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## Analysis of the Impact of Market Relocation on the Socio-Economic Conditions of Kediri Market Traders

Yudiarto Perdana Putra<sup>1</sup>, Imam Mukhlis<sup>2</sup>, Afif Nur Rahmadi<sup>3</sup>

<sup>1,2</sup>Faculty of Economic and Business, Universitas Negeri Malang

<sup>3</sup>Faculty of Economic and Business, Universitas Kediri

Email : <sup>1\*</sup>[yudiarto.perdana.2304139@students.um.ac.id](mailto:yudiarto.perdana.2304139@students.um.ac.id); <sup>2</sup>[imam.mukhlis.fe@um.ac.id](mailto:imam.mukhlis.fe@um.ac.id); <sup>3</sup>[afifnur@unik-kediri.ac.id](mailto:afifnur@unik-kediri.ac.id)

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### ABSTRACT

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The traditional market in Kediri is a trading center for the surrounding community. So the Kediri City government is trying to improve service and supervision of traders so that they are able to compete with modern markets, by implementing a renovation policy which of course has an impact on the temporary relocation of traders to the market. This research aims to describe the impact of market relocation on traders' economic activities and identify the impact on the traders' social problems. In this study, researchers used qualitative methods with data collection techniques using the following methods: observation, interviews, to determine the validity of the data using source triangulation and method triangulation, documentation, questionnaires. Meanwhile, to determine informants, researchers used purposive sampling and accidental sampling techniques. In this study, researchers used descriptive and interactive analysis methods. The results of this research state that this market relocation activity has two impacts, namely a positive impact and a negative impact.

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### INTRODUCTION

A market or what you could say is a market is a meeting place for buyers and sellers as a means of carrying out economic transactions, namely buying or selling goods and services or it could also be economic resources or other production factors (Kristiana, 2017). The definition of market basically focuses more on the meaning of economic activity, namely buying and selling transactions. If viewed in market economics, it is defined as the amount of demand and supply for a certain type of goods or services. So you could say the market is the overall demand and supply for certain goods and services (Pratiwi, 2018).

In the current era, there are many types of more modern markets in Indonesia, and especially in Kediri, but we must not forget the national identity, namely the existence of traditional markets that have been established for many years in our beloved country, so the Kediri City government is trying to improve service and supervision of traders to be able to compete with modern markets, by implementing a relocation policy in order to improve market facilities and buildings to become a more modern market. With more modern conditions, not dirty, neatly arranged, consumers will be comfortable and return to visit and not switch to modern markets (Ruhamak et al., 2021).

The relocation policy comes from within the parties involved in implementing it so that it is taken into consideration so that the policy issued in the form of market relocation can minimize negative impacts. Because if there is no mature readiness to carry out a market relocation, especially the community as the recipient of a policy, whether they approve or reject the policy and the attitude of the community itself also influences the policies made by the local government. (Dewi, 2015).

Something that must also be considered is the post-relocation conditions, where traders must also be given knowledge or skills in managing their kiosks and merchandise. Because with the new, more modern atmosphere, the hope is to improve the quality of service so that consumers are also comfortable, of course without abandoning the original culture of traditional Indonesian markets. (Utami, 2023).

In the market relocation policy, assistance from the government is highly expected to increase the chances of traders being willing to relocate. The higher the government assistance in the form of physical goods, facilities or financial assistance, the greater the opportunity for traders to support government programs in creating a modern market. (Yasmin et al., 2020).

## **LITERATURE VIEW**

### **Definition Of Relocation**

Relocation is moving a place to a new place in order to get better improvements in all aspects. Relocation is also one of the local government policies which is included in revitalization activities. Revitalization itself in the Big Indonesian Dictionary (KBBI) means the process, methods and actions of reviving something that was previously underpowered. Meanwhile, relocation itself, according to the Big Indonesian Dictionary, relocation is the relocation of industrial plans in an area to be realized soon. One way to revitalize or build a new traditional market is to create a traditional market with various functions, such as a place for

relaxing and recreation with family and prioritizing comfort for all participating parties. (Department of Education and Culture Big Indonesian Dictionary 1982:739)

## **Market Concept**

A market is any of the various systems, institutions, procedures, social relationships and infrastructure through which businesses sell goods, services and labor to people in exchange for money. In its activities, goods and services are bought and sold using legal means of payment such as fiat money. This activity is part of an economy. This is an arrangement that allows buyers and sellers to exchange items. Based on the broad market reach, there are several types, namely:

### a. Regional Market

Regional markets are a type of market whose activities are buying and selling products in one area where the products are produced. It could also be said that regional markets only serve demand and supply in one area.

### b. Local Market

A local market is a market whose activities only buy and sell products in one city where the product is produced. It could also be said that local markets only serve demand and supply in one city.

