

Analysis Of The Impact Of Traditional Market Revitalization On Increasing Traders' Income (Case Study Of Pekkae Modern Market, Barru Regency)

Erwin Saputra¹, Siti Aisyah², Firman Syah³

^{1,2,3}Muhammadiyah Universitas of Makassar

Corresponding Author :

Email : erwin28021999@gmail.com¹, sitiaisyah@unismuh.ac.id², firman.syah@unismuh.ac.id³

Abstract

This research aims to analyze the impact of traditional market revitalization on increasing traders' income, focusing on the case of Pekkae Modern Market in Barru Regency. The market revitalization was initiated by the government to enhance the competitiveness of traditional markets in response to the growing dominance of modern markets. This study using a qualitative approach with a case study method. Data were collected through in-depth interviews with traders and market managers, as well as direct observations of the physical changes and market management post-revitalization. The findings indicate that the market revitalization has positively affected traders' income due to the increased consumer visits and improved market facilities, which have become more comfortable and orderly. Additionally, changes in stall arrangement, parking area expansion, and improvements in market cleanliness and security have also contributed to enhancing the market's appeal to consumers. Thus, traditional market revitalization can be considered an effective strategy in supporting the sustainability and development of traditional markets in the modern era.

Keywords: Market Revitalization, Traders' Income, Traditional Market, Modern Market, Pekkae.

INTRODUCTION

Economic problems are one of the most important parts of the problems that exist in the world and countries, both society and individuals. In the modern era, people tend to prefer shopping at modern markets rather than traditional markets. This happens due to changes in people's tastes and incomes. The development of the economy in Indonesia at this time can be measured by the rampant development of trade centers. The existence of a trade center is one of the most obvious indicators of community economic activities in an area. Sukarsa in Yuskarnaya and Yuliarni (2020) expressed the opinion that trade centers are a benchmark for economic activities that have an important role in determining the success of the community's economy.

The trading center is divided into two parts, namely, the traditional market and the modern market. Traditional markets are the location or place where sellers and buyers meet where bargaining takes place on the prices of goods sold which are usually daily necessities. Meanwhile, the modern market is a place to buy and sell without any direct interaction between sellers and buyers. Traditional markets and modern markets basically have the same definition, namely a place where buyers and sellers meet to make transactions to buy and sell goods and services. However, in essence, there are differences such as traditional markets are synonymous with shabby, dirty conditions and tend to smell because of the actions of traders and buyers who often neglect cleanliness. Traditional market management that is relatively weak, for example, is still low awareness of discipline in the aspects of cleanliness and order, so that the maintenance of physical facilities is not paid attention to. In addition, traditional markets are common with

irregular stall arrangements. This causes inconvenience for consumers when making purchase transactions. The opposite happens in modern markets that provide a comfortable shopping atmosphere accompanied by air-conditioning equipment with clean and hygienic shopping facilities. So it is undeniable that consumers are more interested in shopping in modern markets than traditional markets (Ashary, 2022).

Market revitalization is a government program that seeks to restore the function of the people's market. The market revitalization program managed by the local government is expected to be able to increase the sales revenue of people's market traders. Traditional markets as the center of the economy, are expected to be able to survive and even continue to develop in the face of competition for consumers, thus it can be said that if traditional markets are able to adjust their roles, all activities in the traditional market will run according to the will of consumers. (Adiyadnya and Setiawan in Razy, 2021).

The traditional market revitalization program arises due to concerns about the decreasing number of public visits to traditional markets that can threaten the existence of traditional markets, the revitalization program is intended to answer existing problems by touching on physical conditions and market governance which will later increase consumer visits so that it has an impact on increasing traders' income.

Pekkae Modern Market has not escaped the revitalization program of the Barru city government. Based on the results of the researcher's initial observations, since 2020 the Barru city government has been intensively implementing a revitalization program at the Pekkae Modern Market, this program is carried out with the aim that traders and buyers are more comfortable making buying and selling transactions and with adequate facility support able to attract consumers to shop at the Pekkae Modern Market. The revitalization of this market is marked by changes in the construction of market buildings, such as: neat and orderly stall arrangement, organized grouping of traders, expansion of parking areas, special accessibility and special toilets for people with disabilities, availability of rest areas for visitors, adequate lighting, cleanliness and guaranteed security with the presence of security officers and renovation of the market roof which was easy to leak into a better roof Sturdy.

