

The Traditional Market Function Based on Sustainable Development

Syahril Idris^{1,*}, Ramli Umar², Mithen Lullulangi³, Nurlita Pertiwi³

¹ *School of Population and Environmental Education, Universitas Negeri Makassar, Makassar 90222, Indonesia*

² *Faculty of Mathematics and Science, Universitas Negeri Makassar, Makassar 90222, Indonesia*

³ *Engineering Faculty, Universitas Negeri Makassar, Makassar 90222, Indonesia*

*Corresponding author. Email: syahril_idris@yahoo.co.id

ABSTRACT

The traditional market is one of the community facilities in meeting daily needs, which have decreased due to the growth of the modern market. The decline in traditional markets is due to cloudy market conditions, poor spatial planning, limited air circulation, and lighting. This article reveals three functions of traditional markets based on sustainable development. The data collection method involved 150 market visitors, namely traders and buyers. The method of data analysis is descriptive quantitative. The results showed that the traditional *Pasar Terong* has a good function in the economic and social aspects. Meanwhile, in the ecological aspect, the quality of the market is minimal, so it impacts the aesthetics of the market and the comfort of buyers and sellers.

Keywords: *Traditional Market, Sustainability, Environment*

1. INTRODUCTION

As one of the important areas in Eastern Indonesia, Makassar City is growing rapidly economically. The availability of these economic facilities also impacts the social and ecological growth of the area. As a driver of sustainable development, traditional markets have proven to play an important role in the growth of this region [1]. Sustainable development is a concept that combines social, economic, and ecological aspects in every facility used by the community [2].

The development of traditional markets has long been a marker of regional growth [3][4]. This market is growing in line with population growth. The interactions that develop in traditional markets function economically and grow with social and economic functions. Traditional markets are under threat due to trade globalization and economic liberalization [5]. The presence of modern markets in various regions is a competitor to traditional markets.

The growth of the modern market has led to a shift in the shopping culture of the local community. People's willingness to shop in modern markets is due to the convenience of space, but economically this habit increases consumerism.

The sustainability of traditional markets is aimed at driving the regional economy and absorbing labor [6][7]. The income of the merchant's family originating from traditional market activities must be maintained because it will impact social risks. Therefore, this study focuses

on examining traditional markets' economic, social, and ecological functions.

2. METHOD

This research uses quantitative descriptive research. Eggplant data was obtained by distributing questionnaires to 150 respondents representing traders and buyers. Respondents were selected based on the incidental sampling method, namely people in the *Pasar Terong* at the time of data collection. The data collection process is carried out in two-time frames: in the morning at 05.00 – 07.00 and in the afternoon at 16.00 – 18.00. The basis of consideration for data collection is related to the length of time the market operates. The variables of this research are economic function, social function, and ecological function. The economic function is the user's perception of the financial benefits of visiting traditional markets.

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ecological function. The economic function is the user's perception of the financial benefits of visiting traditional markets.

3. RESULT AND DISCUSSION

Pasar Terong operates every day for 18 hours, from 02.00 in the morning to 08.00 at night. 02.00 in the morning is the time for unloading vegetables and fruit. At 05.00 in the morning, this market is crowded with traders from small markets who buy vegetables and fruit to be sold in small traditional markets or sold to housing. Meanwhile, in other timeframes, visitors are generally small-scale buyers, namely purchasing materials to meet family needs.

The Eggplant Traditional Market is the benchmark for basic commodities in the South Sulawesi region and provides services for more than fourteen hours a day. The urgency of this facility is that the *Terong* Market is the confluence of commodity flows from eleven provinces in Indonesia. Furthermore, many farming households in South Sulawesi send their agricultural products to this market. There are more than two thousand traders who work from morning to night every day.

