

Management Strategies of the Minulyo Traditional Market in Pacitan Regency, Indonesia

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Abstract: Traditional markets are one of the economic centers of society. The establishment of modern retailers in rural areas is a threat to the existence of traditional markets. In addition, the existence of traditional markets has also declined due to internal problems such as the perception that traditional markets are a source of environmental pollution. The purpose of this study was to develop a strategy to increase public awareness in maintaining cleanliness in the Minulyo Traditional Market (MTM) environment's and the efficiency of waste management under the 3R principle. The research data was taken by in-depth interviews with stakeholders, field observations and document studies. The data taken is then used to compile the SWOT analysis. Based on this SWOT analysis IFAS and EFAS are calculated then a strategy analysis is performed. The results of the strategy recommendations are by optimizing the synergy of all related institutions, formulating regulations to improve the effectiveness of waste management in accordance with environmental characteristics and stakeholders in Pacitan Regency, maximizing community empowerment to increase awareness of all stakeholders in managing various types of waste and improving the quality and quantity of human resources in an effort to change community mindset on waste management.

Date of Submission: 22-05-2019

Date of acceptance: 08-06-2019

I. Introduction

Traditional markets in Indonesia are one of the economic centers of society. Traditional markets are a shopping place for the day-to-day people's needs at relatively low prices. In addition, goods that are traded on traditional markets are general goods needed by the community [1]. Traditional markets are also a means of marketing products from rural areas such as agricultural products, livestock, fisheries and other creative industries, even traditional markets have become one of the tourist destinations [2].

The existence of economic liberalization marked by the establishment of modern retailers in rural areas is a threat to the existence of traditional markets. The existence of modern shopping centers is pretty much scattered in Koto, small towns and villages. This led to the weakening of traditional market developments [3]. In Indonesia the number of traditional markets continues to decline by around 8.1%. The decline in the number of Indonesian people's markets is very significantly from year to year. In 2007 there were 13,550 people's markets, until 2015 there were only 9,559 people's markets left. The decline in the number of people's markets occurred due to several factors, one of which was due to market fires. In fact, there were 283 cases of community market fires that occurred during 2015. In 2014, the modern market experienced a growth of 31.4%, while the traditional market was -8.1% [4].

The declining growth in the number of traditional markets is due to the increasing number of people who switch to buying in modern shopping. Many people have switched to buying and selling activities in modern shopping due to the internal problems of traditional markets themselves, especially sanitation issues in traditional markets [5]. At present the traditional market is identical as a place for buying and selling slums, irregular, the cause of traffic congestion and as a place that often occurs criminal acts and dirty because of the many neglected garbage. This causes the traditional market to be one source of environmental pollution [6]. Given this, the government is making efforts to revitalize traditional markets by building a national pilot market

One of the national pilot traditional markets is the MTM in Pacitan Regency. The MTM was chosen as a pilot market because of the high level of support and commitment from the Regional Government and Market

Managers to develop it as a pilot market for the people. The Pilot Market is a market Revitalization program that aims to improve market conditions physically and managed so as to facilitate the distribution of goods to the community with standard parameters and the price of a stable, clean, healthy, comfortable product [7].

The MTM in order to create a clean and healthy market environment carries out the 3R principle (reduce, reuse, recycle) in making waste reduction efforts. However, in some corners of the market, there is still uncontrolled market waste and 3R efforts that were not optimal. This is partly due to the lack of public awareness in managing the cleanliness of the MTM. Considering this need a strategy to increase public awareness in maintaining cleanliness in the MTM environment and the efficiency of waste management under the 3R principle.

II. Method

2.1 Time and Place

This research was conducted at the MTM, Baleharjo Village, Pacitan District, Pacitan Regency in February - October 2019.

2.2 Data collection

The method used in this study is a qualitative research method that produces descriptive data from observed objects with the aim of obtaining the full picture of a problem according to the views of the object under study. Qualitative research relates to perceptions, opinions of people studied, all of which cannot be quantified.

Data collection techniques used in this study were in-depth interviews with stakeholders, field observations and document studies. Interviews are techniques of collecting data by asking questions directly by the interviewer to the key person and then recording or recording [8]. The interviews in this study were used to determine stakeholder perceptions in implementing waste management policies.

Field observations were made to make direct observations of the object of study. Observations intended in this data collection technique are observations related to the number of stakeholders and the behavior of stakeholders in making hygiene efforts in the traditional Minulyo market. Whereas document studies are carried out by learning about documents related to waste. The document study was carried out by studying documents from the Minulyo Market Technical Management Unit, the Department of Environment and the Trade Office of the Pacitan Regency.

2.3 SWOT Analysis

SWOT analysis is carried out by identifying strength (S), weakness (W), opportunity (O) and threat (T) on waste management efforts in Minulyo Market. Data on strength (S), weakness (W) are obtained from internal factors which include human resources, waste management procedures and garbage management facilities. Whereas opportunity (O) and threat (T) data are obtained from outside factors such as the existence of higher level regulations, market strategic positions and other conditions that can affect the development of traditional markets [9].

