



## Local Government Strategy in Managing the Balang-Balang Traditional Market of Gowa Regency

Arman

Government Sciences, University of Muhammadiyah Makassar, Indonesia

Corresponding Author: Arman



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### Abstract

*This study discusses the Regional Government Strategy in the Management of Balang-Balang Traditional Market in Gowa Regency and knows the things that influence the strategies of the local government in Balang-Balang Traditional Market Management in Gowa Regency. The research approach used is descriptive qualitative. Data obtained from interviews and observations were then analyzed by looking at regional government program strategies in Balang-Balang market management along with the inhibiting factors found in this study. The activities in data analysis in this study are data reduction, data presentation, and drawing conclusions. The results of the research show that there are programs implemented by the local government, one of them is business development and trade facilities that highlight market planning and revitalization efforts, the Gowa Regency government's strategy of prioritizing the improvement of public market facilities in order to operate the process of repairing facilities prioritizing parking facilities causing congestion problems. in the area of the road near the market but the achievement of the objective for price stability in traditional markets is well controlled. In the aspects of leadership, motivation and communication system, there is a process of interaction between the market manager and the Trade Industry Office to check if there is a procedural mismatch.*

### Introduction

The market is all sellers and buyers who carry out transactions both sales or purchases in the form of goods or services, the market is a meeting place for sellers and buyers, both in the form of people and groups of people who have and needs and have the willingness to pay to meet their needs, thus the market can be said as a direct provider of the daily needs of the community and various interactions in it involving elements of government, private and community (traders and buyers) this condition confirms that the market is one of the distributors that are quite significant for the implementers of development in the region because through the user fees generated can increase regional income. A market is a business unit that has a strategic role in the distribution network of consumers who need a product (Elg, 2003). The rapid development of modern markets is felt by many parties to have an impact on the existence of traditional markets. On the one hand, the modern market is professionally managed with complete facilities, on the other hand, the traditional market is still associated with classic problems surrounding unprofessional management and shopping inconvenience (Zunaidi, 2013).

Modern markets and traditional markets compete in the same market, namely the retail market. Almost all products sold in traditional markets can all be found in modern markets, especially supermarkets (Najib & Sosianika, 2017). However, the argument that the presence of a modern market is the main cause of the removal of traditional markets is not entirely true. Almost all traditional markets in Indonesia are still struggling with internal market problems such as poor market management, very minimal market facilities and infrastructure, mushrooming street vendors (PKL) which reduce market traders' customers, and the lack of capital assistance available to traditional traders (Sugiyanto, 2009). This situation does not directly benefit the modern market.

The amount of market retribution revenue that is withdrawn by the market manager every month from traders should be able to provide maximum facilities and services for traders. These services are the implementation of the arrangement and utilization of market facilities and infrastructure, the implementation and cleaning of market buildings and other facilities within the market, the implementation of improvement and selection of market buildings, and other facilities. Conducting guidance and counseling to traders to maintain market hygiene, safety, and comfort. The Balang-Balang traditional market in Gowa Regency should get these services and get improvements in order to become a safe, comfortable and clean market both for visitors/buyers and for the traders themselves, but according to Glueck & Jauch (1988) Strategy is a unified plan, broad and integrated that links the superiority of local government strategy with environmental challenges, is designed to ensure the main objectives of local government programs so that it can be achieved through proper implementation by organizations or local government. To assess the implementation of local government program strategies, Higgins (2005) explains the basis for evaluating the success of local government strategies, namely: (1) Integral Planning and Control Systems, (2) Leadership, Motivation and Systems, (3) Human Resource Management and Organizational Culture.

The research that was carried out previously is Azis (2017) that conducting research related to the Implementation of Presidential Regulation No. 112/2007 on Structuring Traditional Markets in Somba Opu District, Gowa Regency, then research by Andriani & Ali, (2013) looking at the study of the existence of traditional markets, while Magsaba (2013) shows that people in traditional markets have increased the value of rationality in managing traditional markets.

The purpose of this study was to determine the Regional Government's Strategy in the Management of Balang-Balang Traditional Market in Gowa Regency and to know the things that influence the strategies of the local government in Balang-Balang Traditional Market Management in Gowa Regency.

## **Methods**

This study, using a qualitative approach, is a research that aims to understand phenomena about what is experienced by research subjects, for example; behavior, perception, motivation, actions, etc., holistically and by means of descriptions in the form of words and language in a special natural context using various natural methods. This type of research is qualitative descriptive, data collection is done using interviews by selecting informants through probability sampling. Data is collected from observations, interviews, and documentation.

## **Results and Discussion**

To find out the Regional Government's Strategy in the Management of Balang-Balang Traditional Market in Gowa Regency and to find out things that influence the local government's strategy in Management of Balang-Balang Traditional Market in Gowa Regency. Further explanation regarding the results of this study is described as follows.

### *Local Government Strategy in Traditional Market Management*

the results of research on the Regional Government Strategy in Balang-Balang Traditional Market Management Gowa Regency shows that in market management there are programs implemented, one of which is business development and trade facilities that highlight market planning and revitalization efforts and market rehabilitation, improvement of facilities and infrastructure, facilitation and the assistance of all these activities is integrated planning in a work program that is business development programs and market trading facilities.

There is a special strategy carried out by the Gowa Regency government in managing traditional markets by revising the name of the traditional market to the people's market because there has been a stigma in the midst of the people who assess the traditional market as a dirty, dirty market and thuggery attached to the traditional market. improvement of market management, parking, improvement of market operational facilities, and checking of goods sold.

