thoughts have been proven and strengthened several times by the existence of relevant studies on competition between traditional markets and modern markets.

METHODOLOGY

The research method used by the author in this study is a quantitative research method with a survey approach and the research data is primary data. Quantitative research methods are survey methods used to obtain data from certain natural (not artificial) places, but researchers carry out treatments in data collection, for example by distributing questionnaires, tests, structured interviews and so on. (Sugiyono, 2011).

The population in the study is a generalization area consisting of objects or subjects that have certain qualities and characteristics that have been determined by researchers to be studied further and then drawn conclusions. The sample is part of the number and characteristics possessed by the population. To get a sample that describes the population, in determining the sample in this study, incidental sampling is used which is the determination of the sample based on chance, and also uses a quota sampling technique to determine a sample from the population that has certain characteristics to the desired number (quota) (Sugiyono, 2011). That is, anyone who becomes a trader in the market by chance meeting with the researcher can be used as a sample if the person who happens to be met and is suitable as a data source, and the sample in this study are traders who are in the traditional market of Karisaa Jeneponto, who were selected randomly with the number (quota) of 30 samples. Due to the number and category of traders, there

are only a few categories of traders, namely basic food traders (distributor agents), household appliances traders, and vegetable traders. Researchers only distribute research instruments to these traders because the types of merchandise they sell are the same as those sold in minimarkets such as Indomaret, Alfamaret, and Alfamidi.

In searching for data and information in the form of facts, it is necessary to pay attention to the data collection techniques that are considered the most appropriate. So that the information obtained is truly valid and reliable. Just as data consists of primary data and secondary data, the collection technique also consists of two, namely primary data collection using data collection techniques through field research, namely data collection directly in the field by the researchers themselves and secondary data collection through field research. library research, namely collecting data not directly in the field, data obtained from other parties who have collected it first.

RESULTS AND DISCUSSION

Based on the results of research based on the results of the formulation of the problem made, theoretical exposure, data processing and hypothesis testing, this study shows that perceptions of minimarkets have a significant effect on the socio-economic conditions of traders in Karissa traditional markets. This can be seen from the acquisition of an f value of 34.744 with a significance level (sig) equal to or less than 0.05, and the t -count value obtained at $5.894 > t$ table 1.701 which indicates there is a significant relationship between perceptions of minimarkets and socio-economic conditions. merchant or in other words H_a is accepted and H_o is rejected. This is in accordance with the initial hypothesis which states that perceptions of minimarkets affect the socio-economic

conditions of traders.

This is in line with the results of research conducted by Agus Susilo and Taufik which stated that it is true that the presence of modern markets has threatened the existence of traditional markets. This is also in line with the results of research conducted by Agusssiyah Putra who in his research concluded that in fact the existence of a modern market affects the income variations of traders in the traditional market center. In addition, there are several differences between the modern market and the traditional market, namely the differences in terms of shopping, shopping convenience, and the quality of the goods traded. And also in line with research conducted by Dwinita Aryani which states that the existence of minimarkets has an effect on decreasing income. Calculation of the magnitude of the contribution of the perception of the minimarket to the socioeconomic conditions of traders obtained an R value of 0.744 which indicates that the influence between perceptions of minimarkets and the socioeconomic conditions of traders is included in the strong category, and a Determinant Coefficient or Determination Coefficient of 55.4% is obtained which indicates that the perception of minimarkets affects the socio-economic conditions of traders only by 55.4% while the rest is influenced by other factors .

The socio-economic conditions of traders are not only influenced by the perception of minimarkets which in particular affect their income or in other words only from the point of view of the level and changes in their income, but also influenced by other things such as field conditions in the market, the number of dependents in the family. , the level of education, health, mindset, and the ability of traders to socialize in society in the environment.

This is in line with the results of the pre-research observations that the

researchers did, where information was found that traders of vegetables, meat, basic necessities, and fruits did not get enough attention from market managers, did not get a proper and comfortable place to trade, they did not get allotment of kiosks but only in tents / stalls that they set up themselves on sidewalks or roadsides but still pay monthly fees for renting their tents to market managers or thugs. Vegetables, meat and basic food traders gathered a lot, while fruit traders gathered along the street. With such a situation, the traders are limited to be creative and innovate in the face of competition against modern markets such as minimarkets that are widely available in the vicinity.

