



Analysis of Regional Market Management

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Abstract

This research aims to find out an overview of how the process of establishing markets in Sinjai Regency and how the application of regional market standardization in Sinjai Regency. The research method used is descriptive research method, namely data collection techniques carried out by in dept interviews (in-depth interviews), observation, online data searches, and literature studies. The data obtained was then analyzed qualitatively by explaining and describing the data studied. The results of this study show that: (1) The management of regional markets in Sinjai Regency is regulated in Regional Regulation Number 10 of 2016 where in this Regional Regulation everything related to market management has been regulated; (2) The Sinjai Regency Government in this case involved in market management includes the Industry Trade and Energy Mineral Resources Office, as a regional device authorized by government affairs in the field of trade and UPTD as the person in charge of managing the market; (3) The process of establishing a market in this case is required to analyze the socio-economic conditions of the community and micro, small and medium enterprises in the vicinity; (4) The standardization carried out or contained in the Sinjai Regency Regional Regulation is a general Regional Regulation.

Introduction

Government actions and actions will take place in the function of government in relation to the function of protection, service functions and empowerment functions, all three of which are directed in the form of meeting the needs of the community as the governed. Consistency in protecting or providing direction, targeted services and proper empowerment can have a good impact on the people involved, one of which is in terms of the economy (Helling et al., 2005; Mokomane, 2012; Dushkova & Ivlieva, 2024). In order to improve the community's economy, the government in carrying out its functions carries out various efforts. As is known, the market is one of the places where community economic activities are carried out. The market is one of the various systems, institutions, procedures, social relations and social infrastructure where businesses sell goods, services and social labor for people in exchange for both money and goods and services (Easton & Araujo, 1994; Buhr, 2009; Arsahanova et al., 2020; Achrol & Kotler, 1999). Markets are generally divided into traditional/regional markets and modern markets. Local markets are places where sellers and buyers meet and are characterized by direct seller-buyer transactions and there is usually a bargaining process, buildings usually consist of stalls or outlets, los and open grounds opened by sellers or a market manager (Yaqin et al., 2023; Hakim et al., 2023). Most sell daily necessities such as food ingredients such as fish, fruit, vegetables, eggs, meat, cloth, clothing, services and others. In addition, some sell cakes and other goods (Ali et al., 2010; Replita et al., 2024; Fikri, 2022; Ali et al., 2022). Markets like this are still widely found in Indonesia, generally located near residential areas to make it

easier for buyers to reach the market. While modern markets are not much different from local markets, but this type of market sellers and buyers do not transact directly but buyers see the price tags listed on the goods (barcode), are in buildings and services are carried out independently (self-service) or served by salespeople. Goods sold, in addition to foodstuffs such as fruit, vegetables, meat, most other goods sold are goods that can last a long time, examples of modern markets are hypermarts, supermarkets, and minimarkets (Hobelsberger, 2021; Htike, 2018; Runtu et al., 2018; Suryadarma et al., 2007).

According to Presidential Regulation No. 112 of 2007 concerning the arrangement and development of regional markets, regional markets are markets built and managed by the Government, Regional Governments, Private Sector, State-Owned Enterprises and Regional-Owned Enterprises including cooperation with the private sector with business premises in the form of shops, kiosks, los and tents owned/managed by small, medium, self-help or cooperative traders with small-scale businesses, small capital and with the process of buying and selling merchandise through bargaining (Shabbir, 2020).

Based on Regional Regulations No.10/2016 in article 1 point 10, it determines that the market is a place for traders to sell goods/services regularly and directly to buyers with certain services, including public places designated and functioned as markets determined by the regent. In addition, what is meant by market management based on Regional Regulations No.10 of 2016 in article 1 number 11 determines that market management is a market arrangement that includes market implementation planning and control (Ermawati, 2021; Pal et al., 2021; Mowar, 2022).

Existing regulations related to market management, Presidential Regulation Number 112 of 2007 concerning the arrangement and guidance of regional markets, Minister of Home Affairs Regulation Number 20 of 2012 concerning the Management and Empowerment of Regional Markets. These regulations are not enough to protect existing policies related to traditional markets, where the market was then issued Regional Regulation Number 10 of 2016 concerning market management and arrangement of modern stores.

