

## Management of the Management Strategy of the Giwangan Traditional Main Market by the Special Region Government of Yogyakarta

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### Abstract

Government management and strategy in managing traditional markets is very necessary, seeing the conditions of traditional markets which if not considered, will have an impact and reduce public interest in conducting transactions in traditional markets due to the influence of modern markets. The purpose of this study was to describe the management strategy of the Giwangan wholesale market by the government of the Special Region of Yogyakarta (DIY). This type of research uses descriptive-qualitative with a SWOT analysis approach. The data used are primary data obtained through observation, interview, observation, Focus Group Discussion (FGD) and documentation. This study also uses a phenomenological approach to case studies. The results showed that the implementation carried out by the government of the Special Region of Yogyakarta in the management of the Giwangan traditional wholesale market was quite effective, namely the implementation of several market management programs in terms of planning, structuring, organizing, field action, as well as monitoring and evaluation. In market management, the DKI government takes a two-way approach. First, an infrastructure approach with infrastructure improvements and additions, a program to rearrange market conditions in 2022, greeting traders once a week, gotong royong with associations, and exercising with market traders. Second, the non-physical approach is the application of regional regulations and mayoral regulations. This has an impact on the welfare of the people of Yogyakarta.

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## 1. Introduction

Economic problems are often the focus of very important discussions on a country, society and even individuals. Like Indonesia as a country rich in resources, it allows the fulfillment of the need for basic and secondary goods very easily. These items can be easily found in the market. For the community, the market has a dual function as a meeting place for consumers in need and producers as providers of goods. So it is very common to call the market one of the hearts of the economy that plays a role in bringing benefits to the community (Hukumonline, 2021).

The market is a mediation that is able to bring together sellers and buyers in the implementation of transactions. Actually, there are no geographic limitations called markets because they are unlimited and are focused on certain places and locations. With today's technological advances, transactions are easily carried out and eliminate geographical barriers or limitations and face-to-face or meeting limitations (Sukirno, 2011: 26). The market is also defined as people who have money and the satisfaction to shop and the willingness to spend it (Wiliam J. Stanton, 2000).

The COVID-19 outbreak has brought a very significant influence and turmoil to activities in traditional markets. Where community activities must be addressed in compliance with health protocols, such as the prohibition of shaking hands, the use of masks in all places and recommendations in maintaining distance. This condition is aggravated by a regulation issued by the government that each region must respond to this condition by restricting (lockdown) their respective areas. Thus, it has an impact on small traders such as vegetable traders who are no longer free to carry out buying and selling transactions, which is nothing but a change in the selling price of vegetables that are usually affordable to increase (KOMPAS.com, 2020).

In addition to the COVID-19 outbreak conditions that have changed market activities, the provision of unhealthy merchandise, the increase in the price of staples that have crept up, have an impact on trade activities in traditional market areas and people who are consumers (M.H.I Romly, 2015). In addition to the internal market conditions that make the traditional market lose competition with the modern market, the lack of government attention makes the traditional market increasingly distant and cornered (Kisbiyanto Arif, 2007).

Based on the collection of data on market traders in Indonesia, it is stated that in Indonesia there is a very large number of traditional markets. However, in the last 5 years it has decreased by up to 26% (SINDONEWS.com, 2018). In fact, traditional markets have a very important position because they play a role as the heart of the community's economy. Some of the causes that make traditional markets slump or even die because they are considered slums, food that is not hygienic, lack of cleanliness, order and low security (Abdul Halik, 2014a). However, this does not reduce the nature of traditional markets, but is still needed by the community because

it allows the government to actively participate in the management of the market (Meichio Lesmana, Ahmad Suminto, 2021).

Strategy government In the management of traditional markets, it is very necessary, seeing the condition of the traditional market, if it is not quickly acted upon, then little by little the public's interest in closing transactions in traditional markets will decrease. This research focuses on the Giwangan Traditional Main Market located in Yogyakarta which is one of the objects that will be used as the purpose of the research. Of the approximately 30 markets in the special region of Yogyakarta, the Giwangan Traditional Main Market is the main market for fruits and vegetables. So the researcher focuses his research on the market to see the role given by the government to the market (DISPERINDAG, 2021).

