The Appeal of Traditional Markets to Consumers

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Abstract
The modern market is growing and changing very quickly. The emergence of different types of non-traditional markets can increase the competition between the regular market and the contemporary market. The increasing popularity of modern shopping places compared to traditional markets is supported by changes in people's behavior. Each market must have its own charm to attract visitors. The purpose of this study is to find out how market attractiveness affects consumer preferences. The results of the analysis show that traditional markets are attractive for several reasons, including the diversity of goods, the price of goods, and public facilities. Giant Superdome is also attractive, due to the factors of comfort, variety of goods, prices of goods, physical conditions of the market, and market facilities. Both markets are mostly accessible by road, but the island road that separates the paths makes them less accessible, especially for consumers on the other side of the market. It can be concluded from the analysis of several articles that there is a relationship between market attractiveness and consumer preferences, with the modern market preferred over the traditional market.

Keywords: traditional market, consumer, attractiveness, modern market

INTRODUCTION

Today, the process of regional development is closely related to the modernization of society that occurs as a result of globalization. The most common form of modernization in Indonesia is the influx of foreign investors who invest in the country. This has led to an increase in the standard of living for many Indonesians and has helped spur economic growth. Traditional and modern markets play an important role in the economy by providing space for trade and trade. The market was originally small, serving only a few residences, but eventually expanded to serve the entire city and region. The rise of nontraditional markets can create competition between traditional markets and modern markets. This market competition is a competition to attract visitors to shop at that market.

According to (Asribestari & Setyono, 2013) The modern market is supported by changes in people's behavior, so that there is a shift from the traditional market to the modern market. One example of market competition occurs in Karangayu Market and Giant Superdome. These two markets are both located in Karangayu Village, West Semarang Regency. Although they have different names, these two markets have many similarities, such as the type of goods sold and their location. Both of them serve the city of Semarang and its surroundings. The emergence of the modern market led to a decrease in the number of consumers in the traditional market. This is because people's preferences have changed, and they now prefer to shop in modern supermarkets instead of traditional markets.

The market is a place where people gather to buy and sell things. The market is divided into two parts: the traditional market and the modern market. Each of them operates according to different rules and regulations. Traditional markets are a gathering place for people to trade basic necessities. Here, sellers and buyers can bargain with each other directly to get the best price. In the modern market, goods are traded at the right prices and with their own services. Shopping malls and supermarkets are examples of where people can buy things. The market has always been a central point in a city, where people come to exchange goods. A market in a city begins with a group of merchants who choose a strategic location to sell their wares in groups. These strategic locations then developed into a complete market. (Arianty, 2014)
The decline in traditional market performance is actually not entirely caused by the presence of a modern market. Almost all traditional markets in Indonesia are still struggling with internal market problems such as poor market management, very minimal market facilities and infrastructure, traditional markets that are used as cash cows receiving retribution, and the proliferation of Street Vendors (PKL). This results in fewer customers for market traders and less capital assistance available to traditional traders. (Sarwoko, 2008). concluded that the existence of supermarkets had an effect on the decline in the contribution and performance of traditional markets. Although the influence is not significant, there are still changes. The decline of traditional markets is largely due to internal factors that make them less competitive with the modern market. It was further found that traditional markets located close to supermarkets were affected worse than those located further away from supermarkets. (Suryadarma et al., 2007)

Today, traditional markets are seen as undesirable and unclean places. In some parts of traditional markets, traders are accused of causing traffic jams because they hold their wares on the side of the road. The market for such a term is called the outflow market. Some people choose to shop in modern markets, such as malls, supermarkets, minimarkets, and the like, because these conditions make it easier for them to find what they are looking for. It is recognized that people's lifestyles have recently changed, with more emphasis on shopping for basic necessities. One way to make this sound smarter is to change it. They prefer a well-organized market with a clean, comfortable and strategic management system.

This will certainly eliminate the uniqueness of the traditional market and even become a symbol of the culture of the area. With this phenomenon, it will raise questions about the attractiveness of traditional markets and what conditions make consumers want to shop at traditional markets. Based on what is written in this paper, one of the goals of this work is to help attract the traditional market to consumers.