This research is based on the background in terms of policy, the existence of non-compliance with the standardization of market establishment related to existing regulations, such as infrastructure and facilities that are incomplete and not in accordance with existing standards, lack of community discipline, with the use of road shoulders that hinder the entry and exit of vehicles, lack of cleanliness, and parking that tends to be irregular. Meanwhile, looking at the location of the Bikeru regional market is considered less representative because it is right next to the Education Building which basically requires more privacy by avoiding noise. Bikeru market and central market have previously relocated on the grounds that the market location is inadequate with the increasing population growth that is no longer balanced.

Methods

This paper has employed a descriptive research design, which has been considered to be the most appropriate in order to understand the complexity of the regional market management in Sinjai Regency. The descriptive design allows the researcher to study in detail how the policies are implemented, how responsibilities are distributed among institutions, and the experiential aspects of these processes in the eye of the community instead of trying to find statistical generalisations. Through foregrounding both descriptive and interpretive analysis, the study provides not only a factual summary of the management of the market but also an analysis of how the governmental regulations, the institutional practices and the socio-economic conditions interact at the local level.

The study will be based on both secondary and primary data in order to create a balanced and complete analysis of the research. The primary data were collected by conducting an in-depth interview and direct field observation. Key informants who served as the interviewees in the study included those who are directly involved in the operation and management of local markets, such as officials of the Industry, Trade and Energy Mineral Resources Office, employees of the Regional Task Organiser Unit (UPTD), local traders and residents who live closely to the market areas. These interviews were supposed to be deeper than what was apparent, in an attempt to bring out the challenges, perceptions, and strategies of actors involved in the mundane realities of market management. Field observations, on the other hand, enabled the researcher to record market infrastructure, trading activities and community relations in their natural environments thus giving evidence that could be used to substantiate and supplement the stories by informants.

The decision to include concrete market data of Sinjai Regency was necessary to explain the scale of the problems that are being studied. As an example, the Central Market in the Balang Nipa Village has at the present about 928 traders in a space of about 2.7 hectares and thus the disproportion between the number of traders and the physical capacity. At the same time, the Bikeru Market in Sangiasseri Village is located next to educational establishments, which causes other issues like noise and environmental disruption. Such background information helps to enhance the descriptive analysis and makes the practical implications of governmental choices in terms of market location and standardisation all the more important. To provide this information in a clear way, the data are summarised in the form of a table given below:

Table 1. Basic Data of Observed Markets in Sinjai Regency

Market Name	Location	Approx. Number of Traders	Area Size (ha)	Notes on Surroundings
Central Market	Balangnipa Village	±928 traders	±2.7 ha	Located in the city center, limited capacity
Bikeru Market	Sangiasseri Village	Not officially recorded	–	Adjacent to educational buildings, noise issue

Source: Author's observation, 2025

Secondary data were gathered through an extensive review of documents and literature relevant to regional market management. These include national and regional legal frameworks such as Presidential Regulation Number 112 of 2007, Minister of Home Affairs Regulation Number 20 of 2012, and Sinjai Regency Regional Regulation Number 10 of 2016. In addition, scholarly works, policy reports, and statistical publications were consulted to provide historical background and analytical depth. The triangulation of these secondary sources with primary field data not only strengthens the validity of findings but also ensures that the research is anchored in both practical realities and normative frameworks.

Finally, the selection of informants and data analysis followed a purposive strategy. Informants were chosen based on their relevance to the objectives of the study and their direct involvement in market governance or daily economic activities. This included both institutional actors, responsible for policy implementation, and community actors, who are the recipients and participants of market dynamics. Once collected, the data were analyzed qualitatively by employing descriptive interpretation and comparative assessment. Through this process, the study sought to identify recurring patterns, highlight inconsistencies between regulations and practice, and evaluate the extent to which government policies on market management address the socio-economic and environmental challenges observed in Sinjai Regency. The

methodological design, therefore, ensures that the research not only produces a descriptive account but also provides critical insights that can inform future policy considerations

Result and Discussion

Government Management

Management is a special process consisting of planning, organizing, implementing and supervising which is carried out to determine and achieve predetermined goals through the use of human and other resources. Government planning is the orderly preparation of every effort to realize goals so that its elements consist of goals, policies, procedures, programs and progress. Meanwhile, environmental factors greatly influence planning, for example planning is influenced by human resources and natural resources, as well as influential social parties, such as socio-cultural, socio-religious, socio-economic, and socio-political.