Among the obstacles experienced by the Giwangan Main Market are the amount of used garbage that makes the market look shabby, there is still a shortage of sitortion in buying and selling transactions, lack of order, cleanliness, and the beauty of the market (SmPrint, 2015). Although basically the market management policy has been written in the Ministry of Home Affairs regulation No. 20 of 2012 article 6 so that it allows government management so that in the future traditional markets become markets that are considered clean, good and neat ("Hukumonline.," 2021).

From the problems above, the author is finally interested in conducting research on the management management carried out by the government on the Traditional Market in the Giwangan Main Market. This research is used as a guideline for the management of government strategies in the management of traditional markets in several regions. and in an effort to provide comfort for buyers in the midst of competition with the modern market which was then outlined in the form of a study entitled, "Management of the Management Strategy of the Giwangan Main Market by the Special Regional Government of Yogyakarta (DIY)".

## **2. Research Method**

Types of research can be classified based on the purpose, and the level of natural setting of the object being studied (Emzir, 2016). The type of research used by the researcher is qualitative research, namely by conducting research in certain fields to obtain various necessary data and information. However, when viewed from the level of explanation, the research is descriptive and SWOT analysis (Lexy J, 2006). The data used is primary data obtained directly and the level of authenticity is in accordance with the existing reality, namely through observation, interviews, observations, Focus Group Discussions (FGD) and documentation. In this study, a qualitative approach is used, especially a phenomenological approach of case studies.

### **3. Results and Discussion**

#### **Management of Giwangan Traditional Main Market**

Quoted from the decree made by the President of the Republic of Indonesia Number 112 in 2007, namely traditional markets are markets built and managed by Regional Governments, Governments, Regional-Owned Enterprises, Private, Owned Enterprises including cooperation with the Private Sector in the form of shops, stalls, los and tents owned/managed by small, medium traders, non-governmental organizations or cooperatives with small scale, small capital and with the process of buying and selling goods through bargaining (Yogyakarta City Government, 2016). Furthermore, the market is said to be an organization according to management theory where there is a group of people who carry out buying and selling transactions (M Lesmana, 2021).

From the above decision, the government and the private sector can play a role in the management of traditional markets.

Its management can be carried out through the management aspect which is included in the management of the organization which consists of a series of management behaviors to achieve the desired goals. By involving members of the organization to make changes and management of the organization concerned, from the current novice situation to a much more satisfactory situation and in accordance with the desires that will be achieved (J. Winardi, 2015).

Like the traditional main market, Giwangan is one of the traditional markets in Indonesia, precisely in the Special Region of Yogyakarta (DIY), where this market is located in the city so that it makes it easier for people to carry out buying and selling transactions. As is known, the Giwangan traditional market is the heart of the economy of the people of Yogyakarta (Meichio Lesmana et al., 2020). Its position is still important and integrated into people's lives, so that many people still need the Giwangan traditional market in finding their income by making buying and selling transactions (Abdul Halik, 2014b).

"Basically, the management of the Giwangan market is almost the same as in other markets, here we manage 30 markets in the city of Jogja, but among the markets that we manage Giwangan is interesting because it operates 24 hours non-stop. If you look at the facilities there, there are more Giwangan markets. Until now we are optimizing the Giwangan market like the main market, where the supplier is steaming there and then becomes the parent of other markets there such as the Harjo bring market where the family is in Giwangan, the outside market also goes there, especially the fruit and vegetable market. The management is also regulated through local regulations and legal products. Where in principle the main market is the market that is the parent of other traditional markets in the city of Jogja) for organic in the Giwangan market (village heads, admin officers, cleaning and security officers, cleanliness, tpr (levy collection points)" (Meichio Lesmana, 2021a)

Basically, the management of the Giwangan market is the same as the management of other traditional markets in Yogyakarta. According to the Yogyakarta Trade Office, the Giwangan market has attracted the attention of the government compared to thirty other traditional markets in Yogyakarta, because the market operates 24 hours non-stop (Meichio Lesmana, 2021a). Therefore, the government carries out five stages in the management of traditional markets, namely the planning stage, organization, field action, control and evaluation. Planning

Currently, the Yogyakarta government is planning to optimize the Giwangan market, in order to make the market like the main market, which is the center of distribution of goods for other traditional markets in the Yogyakarta area. Furthermore, the government also plans to rehaul the Giwangan market in terms of market governance with a market revitalization program in the coming year (Meichio Lesmana, 2021a).