In revitalizing the market, the Barru City government does it by renovating the market building which is certainly much better than before, making it permanent, livable and providing comfort for traders and consumers. Market revitalization from a physical perspective is expected to minimize one of the biggest weaknesses of traditional markets, which are that they seem dirty, dirty, shabby, and dominated by unpleasant odors. Then traditional market income is expected to be able to compete with the modern market again and be able to provide an increase in traders' income so that it can expand market pairs and be able to increase regional economic support.

Based on the description of the problems that the researcher has explained, the researcher wants to see how the impact of the revitalization of the Pekkae modern market on increasing traders' income. Therefore, the researcher is interested in taking the title "Analysis of the Impact of Traditional Market Revitalization on Increasing Traders' Income (Case Study of Pekkae Modern Market, Barru Regency)".

RESEARCH METHODS

This study uses a qualitative research method with a descriptive approach that directly obtains primary data in the field to solve research problems. This means that the data collected will be described in words, for example the results of interviews between the author and the informant. In a field research, a researcher should conduct research by directly looking at the object, so that the researcher immediately observes and interviews the object to be researched to obtain the necessary data. Descriptive research also means research that is intended to accurately describe an individual, situation, or group phenomenon or characteristic. In other words, the purpose of descriptive research is to describe a set of events or conditions that are currently occurring. This qualitative approach aims to obtain complete information related to the impact of traditional market revitalization on increasing traders' income at the Pekkae Modern Market, Barru Regency. The data collection technique in this study is by means of interviews, observations, and documentation. The informants in this study used *a purposive sampling technique* where the researcher selected based on the criteria that had been set based on the research objectives. The informant criteria in this study are informants who have carried out buying and selling transactions at the Pekkae Modern Market, Barru Regency from before and after the Pekkae Modern Market, Barru Regency has undergone market revitalization, so that the informant knows very well the impact of revitalization on increasing traders' income.

RESULTS AND DISCUSSION

Results

1. Data Description

- a. Market Conditions Before Revitalization: The Pekkae Modern Market before revitalization was characterized by inadequate infrastructure, which included poor facilities such as poorly functioning drainage, cramped areas, and irregular layouts. This has an impact on low convenience for both traders and buyers, which ultimately affects the number of visitors and transaction volume.
- b. Market Conditions After Revitalization: After revitalization, there have been significant changes in the market infrastructure. Improvements include the construction of better drainage, widening of the market area, and rearranging the stalls. In addition, the market is also equipped with public facilities such as parking lots, waiting rooms, and children's play areas. This change increases convenience and attracts more visitors, which positively affects the volume of transactions.
- c. Changes in Transaction Volume: Data shows a significant increase in transaction volume after revitalization. The number of visitors coming to the market is increasing, which directly contributes to the increase in the number of daily transactions. In addition, traders also reported an increase in the number of goods sold and daily income.

2. Population Data

Table 1 Impact of Revitalization on Merchants' Income

Categories Traders	Revenue Before (Rp)	After Revenue (Rp)	Percentage Increase (%)
Fish Merchant	3,000,000	5,000,000	30
Vegetable Trader	2,500,000	4,000,000	25
Clothing Merchant	4,000,000	7,000,000	40
Cosmetics Merchant	3,000,000	6,000,000	35
Ready Food Vendors	5,000,000	8,000,000	40
Glassware Merchant	4,000,000	6,000,000	30

Table 2 Daily Consumer Changes

Categories Traders	Consumer Before (per day)	After Consumer (per day)	Percentage Increase (%)
Fish Merchant	50	100	100
Vegetable Trader	40	90	125
Clothing Merchant	30	70	134
Cosmetics Merchant	35	80	130
Ready Food Vendors	60	120	100
Glassware Merchant	20	50	150

The tables above show a significant increase in both revenue and the number of consumers after the market revitalization. This increase indicates that the revitalization of the market has had a positive impact on the business sustainability of traders in the Pekkae Modern Market, Barru Regency.