2.4 Data Analysis

Data analysis in this study used IFAS and EFAS matrix. The IFAS matrix is derived from internal data which includes strength (S) and weakness (W). Each of these data is then assessed for weight and weight. The weight is between 0 - 1, while the rating is 0-4. EFAS analysis is the same as IFAS analysis, only the data are obtained from external data, namely opportunity (O) and threat (T) [10].

III. Results and Discussion

3.2 Participatory Based Waste Management Strategy in the Traditional Market in Pacitan District

Based on the results of the study, traditional market waste management in Pacitan District had two factors, namely internal factors and external factors. Identification of internal factors was needed to determine the right strategy for the management of MTM waste in order to maximize the strength factor possessed and minimize weakness factors. The following was a table of internal factors (Table 1) and a table of external factors from waste management in MTM, Pacitan Regency (Table 2).

Table 1. Internal Factors in Waste Management in the Minulyo Traditional Market

No	Internal factors
	Strength
1	The existence of human resources in waste management
2	The involvement of traders in improving market cleanliness
3	There is a waste management institution
4	Standard Operating Procedure in improving traditional market cleanliness

5	Available facilities and infrastructure for waste management
Weakness	
1	Communication forums or institutions that care about waste have not yet emerged from traders
2	The role of the trade office in fostering public awareness, especially buyers, is still lacking
3	Management of the withdrawal of cleaning fees has not been self-managed
4	Marketing of products from processed waste has not been organized
5	There is no laboratory test for compost results

Table 2. External Factors in Waste Management in the Minulyo Traditional Market

No	External factors
Opportunity	
1	Traditional markets have important functions for the community in Pacitan Regency
2	The determination of the status of the Minulyo market as a national pilot market
3	The Presidential Regulation Number 97 of 2017 sets a target of up to 100 percent of waste managed properly and correctly in 2025 and requires the local government to make Jakstrada, which includes reducing waste in traditional markets
4	Cleanliness of traditional markets is one of the assessments of Adipura
5	Pacitan Regency is a tourist destination so that the cleanliness of traditional markets is one of the images of Pacitan Regency in the eyes of tourists
threat	
1	The development of supermarkets, supermarkets and retail around the MTM area
2	The development of technology that allows shopping does not have to go to the market
3	The geographical conditions of Pacitan which are mountainous make it difficult to handle waste from the market to landfill
4	The amount of garbage volume is increasing
5	The types of waste are increasingly diverse which require specificity in handling them

The researcher used a SWOT analysis to analyze the data that had been obtained from the results of the study. The analysis in this study included an analysis of internal and external factors that had an influence in the formulation of strategies for waste management in the traditional market of Pacitan Regency. Analysis of the internal environment using the IFAS table (Internal Factor Analysis Summary) (Table 3).

Table 3. IFAS Matrix of Waste Management in the Minulyo Traditional Market

No	Internal factors	weight	Rating	score
strength				
1	The existence of human resources in waste management	0.3	3	0.9
2	The involvement of traders in improving market cleanliness	0.3	3	0.9
3	There is a waste management institution	0.1	1	0.1
4	Standard Operating Procedure in improving traditional market cleanliness	0.1	2	0.2
5	Available facilities and infrastructure for waste management	0.2	3	0.6
Sub total score		3,3	12	2.7
weakness				
1	Communication forums or institutions that care about waste have not yet emerged from traders	0.2	2	0.4
2	The role of the trade office in fostering public awareness, especially buyers, is still lacking	0.3	3	0.9
3	Management of the withdrawal of cleaning fees has not been self-managed	0.3	1	0.3
4	Marketing of products from processed waste has not been organized	0.1	2	0.2
5	There is no laboratory test from compost results	0.1	1	0.1
Sub total score		1	8	1.9

Based on the IFAS matrix, it can be seen that the strength factor that has the highest score was human resources in waste management and the involvement of traders in improving market cleanliness with each weight and rating equal to 0.3 and 3.

The IFAS matrix also showed various weaknesses in the traditional Minulyo market waste management. The highest weakness factor is the role of the trade office lack of fostering public awareness, especially buyers, in a weight of 0.3 and rating 3. This weakness can be an obstacle in waste management in the traditional market of Minulyo.

The results of the IFAS matrix analysis on market waste management also include all internal factors (strengths and weaknesses) in the form of a number of strength scores of 2.7 while the weakness with a score of 1.9 which means that in market waste management has strong strengths and can be used for sustainability market cleanliness. The SWOT analysis also considers external environmental factors using the EFAS table (External Factor Analysis Summary) (Table 4).