This is also in line with the results of research questionnaires and interviews conducted by researchers with traders who became the research sample, which showed that traders in the Karissa Traditional market often had many children or other family dependents, while their source of income was only obtained from trading which was ultimately make the socioeconomic conditions of their families to be low or just enough.

Traders are also not a few who only think about education as a formality so that they can read, write and count, the average level of their final education is high school, rarely go to university level, parents prefer to transfer the cost of education for personal needs. others and children prefer to be free from education to help or replace their parents in trading in the market. In terms of health, the dominant traders are not too concerned with their physical health, they rarely go to the doctor for a health check, even when they are seriously ill, they prefer to take makeshift medicines.

Meanwhile, in terms of mindset and way of socializing, the traders think that their life is indeed in the market, parents who traded direct their children to trade too, poor education makes their room for

movement limited to move more and there is still a lack of awareness that with education a person can improve the quality of his living conditions, the market environment that is attached to a trader is like closing other environments from their lives. Information was also found from traders who were used as research samples that it turns out that they not only feel competitive or threatened by the emergence of minimarkets around, but they also enjoy the existence of these minimarkets, they often buy daily necessities for personal use. or households in the minimarket, especially when there is a discount (rebate) at the minimarket. In other words, in a competition there are still advantages and disadvantages from both the rival party and the competing party such as traditional markets with modern markets (minimarkets).

CONCLUSION

Based on the results of research and data analysis described in the previous chapter, it can be concluded that the perception of minimarkets has a significant effect on the socio-economic conditions of traders in the Ciputat traditional market by 55.4%. This can be seen from the acquisition of an f value of 34.744 with a significance level (sig) equal to or less than 0.05, and the t-count value obtained at 5.894 > t table 1.701 which indicates there is a significant relationship between perceptions of minimarkets and socio-economic conditions. traders or in other words H_a is accepted and H_o is rejected, which means that there is an influence between perceptions of minimarkets on the socio-economic conditions of traders in the Kasissa Traditional Market, Jenepono Regency.

The implication of this research is that the local South Tangerang city government has an extra task to pay more attention to how the condition of the traders

in traditional markets is, reviewing the application of laws and regulations governing the arrangement and development of traditional and modern markets. This study also implies that traders in the Karissa traditional market. The implications of this research are that the local South Tangerang city government has an extra task to pay more attention to how the condition of traders in traditional markets, reviewing the application of laws and regulations governing the arrangement and development of traditional and modern markets. This research also implies that traders in traditional markets.

Based on the results of the study, the researchers put forward some suggestions to: The Jeneponto Regency Government is expected to pay more attention to and improve the application of existing regional regulations in accordance with the technical guidelines for the arrangement. and Fostering Traditional Markets, Shopping Centers and Modern Stores, especially regarding the location of establishment, sales system and types of goods, terms of establishment, as well as strict sanctions that should be imposed on business actors who violate the provisions of the Regent's Regulation.

Minimarket business actors are expected to review all aspects related to the establishment of minimarket businesses around traditional markets, so as not to cause unfair competition to traders in traditional markets. Managers and traders in traditional markets should carry out various creations and innovations such as more neat and orderly arrangement of stalls, more management for market cleanliness, clear parking spaces, and other innovations that can make consumers even more comfortable shopping at the market. traditional markets, so that they can continue to improve the existence of traditional markets in the midst of rampant competition with various

minimarkets in the vicinity in order to improve the level of socio-economic conditions of life of traders in traditional markets.

REFERENCE

- Aryani, Dwinita. Effects of Traditional Income from the Crowded Emergence of Minimarkets in Malang City. *Journal of Economics* Vol. 2 No. 2. 2011.
- Agus Susilo & Taufik, Impact of Modern Markets on Cooperative/Waserda Retail Businesses and Traditional Markets, *Journal of Economics*, 2010, p. 2
- Ani Nur Fadhillah, *Impact of Minimarkets on Traditional Markets*, Faculty Thesis
- Basrowi and Siti Juariyah, Analysis of Socio-Economic Conditions and Education Levels of the Srigading Village Community, Labuhan Maringgai District, East Lampung Regency, *Journal of Economics & Education*, Volume 7 Number 1, 2010, p. 60-62
- Decree of the Minister of Industry and Trade of the Republic of Indonesia No. 420/MPP/Kep/10/1997 concerning *Guidelines and Development of Markets and Shops* 16
- Desmita, Student Developmental Psychology, (Bandung: PT Remaja Rosdakarya, 2010), p. 119
- Diana, Fatatitik Noer, & Kurniasari, Widita. (2021). Analisis Pengaruh Instrumen Pembayaran Non Tunai Terhadap Pertumbuhan Ekonomi Indonesia. *Buletin Ekonomika Pembangunan*, 2(2), 116-133
- Eis Al Masitoh, Efforts to Maintain the Existence of Traditional Markets: A Study on the Revitalization of the Piyungan Market in Bantul, *Journal of PMI* Vol. X. No.2, 2013, p. 4-13
- Eis Al Masitoh, Efforts to Maintain the Existence of Traditional Markets: A Study on the Revitalization of the Piyungan Market in Bantul, *Journal*