On the other hand, the government has also directed all sectors to plan to make targets that will be achieved in the future, including striving for the Giwangan Traditional Main Market as a modern-based market center by meeting the Operational Standards of traditional market procedures. In this case, the first step taken by the government, especially the Trade Office, is to implement a digitalized market where transactions apply a non-cash system, and have been stated through circulars from the government and the Minister, where transactions have utilized information technology, such as marketplaces, online shops and others (Meichio Lesmana, 2021a).

### **Organizing**

In the management of the Giwangan market, there is a structure in it, which includes the Trade Office, the Technical Implementation Unit and market officials, namely the village head, admin officers, cleaning and security officers, cleanliness, TPR (levy collection place). (Meichio Lesmana, 2021a) Where the management related to the Giwangan market has been listed in the Yogyakarta Regional Regulation and its legal products. So that the managers have a clear reference and reference in their management (Yogyakarta City Government, 2016).

### **Field Action (Program)**

In the process of managing the Giwangan market, the government also conducts several programs related to the government's approach to traders. One of the programs carried out by the government is to conduct a program to greet traders once a week, in order to find out the aspirations in the form of complaints from traders. Other programs carried out by the Yogyakarta government are the trader gymnastics program twice a week on Tuesdays and Fridays and mutual cooperation with traders once a month (Meichio Lesmana, 2021b).

### **Control and Evaluation**

In its implementation, the D.I. Yogyakarta government, especially the Trade Office, held an association with the Technical Implementation Unit and the Market Association related to the Work Program to be carried out and evaluated the program that was implemented, the Yogyakarta Special Region government discussed problems, local original revenues and solutions and achievements in this association. The association was carried out by the Trade Office. The association is held at least once a week every Friday at 13.00-14.30 WIB. In its activities, the government's strategy is to provide evaluation and direction by giving verbal reprimands to violators and giving warning letters 1,2,3 to traders who violate or who have not carried out the work program (Meichio Lesmana, 2021a).

In addition to supervision, the government also collects levies, in accordance with Yogyakarta City Regional Regulation Number 5 of 2012 concerning Public Service Levy (Yogyakarta City Government, 2016). As stated by Mr. Jawadi as the coordinator of the Giwangan market and the withdrawal of the levy, the size of the levy in the Giwangan market is influenced by the market class, components (stalls, stalls and stalls), area, type of merchandise and strategic value (Meichio Lesmana, 2021a).

### **Management Strategy for the Management of the Giwangan Traditional Main Market by the Government of Yogyakarta (SWOT Analysis)**

A managerial analysis tool in order to formulate the company's strategic policy, which is referred to as SWOT Analysis. In essence, the use of this tool is no longer only fixed on the company, but has been used by various organizations. This analysis seeks to combine the interaction between internal institutional factors and external factors to understand the dimensions of strengths, weaknesses, opportunities and threats of an organization to subsequently formulate relevant strategies in order to achieve goals (Freddy Rangkuti, 2016).

In measuring the government's strategy in managing or developing the Giwangan traditional parent market, a SWOT analysis (strenght, weakness, opportunity, and thread) is needed. The basis of this analysis is on logic that can maximize strengths and opportunities, but the weaknesses and management of the traditional Giwangan parent market and the role of the Yogyakarta Special Region government based on the strengths, weaknesses, opportunities and threats that exist in the current conditions can be minimized simultaneously (Thomas V. Bonoma, 1985).

### **Strength (Strenght)**

The Giwangan Traditional Main Market is the only main market (Big Market) in the Yogyakarta area under the auspices of the Department of Industry and Trade

(DISPERINDAG) of the Special Region of Yogyakarta (DIY). The strengths of this market are; First, the people of Yogyakarta, especially around Giwangan, can reach the price level, thus making the Giwangan market a shopping destination rather than other markets. This is due to the operational costs of the local market (Levy Tariff and Stall Rental Price) which are relatively cheap. Second, the first step taken by the Trade Office is to implement a digitalization market where transactions apply a non-cash system, and have been stated through circulars from the government and the Minister, where the transactions have utilized information technology such as marketplaces, online shops and others. Third, the family culture dimension is a force that strengthens traditional markets (Meichio Lesmana, 2021b).