**METHOD**

This research uses descriptive methods and literature studies to explore the impact of a particular policy. The purpose of this study is to understand how consumers perceive and interact with traditional markets. This research will be conducted by reading at least five journal articles that address the topic. In this study, we used a documentation method to collect data, either through hard files or soft files. Then for the data analysis technique used, it adopts Miles and Huberman's theory of qualitative research, including the stages of data reduction, data presentation and drawing conclusions. The following flowchart begins with the selection of the object and leads to a conclusion.

![Figure 1. Research Flow Chart](image-url)
RESULTS AND DISCUSSION

Market Appeal

The Great Dictionary Indonesian defines attraction as something that can attract attention. (Teller & Reutterer, 2008) shows that traditional retail plays an important role in matters affecting market attractiveness for potential employers, buyers, and residents, among other things. The distance between market locations and poor physical conditions is an important factor in determining market success. The accessibility market is growing increasingly competitive, with more businesses competing for market share. This is especially true for businesses with a strong customer base and good location of merchants and products as separate entities that are guaranteed to meet the needs and attract consumers. And Comfortable and clean environment.

Market

The market is an important meeting place for sellers and buyers, providing a way for people to socialize and develop their economy. On the one hand, Said Sa'ad Marthon defines a market as a place where people can gather to buy and sell goods and services. On the other hand, he believes that the market is a place where sellers and buyers can gather to exchange goods and services. A market is a situation in which two or more people can trade goods or services. This happens when they are both willing and able to do so. Markets are an important part of the economy, which can help realize the benefits and well-being of human life and society as a whole. (Toni, 2013)

The market is divided into two forms: the traditional market and the modern market. A traditional market is a commercial space managed by a government, private sector, cooperative, or local organization. It usually consists of shops, kiosks, and tents by small and medium-sized businesses, with small and medium-sized businesses, small capital, with the process of buying and selling through negotiations. (REGULATION OF THE MINISTER OF THE INTERIOR. "About the Village Market", 2007)

Consumer Appeal

According to the theory of consumer behavior, attraction is the desire for something that arises from a person. This means that the activity of the individual is directly involved in obtaining and using the goods or services contained therein. (Danang, 2013). It's important for the market to be able to turn consumer interest or engagement into an actual purchasing decision. The market must provide more value to its products in order to satisfy consumers and encourage them to buy or consume the product.

User

In general there are two types of consumers to which it is referred when discussing the term "consumer": individual consumers and organizational consumers. Individual consumers buy goods and services for personal or family consumption. For example, a person might buy clothes, shoes, furniture, a television, a house, or a car. Meanwhile, organizational consumers include business organizations, foundations, social institutions, government agencies and other institutions (schools, colleges and hospitals). (Barkatullah, 2019). Organizations must hold various types of equipment and services to carry out their activities. It is necessary to consider individual and organizational consumers when discussing the development and growth of the economy, since both groups make a significant contribution.
Markets and Consumers

Traditional markets in Indonesia, especially on the island of Java, are spaces full of cultural values. Traditional markets are not only an economic space but also have a variety of cultural values. Traditional markets are public spaces where people can interact socially and culturally, as well as buy and sell goods. No wonder traditional markets also act as a medium for spreading life values related to honesty, friendship and the pursuit of profit, such as the values of tuna sathak bathi sanak (a little loss is not okay but getting relatives / relationships), aja mitunani wong liya (trade do not harm others), aja ngayana dina ana upa (make money as necessary), sithik ning lumintu (little but but enough), and so on. (State, 2011)

The market is where people buy and sell goods and services. It is usually a physical space, such as a street or a building, where people can come to exchange things. Street Markets is a Street market playing an important role in shaping and regulating regional informal institutions. This can be seen in the micro-politics of space allocation that regulates the interaction between traders and local governments. For example, the enforcement of local business courtesy standards or the establishment of a Street Market network to become the center of the wholesale network of buying and selling and connecting workers in the area. (Lauermann, 2013)

More traditional market resilience strategies tend to be reactive rather than proactive. This situation encourages a flexible attitude that can quickly adapt to changes. If there is no comprehensive policy on traditional markets, then taking a reactive approach may mean that the land use around these markets will not correspond to the city's land use plan. (Erkip et al., 2014)

Brata (2016) Indonesia is an agrarian society. As an agrarian society, most of the population is still very dependent on the agricultural sector for its livelihood. This shows that the Indonesian economy still has a strong lower class or grassroots economic presence. The government should invest in developing this potential to increase domestic trade and support the economy of the small people. The government must pay serious attention to the poor image of traditional markets, because it has an impact on the lives of many people.