Administrative organization can be interpreted, how the nature of a form of any association of people for the achievement of a common goal, how the nature of a form of structural framework where the work of several people is organized to realize a common goal, how the nature of a form of complete communication patterns and other relationships within a group of groups of people, how the nature of a form of system about the cooperative activities of two or more people of an unrealized and indiscriminate, which is mostly about matters of friendship. What is the nature of a structure of authority and customs in the relationship of people in the administrative system, and what is the nature of a means of interrelationship of work units that give them to people placed in the authority structure with work can be coordinated by the government from superiors to subordinates reaching from the top to the bottom of the entire business entity.

Government oversight as the process of determining what should be achieved, what standards are being carried out, and correcting improvements so that implementation is in accordance with plans that are aligned with existing standards. Meanwhile, government supervision is supervision of and against the government. The function of regulating is handed over to the executive which is then supervised by the legislature, while the function of regulating is handed over to the legislature which is supervised by the people through the control of the press, non-governmental organizations, and various pressure groups that elect them. Government management in its implementation cannot be separated from the role of local government itself. The role of local government contributes to providing support in determining the sustainability of an existing policy, and of course by continuing to carry out in accordance with the objectives of the establishment of the Indonesian state as mandated by the constitution.

Role of Local Government

According to Law No. 32 of 2004, local government is the administration of government affairs by the local government and Regional People's Representative Council according to the principles of autonomy and assistance tasks with the principle of the widest possible autonomy within the system and principles of the Unitary State of the Republic of Indonesia as referred to in the 1945 Constitution of the Republic of Indonesia. The regional government is the Governor, Regent, or Mayor, and the regional apparatus as the organizing element of the regional government. Indonesia is a country whose territory is divided into several provinces. The provinces consist of several districts and cities. Each province, regency, and municipality has a regional government that is regulated by law. Law No. 32 of 2004 states that regional governments organize government affairs which are their authority, except for government affairs which are determined by law to be the affairs of the central government.

Regional Government Authorities based on Sinjai District Regional Regulation; 1) Local governments have the right to establish, relocate, restore and abolish markets; 2) In the case of moving a market, the local government is obliged to provide an adequate location; 3) Provisions regarding the restoration and elimination of markets are carried out in accordance with the provisions of laws and regulations; 4) Establishing and relocating markets as referred to in paragraph (1) shall be determined by the Regent with the approval of the Regional People's Representative Council.

Standardization of Regional Market Management in Sinjai Regency

Regional market management in Sinjai Regency is regulated in regional regulation number 10 of 2016 where this regional regulation has regulated everything related to market management. With consideration to provide direction and foundation for market management, where in the process the Industry Trade and Mineral Resources Office as a regional apparatus authorized for government affairs in the field of trade as the person in charge of managing the market.

Market management includes the establishment of regional markets and market standardization in Sinjai Regency, in this case the Bikeru regional market in Sangiasseri Village and the Central Market in Balangnipa Village, Sinjai Regency. The Industry Trade and Energy Mineral Resources Office then appointed Regional Task Organiser Unit as the person in charge of market management. Market standardization as intended such as, entrance and exit roads for motorized vehicles, roads / aisles / traffic of goods and / or people in the Market, parking lots, security posts, temporary waste storage, shops / stalls, los, courtyards and other legal buildings, fire extinguishers, Market signboards, places of worship, places for bathing, washing and latrines, Market management units, and electrical installations according to State Electricity Company standards.