- of PMI Vol. X. No.2, 2013, p. 4
- Fadhillah, Ani Nur. "Impact of Minimarkets on Traditional Markets". *Thesis on the Sharia Faculty of the Walisongo State Islamic Institute*. Semarang, 2011
- Gilang Permadi, Street Vendor: your past history, your present fate!, (Jakarta, 2011), p.10
- Hadiz, Liza. The Impact of Supermarkets on Traditional Markets and Retailers in Urban Areas in Indonesia. Jakarta: The SMERU Research Institute. *Journal of Economics*, 2008.
- Herman Malano, Save Traditional Markets, (Jakarta: Gramedia Pustaka Utama, 2011), p.76
- Kurniasari, Widita. (2011). Prudent Banking Principle Dalam Menyalurkan Kredit Kepada Usaha Mikro, Kecil, Menengah Dan Koperasi (Umkm-K) Dari Sisi Peraturan Perbankan Di Indonesia. *Media Trend*, 6(1), 1-10
- Lisa Hadiz, Impact of Supermarkets on Traditional Markets and Retailers in Urban Areas in Indonesia, (Jakarta: The SMERU Research Institute, 2008), p.2
- Masni, Yeni. Analysis of Consumer Preferences in Shopping at Traditional Markets and Modern Markets in Makassar City. *Thesis at the Faculty of Economics and Business*, Hasanuddin University Makassar. 2014.
- Melita Iffah, Fauzul Rizal Sutikno, Nindya Sari. Case Study: The Effect of Modern Stores on Environmental Small Business Stores (Case Study: Minimarkets in Blimbing District, Malang City). *Journal of Economics*.
- Muhammad Aziz Hakim, Mastering the Profit Making Market, (Jakarta: PT. Krisna Persada, 2005)
- Presidential Regulation of the Republic of Indonesia Number 112 of 2007 concerning Arrangement and Development of Traditional Markets, Shopping Centers, and Modern Stores
- Safitri, Ahmad Reza. The Impact of Modern Retail on the Welfare of Traditional Market Traders in Ciputat, South Tangerang. *Thesis of the Faculty of Da'wah and Communication Sciences UIN Syarif Hidayatullah Jakarta*. 2010
- Sharia Walisongo State Islamic Institute, Semarang, 2011, p. 17-18
- Son, Agussiyah. The Effect of Modern Market Development on Traditional Market Life in Medan Market Center (Case Study: Medan Market Center). *Thesis at the University of North Sumatra*, Medan. 2004.
- Sugiarto, Microeconomics (new edition), (Jakarta : PT Gramedia Utama, 2007), p.357
- M. Fuad, *Introduction to Business*, (Jakarta : PT Gramedia Pustaka Utama, 2006), p.12 0
- Sugiyono, Quantitative, Qualitative, and R&D Research Methods, (Bandung: ALFABET, 2011), Cet. 13th, p.6
- Decree of the Minister of Industry and Trade of the Republic of Indonesia No. 420/MPP/Kep/10/1997 concerning Guidelines and Development of Markets and Shops
- Susilo, Agus., and Taufik. Impact of Modern Market Existence on Cooperative/ Waserda Retail Business and Traditional Market. *Journal of Economics*, 2010
- Yeni Masni, Analysis of Consumer Preferences in Shopping at Traditional Markets and Modern Markets in Makassar City, *Thesis of the Faculty of Economics and Business*, Hasanuddin University Makassar, 2014
- Yuliasih, Eka. Exploratory Study on the Impact of Modern Markets on Waserda Retail Business and Traditional Market Traders in Klirong District, Kebumen Regency. *Thesis at Yogyakarta State*

University, 2013.
Yusuf, Muri. Research Methods Quantitative,
Qualitative & Combined Research.
Jakarta : Prenadamedia Group.
2014.