

## Revitalization Program Of The Market In Improving Infrastructure Development And Participation Of The Market Traders

Sufi Hamdani Kurniawan<sup>1</sup> and Sri Kusriyah<sup>2</sup>

Abstract. Revitalization program aims to establish a public market in terms of both infrastructure or welfare of the traders in the market people. The method used in this study explorative inductive data collection techniques of observation, interviews and documentation. The data obtained by the guidelines as an informant interviews are officials and employees in the Department of Industry and Trade as well as traders in local markets. To help revitalize local markets to improve infrastructure and to be implemented properly in requiring the active participation of traders. With a good governance of each program can be run and supported by community participation.

Keywords: Market Revitalization Program; Infrastructure Development; The Participation Of Traders.

### 1. Introduction

Developments in world trade resulted in a surge in globalization based businesses oriented to modernization. This is evidenced by the many modern shops and supermarkets which have developed rapidly. Each district and city can be ensured supermarket or modern shops. The development of modern supermarkets and shops has resulted in the public market was once the heart of the community in the fulfillment of the needs have been replaced. Based on the data in Jepara district there were 21 public market which is managed by the government and 44 local markets which is managed by the village and to the number of modern markets in Jepara amounted to 55 in terms of comparison of the modern market is more dominant. In addition, one factor that led to displacement of local markets is the management of people who are less good market. It is characterized by poor hygiene and arrangement of booths or stalls disorderly. So the convenience and services received by the community in the fulfillment of their needs are not achieved well.

The problems faced by the public market can not be separated from buildings or infrastructure and public participation the market itself. Therefore, government efforts to improve the market competitiveness of the people with their traditional market revitalization program. Quality is seen as inner excellence, where quality can be felt or known but difficult to be defined and operationalized.<sup>3</sup> Based on their proficiency level then the market revitalization program folk folk market is expected to compete with modern markets and boost the economy of society, especially in the district of Jepara. Good governance is the set of processes applied in both private and public organizations to determine the decision. Good governance is, although not able to guarantee fully everything will be perfect. however, if adhered to clearly reduce the abuse of power and corruption, Many international donor agencies, such as IMF and

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<sup>1</sup> Students of Master of Law, Faculty of Law, Universitas Islam Sultan Agung Semarang, email: [Sufikurniawan12@gmail.com](mailto:Sufikurniawan12@gmail.com)

<sup>2</sup> Faculty of Law UNISSULA Semarang

<sup>3</sup> Tjiptono, Fandy. 2000. *Manajemen Jasa*. Yogyakarta: BPFE

The World Bank, Requires the enactment of the elements of good governance as a basic aid and loans will they provide.

Good governance can be understood by imposing eight characteristics are essentially as follows:

- active participation
- Rule of law
- Transparency
- responsive
- Oriented will deliberation to get consensus
- Fairness and equal treatment for everyone
- Effective and economical
- Can be accounted for

Applicability of the above characteristics to be a guarantee for decrease the corruption, minority views are represented and considered, as well as the views and opinions of the weakest heard in decision-making.<sup>4</sup>

In relation to the purpose of the state to promote the general welfare in order to implement the national development, it is necessary to good public services. This is in accordance with one of the functions of government itself, which is a service function to be able to realize a prosperous society conditions. Subsequently added to the mandate of Law Number 23 of 2014 on Regional Government, namely "that the regional administration is directed to accelerate the realization of the welfare of the community through service improvement, empowerment and community participation, as well as increased competitiveness of the region with regard to principles of democracy, equality, justice and the peculiarities of an area in the Unitary State of the Republic of Indonesia".<sup>5</sup>

## Research Methods

*Research internship* is a research internship and where research is done more in-depth analysis in accordance with occupied and scientific principles. The collection of data obtained from internships, observers using exploratory method with inductive approach. Explorative method is widely researchers wanted to delve into the causes or matters that affect the occurrence of something.<sup>6</sup> While inductive approach is a way of thinking to give the right reasons with specific statements to construct an argument of a general nature. In inductive reason a general conclusion drawn from a specific statement.<sup>7</sup> The method of explorative describe aspects related to the focus of which will be observed and studied. With inductive approach that is intended to understand in order to build knowledge and look what happened. Observers use a data source that the person or people who requested information about the study through interviews and the primary data source that helps observers in getting the facts on the ground and symptoms of the symptoms experienced by infroman<sup>8</sup>, Place or in the local