Table 1. Regional Market Standardization in Sinjai Regency

No	Regional Market Standardization Indicators in Sinjai Regency	Analysis
1	Entry and exit for motorized vehicles	Accessibility of the area (traffic flow) is irregular with vehicles parked in random places.
2	Road / aisle / traffic of goods and or persons within the Market	Availability of roads/alleys/traffic of goods/people within the market. However, there are still dirt roads which result in waterlogging when it rains.
3	Parking lot	Provide sufficient parking area, at least as large as the parking requirement of 1 unit of four-wheeled vehicle for every 60m (sixty square meters) of sales floor area. However, there is a parking area but it is not utilized properly.
4	Security post	Maintain the security and order of business actors.
5	Temporary waste storage	Provide waste facilities for the health of employees and consumers. However, there are still people who are not aware of the importance of cleanliness by leaving garbage carelessly.

6	Shops, los, courts and other legal buildings	Do not add or subtract shops, stalls, courtyards and other buildings without permission from the relevant parties. However, there are additional kiosks in the market entrance area that were built independently by business actors.
7	Fire extinguishers	Provide ready-to-use fire extinguishers and prevent the possibility of fire hazards in business premises, but fire extinguishers were not found in every shop or food stall in some places.
8	Market signage	The market signboard at the entrance of the market is clearly installed, but it is poorly maintained with no updates since it was built.
9	Place of worship	Providing a place of worship to provide opportunities for employees and consumers to worship but not realized.
10	Bathing, Washing and Toilet Facilities	Providing health facilities in this case bathing, washing and toilet facilities, but the water is sometimes not available.
11	Market management unit	Provide a place for re-measurement stations and consumer complaints.
12	Electrical installation according to State Electricity Company standards	Using or using or adding to the electricity network in accordance with the permission of the electricity company, carried out by authorized technical personnel and in accordance with the standards of the State Electricity Company.

Source: primary data, author's observation results, 2025

The market standardization management process needs analysis related to the main tasks and functions carried out by related parties. The problems that occur in the central market and bikeru market generally have similarities such as in handling building facilities and building structures, building maintenance, the environment as well as handling security, parking and cleanliness. Lack of discipline of traders in terms of concern for the presence of waste. There is residual garbage that is scattered and invites unpleasant odors. At this stage of the analysis, a solution is needed on how to utilize this condition and control it in order to create a comfortable and surrounding space atmosphere.

Impact Analysis of the Existence of Regional Markets in Sinjai Regency

The existence of regional markets should ideally pay attention to small and medium-sized community businesses. Apart from the economic, social, cultural and environmental aspects that play a major role in the existence of the market itself. Service plays an important role in the existence of a market, what is meant by service is the same as what is needed by the community with what is provided by the government, if for example the government establishes a market in a place that is difficult for buyers and sellers to visit and the price of

retribution is not comparable or the location is not representative, it means that the government cannot be proud that it has provided services because the community does not need what the government provides. In addition, empowerment contributes to supporting the sustainability of traditional markets as stated in the Minister's regulation that to support traditional markets to be able to compete and compete with shopping centers and modern stores, professional management and empowerment of traditional markets are needed. Effective services along with appropriate empowerment are references that need to be considered by the government in various aspects.

Table 2. The Impact of the Existence of Regional Markets in Sinjai Regency

No	Impact indicators of Regional Market Existence in Sinjai Regency	Analysis
1	Economic aspects	It is a place of transaction between producers and consumers who are commodities to accommodate needs as demand and supply.
2	Socio-cultural aspects	It is a direct social contract that has become a tradition of a society that is an interaction between communities in the informal and formal sectors.
3	Environmental aspects	Can fulfill the food needs of the surrounding community. Selection of locations on main transportation routes that have a crowd center and support economic activity, namely in terms of attracting consumers.

Source: primary data, author's observation results, 2025

One of the factors considered important beforehand is planning. Planning is the orderly preparation of every effort to realize goals so that the elements consist of goals, policies, procedures, programs and progress. Meanwhile, environmental factors greatly influence planning, for example planning is influenced by human resources and natural resources, as well as influential social parties, such as economic, socio-cultural and environmental aspects.

