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Analysis Of Vendor Income After The Traditional Market Revitalization Policy (Case Study: Simpang Market, Srimenanti, East Lampung Regency)

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Abstract

This study investigates the differences in traders' income, number of customers, and retribution fees between before and after the market revitalization policy. Through a quantitative approach and data collection from relevant informants, followed by the Wilxocon signed rank test, the study found that the market revitalization policy led to a negative difference, namely a decrease in the income and number of consumers of market traders, as well as an increase in retribution costs after the market revitalization policy.

Keywords: : Income, Consumers, Retributions, Market Revitalizations

INTRODUCTION

Economic growth is a phenomenon that explains the increase in people's income in a country caused by the production of goods and services within a certain period of time. Increased economic growth can't be separated from the influence of economic development which can be measured by the development of trade centers. The trade center is an indicator of real community economic activity in an area. One of the trade centers that occurs in the community is a market that can create job opportunities.

Market is a place where prospective buyers and sellers meet to conduct transactions in obtaining goods and services. Moreover, along with the rapid development of the times towards modernity, currently the existence of traditional markets is starting to decline. Traditional markets with dirty, shabby, and smelly identities are one of the causes of the real decline of traditional markets, causing uncomfortable conditions for consumers in the market. Futhermore, the emergence of modern/retail markets in the

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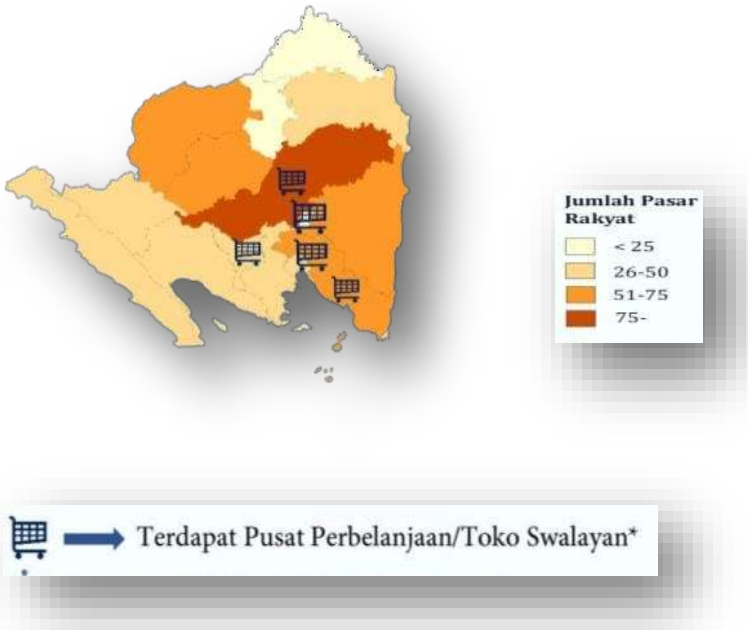
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middle of traditional markets with their advantages indirectly creates competition between the two markets.

Based on these problems, the government implemented a traditional market revitalization policy which is one of the government's ways to increase the potential of traditional markets so that they can compete with modern markets in the current era of globalization. Market revitalization is one of the government's efforts to maintain the existence of traditional markets amid the many of shopping centers/ mall and supermarkets. Revitalization means improving the physical building of the market, as well as improvements in the field of market management to improve competitiveness, the welfare of traders and support the great logistics and distribution of community needs.

Distribution of Markets and Shopping Centers in Lampung 2020

Lampung is an area that connecting Sumatra Island and Java Island. It can be said that Lampung is a buffer area for national economic mobility traffic, making it a