It is generally accepted that consumer behavior is the process by which a person searches, buys, uses and evaluates a product or service to meet their needs. It can be said that consumer behavior is the study of how individuals, groups or organizations make decisions about the purchase and consumption of products. (Prasetijo & Ihalauw, 2005).

Next is about what kind of consumer behavior is shopping in the market. There are several types of consumers as said (Prasetijo & Ihalauw, 2005) namely the existence of consumer behavior in the process such as the acquisition stage, searching and buying (purchasing), consumption stage (consumption), using (using) and evaluating (evaluating), post-purchase action stage (disposition), what consumers do after the product is used or consumed.

Next is about what kind of consumer behavior is shopping in the market. There are several types of consumers as said (Prasetijo & Ihalauw, 2005) namely There is a process that consumers go through when buying a product, which includes finding a product, buying, using it, and evaluating it. Once they have used the product, they can take further actions, such as disposing of it or storing it. Once consumers have completed their research and considered their options, they will make a decision. (Kotler, 1997) says consumer decision-making consists of individual consumers who make up the consumer market (consumer market) and consumer organizations that make up the business market (business market).

According to Milasari (2021)) The construction of traditional markets in order to increase the interest of visitors must meet certain standards of activity, such as physical reconstruction of the market, cleaning of market roads, arrangement of
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The availability of toilets and handwashing facilities, as well as adequate parking spaces are important factors that must be considered in choosing a location for an event. In addition to the improvement of adequate facilities, traditional markets should develop attractiveness to attract consumers, there are other influencing factors. Such factors are both supporting and inhibiting factors. The supporting factor is the attitude of market participants who must accept the existing rules. This relationship is like a trader who always follows the advice of market managers, the presence of market cleaners, the presence of market security officers, market managers with good service and support from the Ministry of Industry and Trade. Factors that are not good obstacles to the existence of traditional markets, such as public awareness of garbage everywhere, packaging of unattractive goods, waterways that are often clogged.

Factors affecting the decision-making process of consumers when choosing goods or services include environmental and personal factors. As for these factors (Natalia, 2010) include: External Factors (factors that influence shopping decisions, such as family, group and culture) and Internal Factors (personal or internal factors within a person that influence shopping decisions such as personal aspects and psychological aspects). In addition, (Kotler & Keller, 2007) adds that there are four characteristics that influence consumers when buying, namely cultural factors (culture, subculture and social class), social factors (group, family, role and status), personal (age and level). To advance our understanding of the universe, we rely on scientific research. To improve our understanding of the universe, we rely on scientific research. Psychological factors that influence consumer behavior include motivation, perception, knowledge, beliefs, and attitudes.

The desire of people, especially those who like traditional markets, is to improve traditional markets into comfortable, safe, attractive, and positive shopping places. This bad image must be changed by merchants and the government as a sense of responsibility to society. The growth and development of the modern market cannot be stopped, let alone frozen. One of the efforts that must be made so that the traditional market does not die is to establish synergistic partnerships with the modern market so as not to kill each other. The basis for the formation of partnerships is regulated in the Decree of the President of the Republic of Indonesia No. the Minister of Home Affairs issued a regulation in 2008 on the structuring and development of traditional markets, shopping centers and modern stores.

This regulation caused the permit to be issued by local government officials (Kemendikkbud, 2012) saying that Menguak Pasar Tradisional Indonesia, is not just an effort to collect several traditional markets spread across several regions of the archipelago. More than that, this book traces the Traditional Market as the forerunner of the cultural space with a historical background that encompasses: the nature of the market, types of commodities, social activities, transactions of sellers and buyers, cultural values and their relationship with coloring nature. Human struggles and their daily interactions are social realities that depend on the pulse of the market. A testimony, that the authenticity of values cannot be ignored that supplies the plurality of local cultural values. The government and all levels of society have an interest in maintaining the existence of traditional markets as the basis of the regional economy that supports social formation, the implications for cultural values in strengthening the nation's identity.

CONCLUSION

The existence of traditional markets is very helpful for people in meeting their daily needs. The appeal is extraordinary which is the cultural aspect of familiarity. Consumers will go to the traditional market by considering factors of improving facilities and services such as traders who obey the rules, the presence of
market officers, both cleaners and security officers, good market management and protection from related agencies such as the Market Office, Trade Office and its stakeholders, then the experience gained by consumers, both personal experience and the experience of others.

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