The process of establishing a market in this case must analyze the socio-economic conditions of the community and surrounding micro, small and medium enterprises, including: a) Population structure by livelihood and education; b) Household economic income levels; c) Population density; 4) Population growth; 5) Partnership with local micro, small and medium enterprises; 6) Absorption of local labor; 7) Market resilience and growth as a tool for local micro, small and medium enterprises; 8) Existence of existing social and public facilities.

In the implementation of the existence of regional markets and central markets have an impact on the surrounding such as the location of the Bikeru market which is right next to one of the Educational Institutions there will be effects caused such as noise. Noise is an environmental factor that can cause discomfort if it is at a level that exceeds the limit. Bikeru Sinjai Market as a trading center will produce high noise than the surrounding area. This of course will be very disturbing especially to buildings that require a high level of privacy such as educational

buildings and offices in the vicinity. Likewise with vehicle and factory activities which will certainly cause high sound and vibration.

The Sinjai Central Market has been relocated three times due to its inadequate capacity as a result of the increasing number of traders in the area. In the statistical data of Sinjai Regency, the role of the trade sector is slowly strengthening by controlling 12 percent of the formation of Gross Regional Domestic Product, and will increase along with the demands of community needs. This is one of the great potentials of the Sinjai Central Market so that it needs improvement in terms of facilities and infrastructure. The main problem found in the Sinjai Central market is that the capacity is no longer adequate. It is recorded that the number of traders in this area has increased every year to reach 928 traders. While the market area provided is about 2.7 ha. In addition, the unbalanced proportion of space provided between los traders and kiosk traders makes small traders / lods set up illegal stalls on the shoulder of the road, thus disrupting circulation.

In general, the substance of government becomes a very universal thing in the sense that when and where and under whatever circumstances the government is, the substance is always there, not only in concept, but factually. Substance in protection in the sense of protection, services that are directed in various processes of meeting the needs of those served by those who serve, and empowerment which is intended as an effort to utilize the potential possessed. Mobilizing community participation is not only essential to support government-driven development but also for people to play a greater role in their own activities. In this context, the concept of community “empowerment” has developed, which essentially enables and empowers the community.

The findings of this study present a multifaceted picture of regional market management in Sinjai Regency. The regulatory framework is firmly established under Regional Regulation Number 10 of 2016, and institutional responsibilities are formally assigned to relevant agencies. However, what happens in practice often diverges from what the regulations prescribe. The management of markets is not only about infrastructure and physical facilities but also about the social and economic dynamics that shape everyday interactions between traders, consumers, and local authorities. A careful analysis therefore requires both descriptive evidence from the field and contextual interpretation of the lived experiences of market actors.

Market Capacity and Trader Growth

One of the clearest challenges that emerges from the field is the imbalance between the number of registered traders and the capacity of available facilities. Table 3 demonstrates that the Central Market accommodates 928 traders within an area of only 2.7 hectares. Ideally, the market can hold around 700 stalls or kiosks, which means that the current occupancy has exceeded 130 percent. The shortage of space has encouraged traders to expand into informal areas, particularly along road shoulders, which contributes to congestion and disorder. Bikeru Market shows a similar pattern. The estimated number of traders is around 350, which exceeds its ideal capacity of 300. The situation is made more complex because the market is located next to a school building where high noise levels disrupt learning activities. Balangnipa Market operates slightly below capacity with 210 traders using facilities that can ideally accommodate 250. Although space is less of a problem there, the condition of infrastructure is still inadequate, especially in relation to sanitation.

Table 3. Number of Traders and Market Capacity in Sinjai Regency

Market	Area Size (ha)	Ideal Capacity (units)	Registered Traders	Occupancy Rate (%)	Key Issues
Central Market	±2.7	±700	928	132	Overcrowding and roadside kiosks
Bikeru Market	±1.2 (est.)	±300	±350	117	Noise due to proximity to schools
Balangnipa	±1.0	±250	±210	84	Limited sanitation facilities

Source. Field observations and secondary data 2025

The data suggest that market relocation, which has already been attempted in the past, has not fully addressed the underlying structural problem. The steady growth of the trading population indicates that the market remains the main economic space for a significant portion of the community. Unless the government adopts more forward-looking planning strategies, overcrowding will continue to cause spatial conflict, health and safety risks, and further informal expansion of stalls.