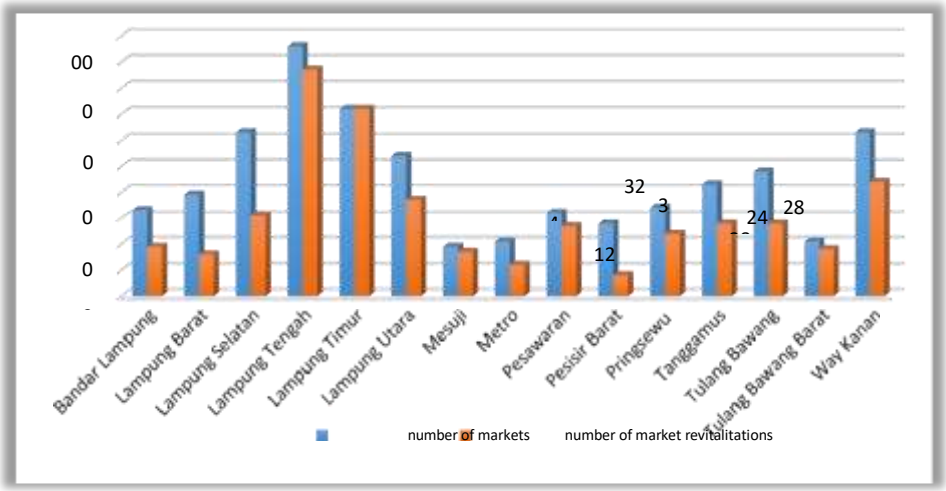
strategic economic area.

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The figure above shows the distribution of traditional markets in various districts/cities in Lampung Province. Of the 15 districts/cities, 5 of them already have shopping centers/supermarket stores, namely: South Lampung, Central Lampung, Pringsewu, Bandar Lampung City, and Metro City. The remaining 10 districts in Lampung do not yet have shopping centers/supermarket stores. The number of markets and shopping centers by market classification in Lampung is: there are 651 traditional markets, 12 trading centers, and 38 convenience stores spread across various regencies/cities.

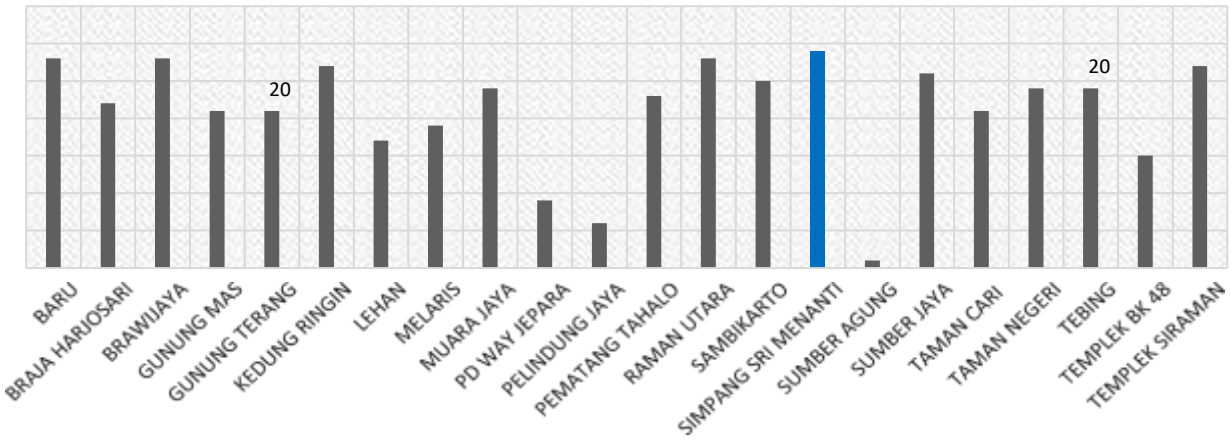
Number of markets and market renovations in Lampung 2020



Based on the data in Figure 2, we can see that the number of markets and market renovations is highest in Central Lampung Regency, totaling 96 markets with 87 markets having been renovated. Meanwhile, the least number of markets is in Mesuji Regency with a total of 19 markets, 17 of which have been renovated. East Lampung Regency alone has a total of 72 markets that have been renovated as a whole, in other words, they have been renovated 100% of markets in East Lampung have undergone market renovations. Therefore, researchers are interested in conducting research in markets in East Lampung by looking at the percentage of renovation or revitalization policies that reach 100. One of the markets in East Lampung that has renovated the market is Simpang Srimenanti Market.