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<sup>4</sup> <http://id.wikipedia.org>

<sup>5</sup> Law Number 23 Of 2014 on Regional Government

<sup>6</sup> Arikunto, Suharsimi. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Reserved

<sup>7</sup> Nazir, Moh. 2013. *Metode Penelitian*. Bogor: Ghalia Indonesia

<sup>8</sup> Arikunto, Suharsimi. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Reserved

markets and the Office of Industry and Trade Office in the District of Jepara which is where the observers to observe and see the conditions and phenomena, paper or other sources of data such as symbols that the documents contained in the relevant institutions with research in Jepara district such as local regulations or technical instructions and documentation photographs of activities that have been carried out. Data collection techniques used were observation and interviews using the concept of triangulation. Then the information required in the document. Analysts use data analysis techniques to analyze the data according to the three-step model of Miles and Huberman namely data reduction (Data Reduction), Presentation of Data (Data Display), inference (Conclusion Drawing).<sup>9</sup> With the steps of the observer can be thoroughly and accurately provide internship and the research results.

## 2. Results And Discussion

Internships and research that has been done, the observers get the phenomena that occur in the field as follows:

- **There are still many people who have the building market is less feasible**

Public perception of the market is always negative people that assume that the local markets are dirty, untidy, crowded and uncomfortable to shop. The perception is very difficult to remove from people's minds. As his case in the district of Jepara from the market 21 people who were not all the people to revitalize the market. Popular market has yet to get the revitalization of public infrastructure such as buildings used by traders is not feasible. So that it affects the safety and comfort gained by the community while fulfilling their needs. These conditions must be warranted given folk market is one of the backbone of the economy of society, especially the lower middle class people.

- **Public market is not well ordered and seem less tidy**

The fact that happened on the ground, which has revitalized the market does not fully go according to plan. Jepara market one example, the building has been repaired and the building has been built into two floors. At the beginning of the construction and revamping of planning public market facilities expected Jepara los stalls and can be fully charged and can be used properly. But what happens in the public market on the second floor is empty and not filled by the merchant market, resulting in the building is not used optimally. It happened because of zoning or arrangement that has been set in the initial planning is not done well. besides that traders do not want to be moved to a specified zone.

- **Cleanliness, order and beauty (K3) is not optimal**

Cleanliness, order and beauty (K3) is one of the main keys to improving comfort and economic growth in the public market. For K3 contained in the popular market has been revitalized, especially at points of cleanliness is good in this case because the local markets in addition to having a new building and easy to clean, popular market

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<sup>9</sup>Sugiyono. 2013. *Memahami Penelitian Kualitatif*. Bandung: Alfabeta

has been revitalized organization or association that has been well-organized. one example in Jepara market 1, on the market either merchant or the Department of Industry and Trade to work together to carry the special cleaning service to clean up the market on a regular basis. Yet another case with people who have not experienced the market revitalization, public market that has not undergone revitalization tend to be dirty and uncomfortable. One of them Bangsri market. In addition to the building that is less feasible it in because of the market organization or association has not formed properly so as to support optimal K3 can not be his special people who have not experienced market revitalization. The data collected by observers either in the field are principal factors affecting the results of the existing principal. The factors that affect these events are as follows:

- **Educational background or level of human trader**

A factor that greatly influence the course of a government program that is addressed by the community. One of his people's market revitalization program. Because of the level of education or low human difficulty in directing government policy should be done about the program. This happens when giving an understanding of the traders to move in accordance with the zoning that has been determined to make it look neat and orderly. But in practice it is difficult to do because the traders would not understand the purpose of zoning or arrangement, they fear that the merchandise or goods that they sell so it did not sell. Whereas the purpose of zoning or arrangement made so that buyers do not hassle and traders get a better buyer and a lot for the future.