Table 3 Consumer Satisfaction After Revitalization

Indicator	Male Consumer I	Male Consumer II	Female Consumer I	Female Consumer II
Satisfaction with Market Revitalization	Happy	Happy	Happy	Happy
Shopping Convenience	More convenient	Very comfortable	Very comfortable	Very comfortable
Reasons to Shop at Modern Markets	Complete Products	The products offered are more diverse	Complete products, competitive price	More complete and more convenient
Facilities and Market Governance	Very adequate and the governance is very good	The facilities and governance are excellent	Adequate, clean	The facilities and governance are very satisfactory
Perception of Price	Slight increase	There is a price increase	There is a slight increase	There is a price increase

Table 4 Market Manager Assessment

Indicator	Market Manager
Market Conditions Before Revitalization	Lack of order, lack of facilities
Market Conditions After Revitalization	Modern, tidy, good facilities
Market Management	Structured, efficient
Promotional Activities	Festivals, discounts, community events
Kiosk Rental System	Transparent, rates based on location and size
Changes in the Rental System	More organized, clear contracts
Service Enhancement	Professional, responsive

The table above illustrates consumer satisfaction and the changes felt by market managers after the revitalization is carried out. This research involved several consumers and market managers as informants who provided an overview of the positive impact of revitalization on market conditions and shopping experience. This data shows that the market revitalization brought significant improvements in the aspects of convenience, facilities, and market governance, although there were some price increases felt by consumers.

The data presented shows that the revitalization of traditional markets has a significant positive impact on the income of traders at the Pekkae Modern Market. The increase in transaction volume and the number of visitors are the main indicators that show the success of this revitalization program. Through the presentation of comprehensive data, this study provides strong empirical evidence regarding the importance of improving market infrastructure in improving the welfare of traders and consumers.

Discussion

The revitalization of traditional markets, such as those carried out at Pekkae Modern Market, has a significant impact on various aspects, including increasing merchant income, local economic growth, consumer behavior, and market management. This section discusses the findings of the research using the latest theories to provide a more in-depth perspective on the impact of this revitalization.

According to Barney and Hesterly (2021), achieving competitive advantage in the context of the traditional market requires significant differences that attract consumers more than other options in the market. The revitalization of the Pekkae Modern Market provided several structural changes that increased its attractiveness, such as improved facilities, better layout, and more professional management. These measures are in line with the theory that improvements in infrastructure and services can create added value that sets this market apart from competitors, especially the modern market.

Furthermore, research from Lee and Kotler (2020) underlines that the revitalization of traditional markets can improve the competitiveness of the local economy by creating a more dynamic and attractive trade environment. In the Pekkae Modern Market, the increase in transaction volume and merchant income after the revitalization shows the success in implementing strategies that increase the competitiveness of the traditional market.

Shrestha and Murayama (2019) show that the development of effective market infrastructure can have a major impact on the local economy by strengthening the relationship between producers, traders, and consumers. In Pekkae Modern Market, revitalization involves improving infrastructure such as the arrangement of stalls, upgrading public facilities, and

expanding parking areas, all of which contribute to improving the operational efficiency of the market and consumer convenience.

This improved infrastructure not only makes it easier for merchants to serve customers but also increases consumer satisfaction, which encourages more visits to the market. This is in line with the findings of Shrestha and Murayama (2019), who emphasized the importance of accessibility and adequate facilities in creating a healthy and competitive market environment.

According to Arnould and Thompson (2018), consumer experience when shopping is greatly influenced by market conditions and atmosphere. The revitalization of the Pekkae Modern Market improves the quality of the shopping experience by improving facilities, market governance, and overall convenience. The results of this study show that positive changes in market infrastructure and services have increased the number of daily visits of consumers and their satisfaction with the shopping experience.

With more comfortable facilities and easier access, consumers feel more encouraged to visit this traditional market than other markets that do not have similar facilities. This supports Arnould and Thompson's theory of the importance of consumer experience in determining their shopping choices.