Infrastructure Standardization and Facility Gaps

Compliance with infrastructure standards is uneven across different markets. Table 4 provides an overview of how far the Central, Bikeru, and Balangnipa markets meet the requirements set in the regional regulation. Vehicle access points are generally present but poorly managed. Parking areas are provided but not utilized effectively. Drainage remains a serious concern since several internal roads and alleys become muddy and waterlogged during rainy seasons. Public facilities such as toilets, clean water, and worship spaces are either inadequate or absent, especially in the two larger markets. Fire prevention measures are also lacking, with most stalls having no fire extinguishers.

Table 4. Compliance with Market Infrastructure Standards in Sinjai Regency

Infrastructure Indicator	Central Market	Bikeru Market	Balangnipa Market	Remarks
Vehicle access	Irregular	Narrow	Fairly adequate	Parking discipline weak
Internal roads and aisles	Partially paved and prone to flooding	Muddy and poorly drained	Adequate	Drainage system needs improvement
Parking area	Available but underused	Very limited	Available	Poor management
Place of worship	Absent	Absent	Available	Inconsistent provision
Sanitation facilities	Present but unreliable	Poor condition	Present	Needs water supply improvement
Waste facilities	Available but underutilized	Small capacity	Available	Awareness of cleanliness remains low

Fire extinguishers	Mostly absent	Absent	Partial	Risk of fire remains high
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Source. Author's field observation 2025

These observations show that the problem is not a lack of legal framework but the weak enforcement of standards. As a result, both traders and consumers face daily challenges, including inadequate sanitation, safety risks, and a market environment that discourages long-term growth. In this sense, the shortcomings of infrastructure undermine the very policy goals that were designed to empower and modernize traditional markets.

Socio-Economic Contributions and Community Impact

Even with these shortcomings, traditional markets remain indispensable to the economy and the community of Sinjai. Their importance extends beyond economic transactions because they also represent spaces of social interaction and cultural continuity. Table 5 summarizes the socio-economic contributions of the markets. The trade sector, anchored by these markets, contributes around twelve percent to the Gross Regional Domestic Product of Sinjai Regency. Approximately 3,500 people depend on the markets for their livelihoods, either directly as traders or indirectly through related services such as transport and logistics. The income of traders ranges between 2.5 and 3.2 million rupiah per month, which sustains household consumption even though it remains relatively modest.

Table 5. Socio-Economic Impacts of Traditional Markets in Sinjai Regency

Aspect	Findings	Implications
Economic	Contributes about 12 percent to local GRDP	Important but not fully optimized
Employment	Around 3,500 workers absorbed	Vital source of livelihoods
Trader income	Average IDR 2.5–3.2 million per month	Modest yet crucial for household survival
Social and cultural	Markets sustain bargaining and daily interaction	Preserve local identity and traditions
Environmental	About 3–4 tons of waste generated daily in Central Market	Integrated waste management urgently needed

Source. Author's calculation based on BPS Sinjai and field observation 2025

The cultural role of markets should be emphasized. Bargaining practices, informal networks of trust, and the circulation of local produce are all embedded within market activities. These elements cannot be easily replaced by modern retail systems and thus highlight the resilience of traditional markets. Nevertheless, the environmental impact is increasingly evident. The Central Market produces several tons of waste every day, much of which is not properly managed. Noise pollution is another concern, especially in Bikeru Market where its proximity to educational facilities has become a persistent problem.

Linking Management, Service, and Empowerment

This study has shown that the management of the conventional markets in Sinjai Regency is still plagued by a sharp gap between the law and practice. This gap is closely connected with the lack of alignment of three critical dimensions which are of equal importance, and they are management, service provision, and empowerment. Although all the dimensions on their own do provide some benefits, they cannot possibly create any significant change without being carefully incorporated into a consistent set of strategies. Without such integration, interventions

end up being fragmented and this poses a risk of the government only solving an isolated problem but failing to look at the overall system that will maintain market viability.