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Year of Market Renovation by District in East Lampung

East Lampung Regency has 72 traditional markets spread across various districts sub-district and become a shopping center for the local community. The market data in the figure above is market data taken per sub-district. The selection of market representatives taken is based on the latest year of market renovation. As the name implies, Simpang Srimenanti Market is located at the intersection of Lintas Timur Sumatera road, Mataram Baru Subdistrict and Jalan Ir. Sutami, Bandar Sribhawono Subdistrict. Therefore, with its strategic location, it has the potential to be the key to the economy of the surrounding area. This market revitalization is carried out to improve the entire market order which has several shortcomings both from the structure, spatial design and location, lack of technology used, and market security. Simpang Market is one of the markets that has implemented the market revitalization policy, it is expected that all aspects of infrastructure will be more organized, improved market governance, more adequate parking space to reduce the level of congestion on the road around the market, and more consumer comfort is maintained.

Therefore, from the background exposure, the researcher is interested in conducting research on the analysis of market trader income after the implementation of the traditional market revitalization policy in which the case study is at Pasar Simpang Srimenanti. This research will use several indicators to determine the difference between before and after the impact of the market revitalization policy on traders' income, namely

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indicators of increased income, stall rental prices or retribution, and the number of Simpang Srimenanti Market consumers.

THEORETICAL FOUNDATION

Market Concept

Economics defines a market as an environment where transactions take place between consumers (demand) and producers (supply) of a particular commodity or service. The economic concept of demand and supply describes the interaction between potential buyers and sellers of goods or services in the market. According to the Law of Demand, a good will have more less demand when the price rises. Futhermore, the demand for a product increases as the price decreases. The law of supply, on the other hand, stipulates that more goods are made available when the price of a good is higher. On the other hand, the fewer goods offered the lower the price of an item (Rahayu & Dinarossi, 2015). In general, the definition of a market can be interpreted narrowly and broadly. Narrowly, the market is a place for producers and consumers to gather in buying and selling transactions. Broadly speaking, the market is a mechanism for meeting the interests of producers and consumers in the process of bargaining for goods and services so that a market equilibrium point is found (Noor, 2007). According to (Presidential Regulation of the Republic of Indonesia No. 112, 2007) concerning the arrangement and development of traditional markets, shopping centers and modern stores are markets built and managed by the regional autonomy government which also cooperates with the private sector with several forms of buildings such as shops, kiosks, shophouses, and los owned or rented by small, medium, and self-help institutions where the process of buying and selling transactions is directly bargained. The traditional market, which is an open place, directly facilitates the process of buying and selling transactions that allow negotiations. the poor depend on traditional markets for their daily needs. The unemployed population in Indonesia is quite large, including working as traders in the market, which is the main source of unemployment in Indonesia alternative sources of income (Masitoh, 2013).

Merchant Income

Income is the amount of income earned by the community for their work in a certain period, be it in a daily, weekly, monthly or annual period (Sukirno, 2006). Income is the total revenue (money and non-money) of a person or household in a certain period. Based on these two definitions, it can be concluded that income is the income received by the

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community based on its performance, both money and non-money income during a certain period, either daily, weekly, monthly or annually (Prathama & Mandala, 2001). Operating income is a company's income from its main activities, excluding income obtained from other sources. This income arises from the sale of merchandise, products or services within a certain period within the framework of the main activities or which are the main objectives of the company and is directly related to the main business (operations) of the company concerned (Riza & Maimunah, 2023).

Traditional Market Revitalization

Revitalization is a process that traditional markets must go through in the competition of the globalization era. The number of modern markets with adequate facilities will reduce the role of traditional markets. Revitalization is an effort made to revitalize an area or part of the city that was once alive, but has been degraded by the times (Martokusumo, 2006). Revitalizing traditional markets without limiting the growth of modern markets will not have a significant effect if the revitalization program issued by the government is only in the form of physical improvements without improving regulations. This revitalization program will only kill the real business sector of small communities (Adiyadnya & Setiawina, 2015).

Externalities

Externality is an activity carried out by a person or party that can affect the welfare or conditions of other people or parties. In this study, externalities can occur due to the impact of market revitalization policies. The impact can affect the surrounding conditions either positively or negatively. The positive impact of revitalization policy externalities is the impact that provides benefits from an action such as increased income, economic structure and adequate facilities. While the negative impact is the impact that harms a certain party or does not get compensation (Ratih & Gurnita, 2019).