### **Weakness**

In addition to strengths, there are several aspects that are weaknesses of the traditional Giwangan Yogyakarta parent market. First, is the security aspect, the traditional Giwangan main market has been said to be comfortable and safe. But many parties take advantage of every public sale so that the market is less conducive. This makes it difficult for the Yogyakarta regional government to maintain security and order. With a large number of traders totaling 981 (Nine hundred and Eighty-one) so that the government can feel difficulties in maintaining security, even more so the lack of security officers. Second, the lack of security human resources is one of the obstacles, so the Trade Office opens security vacancies to be placed in the Giwangan Traditional Main Market area. In addition, the government's plan to reorganize the market in 2022, so that the market looks neater and more orderly (Meichio Lesmana, 2021a).

Third, in its management, the Giwangan Traditional Main Market has several obstacles in solving the problem of trader order, which is one of the obstacles where there is a lack of awareness in complying with the regulations or rules made by the D.I. Yogyakarta Trade Office which is carried out by the Technical Implementation Unit (UPT).

"The problem or obstacle at the Giwangan Traditional Main Market is that the enforcement of the rules is still very lacking, due to traders and the lack of human resources of the Technical Implementation Unit itself" (Meichio Lesmana, 2021a)

Fourth, another problem felt by the manager of the Giwangan traditional main market is the amount of garbage scattered in the market, caused by producers and consumers who are not aware of maintaining cleanliness. So far, the waste in the Giwangan market has been accommodated in a temporary garbage shelter, after which it is disposed of at the Waste Disposal Site (TPS) in the Bantul area. The hope of the current government is to change waste that was initially a disaster into multi-use, as well as waste that can be a blessing.

### **Peluang (Opportunities)**

In terms of opportunities, the Giwangan traditional main market also has several opportunities, including; First, the high interest in shopping of the people of Yogyakarta. Giwangan Traditional Market is one of the shopping destinations among other traditional markets. Traditional markets are also the main destination in meeting daily needs compared to modern markets. Second, there is an encouragement from DISPERINDAG related to economic activities in traditional markets, as seen by the existence of real programs. Third, local government support to relocate markets to create markets in accordance with the motto;

“Pasare Resek, Atine Becek, Rezekine Apik sing tuku Ora Pecelik.”

(The market is clean, the heart is pure, the sustenance is good, the belin is not mistaken)

### **Ancaman (Thread)**

The threats to the traditional Giwangan main market are; First, the rampant development of modern markets so that more people flock to shop in modern markets. So in this case, a big role is needed from the Regional Government, especially the Special Region of Yogyakarta (DIY) to encourage and support the development of traditional market management, especially the traditional main market of Giwangan (Meichio Lesmana et al., 2020).

## **4. Conclusions and Suggestions**

### **Conclusion**

Based on the analysis that has been carried out on "Management of the Giwangan Main Market Management Strategy by the Government of the Special Region of Yogyakarta (DIY)". Therefore, the following conclusions can be drawn: In implementation, the role carried out by the Yogyakarta Special Region government in the management of the Giwangan traditional main market has been quite effective, this is evidenced by the implementation of several programs related to market management in terms of planning and structuring, organizing, field action, as well as supervision and evaluation. On the other hand, problems arising from security, order, cleanliness and fraud in the Giwangan market are also slowly being solved by the Yogyakarta government, especially the Trade Office. In terms of market management, the government also approaches using two things, namely infrastructure and regulations. The infrastructure approach referred to by the government is a real approach that is constructive, including the improvement and addition of infrastructure, a program to rearrange market conditions in 2022, greeting traders once a week, mutual cooperation with the association once a week and gymnastics with the traders of the Giwangan market. The non-physical approach is by



implementing Regional Regulations and Mayor Regulations. In addition, the management of the Giwangan market also has a great impact on the welfare of the people of Yogyakarta.

### **Suggestion**

This research is a qualitative research that discusses the management of the Giwangan traditional market, this research uses a phenomenological approach and SWOT analysis. In this study, there are still many shortcomings related to policy, so it is recommended that researchers can continue this research more specifically.

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Management of the Management Strategy of the Giwangan Traditional Main Market by the  
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