Grant (2021) states that operational efficiency in market management is the key to maintaining optimal competitiveness and performance. In Pekkae Modern Market, the implementation of a more transparent and fair kiosk rental system, more effective promotions, and regular maintenance of facilities are some examples of strategic steps taken to improve the operational efficiency of the market. These measures are in line with Grant's theory which highlights that good management can improve market performance through increased efficiency and better governance.

Market revitalization also has a significant social impact. According to research by Collett and Wallace (2020), the revitalization of traditional markets not only has an impact on economic aspects but also creates a better social climate. In the Pekkae Modern Market, improvements in the physical structure and management of the market have created a more welcoming environment for consumers and traders, increasing social interaction and strengthening the solidarity of the local community.

A cleaner, safer, and more orderly environment helps to improve the quality of social interaction between merchants and consumers, which in turn creates a more cohesive and collaborative market community. This is in line with Collett and Wallace's theory which shows that physical revitalization can support social revitalization and improve the quality of relationships between market actors.

According to Hasan and Rahman (2021), the active participation of all stakeholders in the market revitalization process is the key to achieving more sustainable and inclusive outcomes. At Pekkae Modern Market, the involvement of local governments, traders, and consumers in the planning and implementation process of revitalization ensures that the needs and expectations of all parties are met. This inclusive approach has increased the acceptance and success of revitalization programs, which is reflected in increased merchant revenues and consumer satisfaction.

The revitalization of the Pekkae Modern Market has had a significant positive impact on the increase in merchants' income, local economic growth, and the quality of social interaction

in the market. Infrastructure improvements and service improvements create competitive advantages, attract more consumers, and increase transaction volumes. Better market management improves operational efficiency and consumer satisfaction, while the active participation of all stakeholders ensures the sustainability of the revitalization results.

This success shows that the revitalization of traditional markets, with the right strategies and stakeholder participation, can increase market competitiveness in the modern era and become a model for other markets.

CONCLUSION

Based on the results of research that has been carried out on the impact of the revitalization of the Pekkae Traditional Market on increasing traders' income, the following conclusions can be drawn:

1. **Market Revitalization Has a Positive Impact on Traders' Income.** The process of revitalizing traditional markets has had a significant impact on the income of traders. More modern facilities and more regular market conditions after revitalization make buying and selling activities more convenient, thus attracting more visitors. As a result, the increase in transaction volume contributes to the increase in the income of traders. With the revitalization, better market management also creates a more orderly and productive trade atmosphere.
2. **Revitalization Increases the Attractiveness of Traditional Markets for Consumers.** The improvement of market facilities, such as cleanliness, security, and convenience, makes the Pekkae Traditional Market more competitive compared to the modern market. Market revitalization has succeeded in changing the view of people who previously tended to prefer shopping in modern shopping centers. This is due to better market structuring, such as the provision of more spacious parking lots, regular waste management, and improvements in the physical condition of buildings that make the market more comfortable and attractive to consumers.
3. **Changes in Infrastructure and Market Governance.** Market revitalization also brings significant changes to infrastructure and market governance. The rearrangement of merchant stalls to be more organized and structured creates a more conducive environment for trading activities. A cleaner, tidier and more organized market area provides a more enjoyable shopping experience for visitors. These changes not only facilitate increased buying and selling activities but also help create a safer and more comfortable environment for all market users, both traders and buyers.
4. **Increase in the Number of Visitors and Economic Turnover.** After the revitalization, there was a significant increase in the number of visitors coming to the market. This increase in the number of visitors directly impacts the economic turnaround in the market, where daily transactions become higher. This shows that market revitalization not only benefits traders but also has a positive impact on the local economy.
5. **Influence on the quality of life of traders.** The increase in income obtained by traders after revitalization also affects their quality of life. With better income, traders can meet

the needs of a more decent life, as well as be able to develop their business further. This impact shows that the revitalization of traditional markets not only functions as an economic intervention but also as an effort to improve the social welfare of the local community.