- **Sources of funds or budget in development**

Material or funding is required at each development undertaken. As with any popular market revitalization program requires a lot of funds, so that factors funds or allocation of funds for the program is one of the principal keys. In other words, at the moment no budget or funds to help revitalize local markets then market revitalization program people can not be performed with optimal or even can not run. So that the funds or budgetary factors are the main factors to affect every program run

- **Community participation and trader**

Community participation and traders is a key to run the existing policies or programs. In accordance with the characteristics of good Governace one of which is participatory. Delam governing the participation of each component is of absolute need. In one example, when the government has a policy on zoning or arrangement of the traders if it is no participation or the participation of traders or community certainly zonsi or arrangement can not be done well.

- **Zoning traders in local markets**

Zoning is an arrangement made by the Department of Trade and Industry in cooperation with the association or organization of people's market. Structuring function so that the traders can be classified according to the type of merchandise. And the arrangement also prevents the public market more orderly. In addition to period ahead this arrangement can improve the economy of the merchant because

with this arrangement then the buyers can easily locate or obtain the requirements in the search. Obviously this affects the economy and the sustainability of the traders. With his existing zoning or structuring the participation of traders is higher because it is related to the existence of the traders in the market people.

Factors that affect these events certainly must be addressed and dealt with so that people market revitalization program can run optimally. Associated with a review of the existing theories. In good governance, the government meet the existing criteria and implement the program well. Based on data collection and after the analysis steps undertaken by the government of Jepara to implement the revitalization program popular market in order to obtain optimal results, among others:

- **Make a priority for public market is not feasible or the most severe condition.** It is in because right funding or budget that do not meet to conduct serentak revitalization program for each of the local markets. Therefore, measures taken prioritize the government is not feasible market for revitalization. So gradually and periodically markets are expected to become better people after the revitalization. And the financing is concerned of course included accountability in public by the relevant agencies, and public participation to monitor and observe the people's market revitalization program.
- **Held a consultation and outreach with the community or the organization of the market to determine zoning or layout.** Socialization is done in order to provide an understanding of the community or trader in the market people to think ahead to the construction market itself. Socialization is also done so that the transparency of the activities that will be done is not necessarily, unilateral decision by the government but to involve the public in this case the trader to actively participate in the implementation of the program. Additionally conducted consultation between the government, represented by the department of Industry and Commerce with the market or the existing market organizations to discuss how zoning or typesetting traders in local markets after the revitalization. This is done in order to avoid miskoordinasi resulting in protest or refusal in the arrangement conducted to support development of local markets.
- **Cooperation with the community or the organization as well as third-party market for K3 management.** Of course, to obtain the optimal K3 will not be created if only done by one party alone. It takes a good cooperation of the market management or related organizations or associations. With deliberation and communication is established properly, information or policy can be run with good support optimal K3.

### 3. Closing

#### 3.1. Conclusion

Based on research that has been done we can conclude the following:

- Implementation of good governance have a positive impact in the implementation of any program of government. Every program that is run can not be separated from public participation, either directly or indirectly. It is hoped that with the

existing criteria on good governance market revitalization program people can accurately and implemented according to the needs of society.

- Policy or program of government should always be oriented to community service. Public market revitalization program in the district of Jepara is not all done. It was in because of limited funds for infrastructure development. Besides the participation of people's market traders less also be a limiting factor market revitalization program.

#### 4.2 Suggestion

To overcome the barriers that have been analyzed, solutions are needed, namely:

- Supporting the revitalization program of the local markets there are some suggestions to improve the welfare of society folk market itself one of which the government makes Agency Business Service (BLUD) or the like which has the task to deal specifically with or manage the local markets and provide welfare for market traders of the people and with authority arranged in writing.
- Sources of information to the public market in the form of banners or pasteboard to provide socialization course should be increased.
- Local governments can also collaborate with higher education institutions to increase the participation of traders. Ongoing activities or programs should certainly be subject to procedures in overseeing the set and the program should be monitored on a regular basis for the implementation of the program can be optimal or appropriate existing planning.
- Government infrastructure development can work together with investors to create a popular market in accordance with the plan.

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