Table 4. EFAS Matrik of Waste Management in the Minulyo Traditional Market

No	External factors	weight	Rating	score
opportunity				
1	Traditional markets have important functions for the community in Pacitan Regency	0.4	4	1.6
2	the determination of the status of the Minulyo market as a national pilot market	0.1	1	0.1
3	The Presidential Regulation Number 97 of 2017 sets a target of up to 100 percent of waste managed properly and correctly in 2025 and requires the local government to make Jakstrada, which includes reducing waste in traditional markets	0.2	3	0.6
4	Cleanliness of traditional markets is one of the assessments of Adipura	0.15	1	0.15
5	Pacitan Regency is a tourist destination so that the cleanliness of traditional markets is one of the images of Pacitan Kabupaten in the eyes of tourists	0.15	1	0.15
Sub total score		1	10	2.6
threat				
1	The development of supermarkets, supermarkets and retail around the Minulyo market area	0.1	1	0.1
2	The development of technology that allows shopping does not have to go to the market	0.1	1	0.1
3	The geographical conditions of Pacitan which are mountainous make it difficult to handle waste from the market to landfill	0.1	1	0.1
4	The amount of garbage volume is increasing	0.35	2	0.7
5	The types of waste are increasingly diverse which require specificity in handling them	0.35	2	0.7
Sub total score				1.7

Based on Table 4, it can be seen that the main external factor that has the highest opportunity score is that the traditional market has an important function for the community in Pacitan Regency which has a weight of 0.4 and a rating of 4 and a score of 1.6. The EFAS matrix also shows the main threat factor for traditional market waste management in Pacitan Regency, which is the highest number of increasing volumes of waste and increasingly diverse types of waste that require specificity in handling them with the same weight and rating of 0.35 and rating 2 and a score of 0.7. The results of EFAS matrix analysis on waste management in traditional markets include all external factors (opportunities and threats) namely in the form of the number of opportunity scores of 2.6 and threats 1.7. This means that it has the opportunity to improve waste management in traditional markets.

Based on the calculation results from the IFAS and EFAS tables, the MTM waste management can create and formulate strategy direction formulations using the TOWS matrix developed by Wehrich. This TOWS matrix is one way to get alternative strategies by combining each of the factors namely SO (Strengths-Opportunities) strategy, WO (Weaknesses-Opportunities) strategies, ST strategies (Strength Threats), and WT strategies (Weaknesses-Threats). From the research results, the strategy of the SWOT matrix for market waste management is:

- a. Power-opportunity strategy
 - Optimizing the synergy of all related instances
 - Formulate local regulations to improve the effectiveness of managing waste according to environmental characteristics and stakeholders in Pacitan Regency
- b. Formulate local regulations on strength-threat strategies
 - Formulating regulations to improve the effectiveness of managing waste according to environmental characteristics and stakeholders in Pacitan Regency
 - Maximizing community empowerment to increase awareness of all stakeholders in managing various types of waste
- c. Weakness-opportunity strategy
 - Formulating regulations to improve the effectiveness of waste management according to environmental characteristics and stakeholders in Pacitan Regency.
- d. Weakness-threat strategy
 - Improve the quality and quantity of human resources in an effort to change the community mindset towards waste management

Based on the above, the formulation of strategic waste management programs is as follows:

- a. Optimizing the synergy of all related instances
- b. Formulating local regulations to improve the effectiveness of managing waste according to environmental characteristics and stakeholders in Pacitan Regency
- c. Maximizing community empowerment to increase awareness of all stakeholders in managing various types of waste

- d. Improve the quality and quantity of human resources in an effort to change the public mindset towards waste management.

The market management must develop various efforts such as providing market hygiene facilities, increasing competent human resources in solid waste management, increasing awareness of traders and visitors to maintain cleanliness in market locations to create a clean and healthy market atmosphere. Strategies to improve the performance of waste management can be done through increasing the motivation of workers [11]. For this reason, the role of stakeholders including government and community participation was very important to support the implementation of the 3R policy. In general, community participation starts from household scale and environmental groups [12]. Activities in waste management that involve environmental groups were formed by the willingness, solidarity, trust and sensitivity of members. This is a form of community behavior through experience and equipment [13]. In order to realize successful implementation a strategic plan is needed to present immediate and future suggestions to address issues such as operational management, institutional, financial aspects, public participation & environmental education [14].

IV. Conclusion

Strategic programs for waste management were by optimizing the synergy of all related institutions, formulating local regulations to improve the effectiveness of waste management in accordance with environmental characteristics and stakeholders in Pacitan Regency, maximizing community empowerment to increase awareness of all stakeholders in managing various types of waste, improving the quality and quantity of human resources. efforts to change the community mindset towards waste management.

Acknowledgements

The author would like to thank the Director of Postgraduate School for permitting the research. We thank to Minulyo Market Technical Management Unit, Pacitan Regency. This research supported by Pacitan Regent Office.

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IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with SI. No. 4481, Journal no. 46879.

Heru Sukresno. " Management Strategies of the Minulyo Traditional Market in Pacitan agency, Indonesia ". *IOSR Journal of Business and Management (IOSR-JBM)*, Vol. 21, No. 6, 2019, pp. -66-70.