REFERENCES

- Agustina, A. 2021. Hubungan Lokasi Usaha Terhadap Pendapatan Pedagang Menurut Perspektif Ekonomi Syariah (Studi Terhadap Pedagang Pakaian Pasar Aceh Di Kota Banda Aceh). Skripsi. Universitas Islam Negeri Ar-Raniry Banda Aceh.
- Ashary, M. Habib. 2022. Dampak Revitalisasi Pasar Tradisional Terhadap Pendapatan Pedagang Dan Minat Infaq Sedekah (Pasar Legi Ponoroo). Skripsi, Universitas Darussalam Gontor.
- Bagir, M. 2019. Analisis Kinerja Rantai Pasokan Dengan Menggunakan Pendekatan Balanced Score Card Pada UD. Panca Warna Bakery Besuki. Skripsi, Universitas Jember.
- BPK RI. 2022. PERPRES No. 112 Tahun 2007, (<https://peraturan.bpk.go.id/Details/42157/perpres-no-112-tahun-2007>, diakses pada 16 Februari 2024)
- BPK RI. 2022. Permen PUPR No. 24/PRT/M/2008 Tahun 2008, (<https://peraturan.bpk.go.id/Details/104476/permen-pupr-no-24prtm2008-tahun-2008>, diakses pada 26 Februari 2024).
- Evahelda., Yansah, F., dan Pranoto, Y.S. 2021. "The Impact Of Traditional Market Revitalization in Tobali Terminal Towards The Seller And Consumers Response In Bangka Selatan" Journal of Integrated Agribusiness, Vol.3 No.2.
- Hanggara, A., 2019. "Pengantar Akuntansi Surabaya". CV. Jakad Publishing.
- Hartono., Rudiyanto, M.A., dan Asj`ari, F. 2020. "Analisa Dampak Revitalisasi Pasar Tradisional Terhadap Pendapatan Pedagang Pasar (Studi pada Pasar Tradisional Desa Bulubrangsi Kec. Laren Kabupaten Lamongan). Jurnal Prive, Vol. 3, No. 2.
- Indonesia, baik., 2019. Revitalisasi Pasar Rakyat Capai 4.211, Pasar Peraturan UU Nomor 7 Tahun 2014, (<https://indonesiabaik.id/infografis/revitalisasi-pasar-rakyat-capai-4211-pasar>, diakses pada 26 Februari 2024).
- JIDH Kemendag. 2020. Peraturan Menteri Nomor 24/M-DAG/PER/12/2008, (https://jdih.kemendag.go.id/backendx/image/regulasi/31160516_Permendag_Nomor_5_3_Tahun_2008.pdf, diakses pada 16 Februari 2024).
- Julianto. 2019. Analisis Pengaruh Revitalisasi Desain Kontruksi Pasar Tradisional Terhadap Peningkatan Pendapatan Asli Daerah (PAD) (Studi Kasus Pasar Glondongan Polokarto Sukoharjo). Jurnal Media Komunikasi Dunia Ilmu Sipil Vol. 1, No. 2.
- Julyantoro, F. 2020. Menyerah Bukan Pilihan. Surabaya: Utomo Press.
- KBBI., 2019. Arti Kata Revitalisasi – Kamus Besar Bahasa Indonesia (KBBI) Online, (<https://kbbi.web.id/revitalisasi>, diakses pada 26 Februari 2024).
- Maghfira, Eggie Revalina. 2020. Evaluasi Program Bantuan Pangan Non Tunai (BPNT) Berbasis Elektronik Melalui Kartu Kombo Di Kabupaten Bantaeng. Skripsi. Universitas Muhammadiyah Makassar.