METODOLOGY

This research uses a descriptive method with a quantitative approach. This method aims to explain several variables that are observed so that the direction of this research can be carried out. The data sources used in this study are primary data and secondary data. The method used in this sampling is purposive nonrandom sampling because the sample is taken based on the knowledge of the sample of the problem studied by the

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researcher. And the data collection techniques used are questionnaires, interviews, and documentation.

The data analysis method in this study is descriptive quantitative which is done by interpreting the results of the calculations carried out. Then proceed with data testing, namely validity test, reliability test, normality test. Finally, a paired t-test statistical test is carried out if the data is normally distributed. Meanwhile, if the data is not normally distributed, a non- parametric test is used, namely the Wilcoxon Signed Rank Test. Both models are used to analyze pre-post or before and after research models.

RESULTS AND DISCUSSION

Merchants' Income Before and After Revitalization Policy

Based on the results of the Wilcoxon test analysis on the income indicator, it is known that the Asymp Sig (2-tailed) probability value is 0.000 <0.05, so getting a statement that Ha is accepted and Ho is rejected. Therefore, it can be said that the income of traders has a big difference between before and after market revitalization. This shows that the difference is more directed towards the negative impact of the market revitalization policy on trader income.

Based on the results of further interviews, the negative impact on income after market revitalization is because the policy coincides with the covid-19 pandemic virus. This has decreased the economic mobility of the market. So, the pandemic forced consumers to shop in places that were not crowded with visitors or also shop online. Another assumption also said that the revitalization policy made many other traders sell around the market which made consumers tend to shop where they could easily reach, rather than having to walk to the market. Thus making market competition inside and outside stronger.

Number of Merchant Consumers Before and After Revitalization Policy

Based on the results of the Wilcoxon test analysis on consumer indicators, it is known that the probability value of Asymp Sig (2-tailed) is 0.000 <0.05, thus getting a statement that Ha is accepted and Ho is rejected. Therefore, it can be said that consumer traders have a big difference between before and after market revitalization. So it can be said that consumer indicators between before and after the revitalization policy have decreased.

The results of interviews with market traders regarding the decline in the number of consumers began since the covid-19 pandemic which coincided with the revitalization

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policy being implemented. The pandemic, which forced consumers to quarantine and limit social gatherings such as in the market, was the beginning of traders feeling empty of visitors. After covid-19 passed, many consumers were more interested in modern shops that sold the same types of merchandise as in the market. Market revitalization, which was carried out in order to make the market fresher, apparently has not been able to make consumers more interested in returning to the market. This is because the homogeneity of the goods and services being sold makes consumers more interested in the market consumers are less interested, so they switch to modern markets which in fact understand the target better. However, for traders of business types such as groceries, vegetables, and meat, it still looks normal as usual even though there are many competitors outside the market who also provide the same needs as in the market.

Market Retribution Cost Before and After Revitalization Policy

Based on the results of the Wilcoxon test analysis on the retribution indicator, it is known that the probability value of Asymp Sig (2-tailed) is 0.000 <0.05, thus obtaining a statement that Ha is accepted and Ho is rejected. Therefore, it can be said that the retribution issued by traders has a big difference between before and after market revitalization. So in this case there is a difference in the value of retribution between before and after the market revitalization policy. Based on the descriptive analysis and exposure of indicators before and after the revitalization policy, the results show a significant difference in the positive direction or an increase in fees.

This difference occurs because of the maintenance and renovation of a better market environment for traders. The maintenance includes additional security in the market environment, renewal of access roads to the market, cleaning maintenance, and more modern buildings. So that traders are required to pay more than before the revitalization. In addition, the condition of market facilities and infrastructure that were previously unfit for use were re-optimized so that market residents could use them again, such as mosques, toilets, clean water, public lighting, and market management offices. Therefore, the retribution fee for traders has increased from before and after the implementation of the market revitalization policy.

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CONCLUSION

Merchant Income

There is a difference in the amount of trader income between before and after the revitalization policy, namely a decrease in trader income after the market revitalization policy.

Number of Consumers

There is a difference in the number of trader consumers between before and after the revitalization policy, namely a decrease in trader consumers after the market revitalization policy.

Retribution Fee

There is a difference in retribution costs incurred by traders between before and after the revitalization policy, namely an increase in retribution costs after the market revitalization policy.

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