### c. National Market

The national market is a market whose activities are buying and selling products in one country where the product is produced. It could also be said that the national market only serves domestic demand and sales.

### d. International Market

The international market is a large-scale or broad-scale market whose activities are buying and selling products from several countries. It could also be said that it has a wide reach throughout the world. An example of this market is the coffee market in Santos, Brazil.

## **Trader Concept**

A market trader is someone who has a business and a place permanent according to the type of business and the appearance of the goods merchandise has variations both in arrangement, packaging, cleanliness so that it can attract buyers or customers (Endrawanti, 2012:85). Traders are intermediaries whose activities are to buy goods and services resell it

without changing the form based on initiative and responsibility alone with consumers to buy and sell in small batches or unity (Sugiharsono, et al in Santi 2015: 12).

## **RESEARCH METHODOLOGY**

### **Population and Research Sample**

This research uses qualitative research. Qualitative research is a research method based on the philosophy of postpositivism, used to examine the condition of natural objects, as (as opposed to experiments) where the researcher is the key instrument, sampling of data sources is carried out purposively, snowballing, collection techniques using triangulation (combination), analysis the data is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalizations.

Population is a research subject, according to Sugiyono (2010: 117), population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and thus conclusions are drawn. So population is not only people, but also objects and other natural objects. Population is also not just the number of objects or subjects being studied, but includes all the characteristics or traits possessed by the subject or object. The population in this research is Kediri Traditional Market traders, supporting parties (parking attendants, buyers at Kediri Traditional Market).

According to Sugiyono (2010:118) the sample is part of the number and characteristics of the population. Meanwhile, according to expert Arikunto (2006: 131), the sample is a part or representative of the population to be studied. If the research is carried out on part of the population then it could be said that the research is sample research.

### **Sampling Technique**

The sampling technique used in this research was purposive sampling and accidental sampling, researchers used two techniques in this research. The first technique is purposive sampling, according to Sugiyono (2015:84), the meaning of purposive sampling is a technique for determining samples with certain considerations. The criteria or requirements to become an informant in this research are:

1. Aged 25 years and over.
2. Selling in traditional markets for a minimum of 5 years.
3. Have a permanent stall in the market.
4. Permanent traders (not employees or temporary replacements) in the market.

5. Traders with different types of merchandise (fruit traders, clothing traders, household appliance traders).
6. Market management officers.
7. Other supporting parties (parking attendants, buyers, etc.).

The second technique, researchers use accidental sampling technique, according to Sugiyono (2009:85), accidental sampling is a technique for determining samples based on chance. That is, consumers who coincidentally or incidentally meet the researcher can be used as a sample, if it is deemed that the person they met by chance is suitable as a data source.

### **Data Collection Techniques**

In this research, there are several types or types of data collection used by researchers, including:

1. Observation according to Arikunto (2010: 199), includes the activity of paying attention to an object using all the sense organs. Techniques like this are used to obtain data about the condition of traders.
2. An interview according to Sugiyono (2013:317) is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed on a particular topic. In the interview method, researchers use triangulation techniques to check the validity of the data. According to Sugiyono (2013:330), triangulation is defined as a data collection technique that combines data from various existing data collection techniques and data sources. The triangulation used by researchers in research is that there are two triangulation techniques, the first is method triangulation carried out by comparing information or data in different ways, and the second is data source triangulation carried out by exploring the truth of certain information through various methods and sources of data acquisition. , according to Moleong (2008:326-332) so that research results can be accounted for, it is necessary to check the data whether the data presented is valid or not, so data validity techniques are needed. The validity of the data in qualitative research is an important part of knowing the degree of trustworthiness of the research results that have been carried out, so the aim is so that the results of the research can be justified.
3. Documentation according to Arikunto (2010:274), documentation is looking for data regarding things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, lectures, agendas and so on. This method or technique is used as an intermediary to obtain data about market conditions and all existing and ongoing economic activities carried out by traders which have an impact on the socio-

economic conditions of traders or by communicating directly to obtain the data needed for this research.

4. According to Sugiyono (2005: 162), a questionnaire is a data collection technique that is carried out by giving a set of written questions or statements to respondents for them to answer.

### **Data Analysis**

In this research there is something called data analysis which will be carried out descriptively and triangulated. The first analysis technique, namely descriptive, is used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations (Sugiyono, 2012). The next data analysis technique used in this research is interactive analysis, at this stage the data is worked on and utilized in such a way as to successfully conclude truths that can be used to answer the questions posed in the research. Activities in qualitative data analysis are carried out continuously until completion, so that the data is saturated. The following are data analysis techniques (Nurcahyo, 2020) :

- (1) Data collection
- (2) Data reduction
- (3) Data presentation
- (4) Drawing conclusions.