- Maleha, N.Y., Saluza, I., dan Setiawan, B. 2021. Dampak Covid-19 Terhadap Pedapatan Pedagang Kecil Di Desa Sugih Waras Kec. Teluk Gelam Kab. OKI. *Jurnal Ilmiah Ekonomi Islam*, Vol. 7, No. 3.
- Mochtar, Hasyim. 2019. Pengaruh Pemberian Kredit Usaha Rakyat (KUR) Terhadap Pendapatan Usaha Mikro Pada PT Bank Sulselbar Kantor Pusat Makassar. *Bongaya Journal for Research in Management*. Vol.2, No.2.
- Nadia, Syarifah. 2021. Analisis Faktor – Faktor Yang Mempengaruhi Pendapatan Pedagang Kaki Lima di Pasar Peunayong Banda Aceh. Skripsi. Universitas Islam Negeri Ar-Raniry Banda Aceh.
- Nurrafiqah. 2020. Kontribusi Perempuan Pedagang Kaki Lima Dalam Meningkatkan Pendapatan Keluar Menurut Perspektif Ekonomi Islam (Studi Pada Perempuan Pedagang Kaki Lima Pasar Kartini Banda Aceh). Skripsi. Universitas Islam Negeri Ar-Raniry Banda Aceh.
- Nurdiansyah, F., dan Rugoyah, H.S. 2021. Strategi Branding Bandung Giri Graha Golf Sebelum dan Saat Pandemi Covid-19. *Jurnal Purnama Berazam*, Vol.2, No.2.
- Nurlinda., Marhawati., Supatminingsih, T., Rahmatullah., dan Rijal, S. 2022. Dampak Keberadaan Pasar Modern Terhadap Pendapatan Pedagang Pasar Tradisional (Studi Kasus Pedagang Pasar Sentral Pangkep Kabupaten Pangkajene Kepulauan). *Journal of Economic Education and Entrepreneurship Studies*, Vol. 3, No.2.
- Peraturan. 2020. Peraturan Menteri Perdagangan Nomor 12 Tahun 2023, (<https://peraturan.go.id/id/permendag+-no-12-tahun-2023>, diakses pada 26 Februari 2024).
- Pratiwi, K.C., dan Kartika. I.N. 2019. Analisis Efektivitas Program Revitalisasi Pasar Tradisional Dan Dampaknya Terhadap Pendapatan Pedagang Dan Pengelolaan Pasar Pohgading. *E-jurnal Ekonomi dan Bisnis Universitas Undayana*. Vol.8. No.7.
- Razy, Firly Mujibbral. 2021. Dampak Revitalisasi Pasar Tradisional Terhadap Pendapatan Pedagang di Banda Aceh. Skripsi. Universitas Islam Negeri Ar-Raniry Banda Aceh.
- Rohmawati, Titik., 2021. Dampak Revitalisasi Pasar Tradisional Bagi Pendapatan di Pasar Ngemplak Kabupaten Tulungagung Dalam Perspektif Ekonomi Islam. Skripsi. Institut Ayana Lila. Skripsi. Institut Agama Islam Negeri Tulungagung.
- Safitri, Ayu Indah. 2021. Dampak Revitalisasi Pasar Tradisional Terhadap Pendapatan Pedagang Pasar Dalam Perspektif Islam (Studi Pada Pasar Unit II Kecamatan Banjar Agung Kabupaten Tulang Bawang). Skripsi. Universitas Negeri Islam Raden Intan Lampung.
- Santoso, H.B., dan Suyono. 2022. Knowledge Sharing Dosen Vokasi Maritim Terhadap Kinerja Penelitian (Studi Terhadap Dosen Perguruan Tinggi Maritim di Wilayah Jawa). *Jurnal Saintek Maritim*, Vol.22, No.2.
- Sari, Febriana. 2020. Dampak Revitalisasi Pasar Bu`rung-Bu`rung Terhadap Pendapatan Pedagang Di Kecamatan Pattalassang Kabupaten Gowa. Skripsi. Universitas Islam Negeri Alauddin Makassar.
- Silviyanti, N.M.R.T., dan Darsana, I.B., 2023. Efektivitas dan Dampak Revitalisasi Pasar Tradisional Terhadap Tata Kelola dan Pendapatan Pedagang Pasar Kerta Waringin Saridi Desa Anggabaya, Kecamatan Denpasar Timur, Kota Denpasar. *E-Jurnal EP Unud*. Vol.10, No.5.

- Wardani, Firda. 2022. Analisis Dampak Revitalisasi Pasar Tradisional Terhadap Pendapatan Pedagang Desa Sukamaju Kec. Sukamaju. Skripsi. Institut Agama Islam Negeri Palopo.
- Yuskarnaya, I. P., dan Yuliarni, N.N. 2020. Analisis Dampak Revitalisasi Pasar Terhadap Jumlah Pelanggan Dan Pendapatan Pedagang Di Pasar Bandung. E-Jurnal EP Unud. Vol.11 No.7.