Targets in traditional market management Balang-balang refers to the quality of market infrastructure facilities for convenience and market security that is optimized in the form of rapid response efforts in handling consumer complaints such as scales, prices, and special security guarantees in security guarantees. tasked with maintaining security in the Balang-Balang traditional market area.

There is a target in the market management carried out by the Gowa Regency Industry and Trade Office, namely improving the quality of market facilities and infrastructure and creating a stabilization of distribution and prices of basic needs.

For the target of improving the quality of temporary market facilities and infrastructure in the process of reforming public property market facilities with the aim of increasing the people's accessibility to the availability of representative market facilities and infrastructure, it can be concluded that it has not been achieved because it is still in the process of reforming but for the purpose of utilizing technology in obtaining and providing information on the price of goods basic needs of the community and strategic goods are still not done while price stability has been well controlled by the government of Gowa Regency.

The percentage of people's markets operating well has reached 61% in 2018, then the percentage of stabilization prices of basic necessities and other strategic goods on the market is 95.5%, and the range of products accessible to the market (products) is 16%.

The strategy of the Gowa Regency government prioritizes the improvement of public market facilities in order to operate the process of repairing facilities prioritizing parking facilities which causes congestion problems in the road area near the Balang-Balang market but the achievement of the objective for price stability in traditional markets is well controlled by the government. This is supported by the government. the results of interviews and the data presented show that 95% of the stability of the price stabilization of staple goods and strategic goods in the market.

There is a direction for market managers to direct traders not to use the shoulders or orderly sell at locations that have been provided. To be evaluated regarding market management, it is conducted regularly, every 3 months, regulated by traders, based on zoning determined based on place and type of sale. From the results of the study, it is known that there is motivation given to Industry and Trade service employees to pay attention to the condition of market infrastructure facilities and also to encourage market management to supervise the behavior of traders who do not orderly sell outside in locations that have been determined zoning.

There is a process of market management interaction with the Trade Industry Office to check if there is a procedural mismatch based on conditions that occur in the market. The form of communication that is considered effective is that the market manager goes to the Gowa

Regency Industry and Trade Office to make market contribution deposits every week as well as reporting that explains the market conditions and the problems of traders in the traditional markets of Balang-Balang Regency, Gowa Regency.

From the results of this study, it is known that there is a recruitment process of market management human resources such as security, parking management, cleaning staff, and market heads who are appointed by the Department of Industry & Trade after going through a communication process with the village or village head with criteria for people known to the community or community leaders. Market managers do not need to have special competencies, the most important is that the chosen community leaders are the closest and able to manage the market well and have the ability to prevent conflicts that can arise in market management.

To improve market management capabilities, market leaders are given training through Technical Guidance or Technical Guidance that aims to provide knowledge in managing a good market in the training, explaining more technically technical management such as structuring markets and traders so that provisioning for these market leaders can be one efforts to increase the capacity of market managers.

#### *Factors Affecting the Strategy of Local Government in Traditional Market Management*

The results of the study on factors that influence the strategy of local government in Balang-Balang Traditional Market Management Gowa Regency shows the influence directly or indirectly on the implementation of the local government strategy program in Balang-Balang traditional market management in Gowa Regency. Directly, what can be observed from the management of the Balang-Balang traditional market is the congestion that occurs due to disorderly buying and selling activities in the market, especially those caused by seasonal floods that occupy the roads. The congestion condition makes the government need to involve other SKPD, namely Satpol PP to bring order to traders who cause traffic jams.

The problem that is very influential is the condition of the roads that have not been fixed roads that enter the market have not been cemented perfectly so that in rainy conditions the roads become muddy and make the community or buyers uncomfortable on the road in the market.

The condition of vehicle parking is a problem because its capacity is no longer sufficient, not to mention the market position that faces the Malino shaft, causing congestion. The orderliness of traditional markets is still an obstacle in managing the market, traders sometimes enter their vehicles too far into the market area, making it difficult for consumers to enter the market. Almost all traditional markets in Indonesia are still struggling with internal market problems such as poor market management, very minimal market facilities and infrastructure (Soputan et al, 2017).

From this research, it is known that there are no clear written rules to maintain market order so that there is chaos in the condition of consumers and traders. Furthermore, the indirectly influencing factor is the organization of the market manager who is not able to properly control the activities of traders in the Balang-Balang traditional market in Gowa Regency. Organizing from market managers does not function optimally, this can be seen from the lack of attention from the current market conditions with the problem of market structuring, therefore market management needs to get the attention of the relevant Dinas in this case the Gowa Regency Industry and Trade Office to evaluate the performance of market managers by providing direction on the arrangement of the market location so that the market conditions in Balang-Balang can be put in order immediately.

#### **Conclusion**

There are programs implemented by the local government, one of which is business development and trade facilities that highlight market planning and revitalization efforts, the Gowa Regency government's strategy of prioritizing the improvement of public market

facilities so that they can operate the process of repairing facilities prioritizing parking facilities that causes congestion problems in the road area near the market but Sasara's achievement of price stability in traditional markets is well controlled. Market leaders are given training through Technical Guidance aimed at providing knowledge in managing the market. Then the factors that hampered the local government's strategy in the Management of Balang-Balang Traditional Market, Gowa Regency, community behavior, the condition of infrastructure facilities, and the absence of clear written rules that could bring order to market conditions.

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