## **RESULTS AND DISCUSSION**

### **Research Results**

#### **Impact of Market Relocation on Trader Income.**

Income greatly influences the amount demanded of an item, the influence of changes in income results in a relationship between income and the amount demanded of an item depending on the type and nature of the item. To find out the impact of market relocation on traders' income, interviews were conducted with traders who sell at the market.

Traders admitted that their income after relocation had decreased drastically, this could be proven by interviews with Mrs. Rus (coconut trader); Mrs. Mujinah (clothing trader) Setonobetek Kediri market during the relocation process for market construction. From the results of the interview, the author can conclude that the traders experienced a much lower income than before, the traders felt difficulties in terms of income, the income of the traders was very uncertain every day.

If you increase the percentage from what used to be, income could reach 100%, now it's only 30%-40%. The traders admitted that it was very easy to earn a lot of income at the old

market location, but unlike the current location, the traders felt that it was very difficult to earn the same income as before. The traders also hope that in the future, when market conditions improve, they can return their income, even higher, because there will be many additional market facilities.

### **Cooperation Between Traders.**

The existence of a relationship between one trader and another trader is a reaction caused by direct or indirect contact. This reciprocal relationship (action and reaction) is what we call social interaction. Dynamic relationships involving relationships between individuals and individuals, between individuals and groups, or between groups and groups, whether in the form of cooperation, competition or conflict. In this discussion there is a phenomenon where there is actually cooperation between traders.

Humans are social creatures who need each other's help. Likewise, if a group of people are in the same place and carrying out the same activities, it definitely requires something called cooperation. As is the case between traders in this market, there is close cooperation. Based on the results of the interview, the author can conclude that there is cooperation between traders, an example of cooperation is when a trader does not have denominations for the buyer's change, the trader will exchange the money to another trader and vice versa, traders have the idea that humans need each other. In the interview above, the author can conclude that cooperation clearly exists. Traders help each other to recommend buyers to other traders if the merchandise the buyer is looking for is out of stock or empty.

### **Discussion**

Market relocation is a policy provided by the government, just like the market relocation policy. Every policy provided by the government must have a good aim for everyone involved in it, and for a better future than before for the market. (Junaidi et al., 2019). However, every policy does not always have a positive impact, and it often has a negative impact.

Based on research results or answers from informants regarding the impact of market relocation on reducing traders' income, it is true and felt by almost all traders who became informants. They admitted that their income had experienced a very drastic decline and was far from before. After this relocation, traders have income that is not half of the income at the old market location. Traders admit that it is very difficult and difficult to get the same income as before because the market is quiet. The location of the selling location greatly influences the

income of traders around that location (Armi et al., 2016). The impact of market relocation has a negative rather than positive impact.

The informants' statements regarding the existence of cooperation between traders are clear. This is very clearly visible as in the behavior of other traders when carrying out activities in the market, they cooperate with each other and help each other, because human thoughts need each other (Yusuf Sukman, 2017). Traders must maintain their cooperation, helping each other, because it does not require the possibility that they will later need help from other people.

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusions**

The impact of temporary relocation of market traders from their original location to a new location has a huge impact on traders' income. The impact of this relocation on traders' income is very likely to have a negative impact, this is felt by most traders. The decline in current traders' income is almost more than half of the previous traders' income, if the percentage is increased from 100% to 30-40%. Traders find it very difficult and difficult to earn income like before.

The impact of market relocation on the social conditions of traders has two impacts, namely a negative impact and a positive impact. The positive impact is that the results of interviews with informants stated that after this relocation, cooperation between traders was very close, even though there was a market relocation, the traders still cooperated well and helped each other. As for another thing, namely conflict, after the market relocation, the informants stated that several informants felt that there was a conflict after the market relocation, but not all parties involved in the market felt that there was a conflict, so it could be said that the conflict was real but not felt by all parties. The conflicts that occur tend to be due to kiosk location and fighting over kiosks, but these conflicts do not occur between traders and other traders but between traders and the government. Meanwhile, the negative impact is that the informants stated that after market relocation competition within the market is true. Post-relocation competition tends to be caused by the movement of traders' stalls which results in traders who do not know each other selling side by side and it is suspected that this is what triggers the competition.

### **Suggestions**



For the government, it would be best to reorganize the distribution of stall placements for traders or to conduct deliberations and socialization so that all parties can exchange aspirations until they get the right solution. However, it is realized that the results of the arrangement cannot satisfy all parties, but it has a future goal for traders. and the government can calm down and the market can run as before.

For traders, the author's advice is to always try to adapt to this temporary market location, always think positively, and respect each other and support the performance of the government who have made good efforts in this relocation. Because basically this market relocation is only temporary and in the future the government will definitely build a better, more modern and better market which also has good goals for all traders.

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