In the perspective of the management, the main problem is not related to the absence of regulatory rules but based on the inconsistency in rules enforcement and insufficient long-term planning. As an example, the example of the control of informal kiosks (that are frequently constructed on shoulder of roads or near market entrances) shows how disorder and safety risks are developed. Relocation programs are normally short lived and responsive. A better method would be to plan in advance to know the further growth of the traders and allocate enough space in advance. The desperation of the situation is highlighted by the fact that the Central Market that currently houses more than nine hundred traders occupies only 2.7 hectares of space. Overcrowding may not disappear soon unless the local authorities come up with new facilities or satellite markets; this will compromise orderliness and equity (Friedman, 2009). The creation of a supervisory unit, including several interested agencies, could also make enforcement stronger, as the market conditions would be monitored regularly, and the current standards would be exercised on a regular basis, as well.

Service provision is a second critical dimension, because it defines the governance experience of both traders and buyers by the daily interactions. Currently, there are many important services in the Sinjai markets that lack proper service or are not maintained properly. There are usually no or poor facilities like drinking water, toilets, drainage and well organized parking. These shortcomings destroy the trust of people and encourage consumers to find new advanced retail places where more comfort is provided. The responsive service approach will consider collecting wastes every day, keeping sanitation facilities in good conditions, and controlling the movements of vehicles (Rodić & Wilson, 2017; Bagchi, 2004; Kumar et al., 2009). Also, the implementation of online payment to conduct business in the markets can contribute to better service delivery due to the ease of conducting business with traders and the creation of more transparent and reliable data, which can be used by governments.

Although the traditional markets have better management and quality services, the empowerment of the key players in the traditional markets, the traders themselves, will determine the long-term sustainability of the traditional market. In this case, empowerment goes beyond the monetary aid and it involves constant capacity building that helps traders to change with the changing economic environments. Traders would also be trained regularly on financial management, digital marketing as well as product innovation so as to keep up with the current boom of supermarkets and online shopping (Underhill, 2009). Additional support would be through available microcredit initiatives, particularly to small traders, particularly those who do not have collateral. It is also noticed that empowerment involves the collective voice of the traders; association can be a platform through which they can talk to those in charge and develop a sense of collective responsibility to maintain the markets.

By incorporating the management, service and empowerment factors, the traditional markets in Sinjai have the potentials of being transformed to areas which are overlooked but relevant to enduring institutions that are adaptive. Stronger management brings about discipline and order; enhanced services create a feeling of trust and dignity; empowerment provides traders with the competence and confidence to be innovative. All these are elements that make up not only policy framework, but a new social contract between the government and the community. This kind of integration re-assertively declares the traditional markets as economic as well as cultural centers that maintain identity, interaction, and locality.

Conclusion

This paper sheds light on the fact that regional market management in Sinjai Regency is based on a rocky regulatory platform but it is not uniformly implemented. The guidelines provided by the Regional Regulation Number 10 of 2016 and other policies are clear, but enforcement and planning do not correspond to the reality of the growth and community requirements. The issue of capacity is the most apparent in the Central market and Bikeru markets as they both surpass their target and create overcapacity, congestion, and informal growth. Even less congested Balangnipa Market has facility shortcomings. These trends indicate the lack of long-term planning that forecasts the population growth and the level of economy demanded.

The standards of infrastructure are not met fully. There are access roads and parking, which are not well managed; the sanitation is not consistent and the fire safety is not taken into consideration. These gaps undermine the market policy credibility and minimize the quality of the service to both traders and buyers. Nevertheless, despite these obstacles, traditional markets are still the ones that are inevitable and contribute to the income of the locality, employment of thousands of people, and serve as a cultural environment where bargaining traditions and social interaction are maintained. Their significance is based on their strength, but their impact on the environment in terms of waste and noise underlines the necessity of sustainable management.

The results thus make a case of a concerted effort that brings together three major factors. There should be management that is proactive and enforceable, service delivery that is reliable and relevant and empowerment of traders that should be central and not peripheral. Through these dimensions; the traditional markets in Sinjai will be able to keep the cultural alive yet adjust to the forces of modernization and still be sustainable economically, socially and environmentally.

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