3.1. Characteristics of Respondent

The economic function concerns the ease of the market to be visited by the public. People who visit the market as an economic activity are traders who buy materials in large quantities and then sell them in smaller markets. Some sell it using motorcycles to housing scattered throughout the Makassar City area. Reasons for visitors This type of visitor generally buys materials in much smaller quantities than the first. Meanwhile, the people who work at the *Pasar Terong* are traders, transport workers, cleaning services, and parking attendants. These various economic reasons give birth to a perception of the economic benefits when he is active in the *Pasar Terong*.

The function of the market economy in this study is to focus on several characteristics: lower prices than other markets, accessibility, availability of basic ingredients, availability of vegetable protein sources, availability of animal protein sources, secondary food ingredients (replacement for rice), and availability of food throughout the year. The following analysis results are seen in Table 1.

Table 1. Economic Function

Economic Function	Average value	Category
Cheap price	3.5	High
Accessibility	4.1	Very High
Availability of Basic Materials	4	High

Economic Function	Average value	Category
Availability of Vegetable Protein Sources	3.6	High
Availability of Animal Protein Sources	3.5	High
Secondary Food Ingredients (Rice Substitute)	3.4	High
Availability of food throughout the year	3.9	High

Based on the analysis results above, it shows that accessibility has a value of 4.1 or is in the very high category. Meanwhile, other indicators are in the high category. Visitors to traditional markets generally think that the *Pasar Terong* is easy to visit from all settlements in Makassar City. The strategic location and the availability of public transportation to and from all parts of Makassar City make this market crowded with people.

Respondents' perceptions of the merchandise price in the *Pasar Terong* are also lower than other markets in Makassar City. The *Pasar Terong*, known as the wholesale food market, is the largest sales center in Makassar City. Even some traders in small markets generally buy merchandise in this market. Apart from that, several basic commodities such as rice, corn, sugar, and oil are also easily available in this market—likewise, this market functions as a center for selling meat, fruit, and vegetables.

With a complex traditional market function according to the community's needs, this market has an economic function. This traditional market is a driving force for the people's economy of Makassar City because of its function as a food trading base. Although some modern markets have similar economic functions, the *Pasar Terong* is crowded because of its accessibility and affordable material prices.

3.2. Community Satisfaction with the Quality of Row Houses

Interaction between market visitors occurs in various forms. Some interactions last for more than two hours. Interactions between traders occur throughout the day and lead to basic material price decisions. Farmers generally produce vegetables, fruits and other foodstuffs sold in the *Pasar Terong* in South Sulawesi, and their availability depends on the climate. In addition, the material is not durable, so it can pose a risk of loss if the material is not sold. Under these conditions, there is an agreement on the price of materials every morning. Uniquely, the interaction takes place automatically without a guide. With this habit, *Pasar Terong* activities are not disturbed by the risk of conflict between traders. Furthermore, the interaction between traders and buyers takes place briefly or ranges from 20 to 30 minutes generally, and the price agreement occurs briefly.

The social function of the market in the study looks at several characteristics that are the object of assessment, namely the use of regional languages, the dominance of certain ethnic groups, shopping ethics, queuing culture, parking arrangements, secondary food ingredients (substitutes for rice) and food available throughout the year. The following analysis results are seen in Table 2.

Table 2. Social Function

Social Function	Average value	Category
Use of Regional Language	3.4	High
Dominance of Certain Tribes	2.4	Low
Shopping Etiquette	4	High
Queue Culture	3.2	Currently
Parking Arrangement	1.6	Very Low
Shophouse Arrangement	1.9	Low
Price Deal	3.2	Currently
Market Aesthetics	3.1	Currently
Theft Risk Prevention	3.3	Currently
Accident Risk Prevention	3.9	High

The analysis results above show that the use of regional language, shopping etiquette, and accident risk prevention is in the high category. Meanwhile, the parking arrangement is in the very low category. The phenomenon revealed in the trade process is using local languages such as Bugis and Makassar languages. The custom was developed as most visitors and sellers knew the local language and felt comfortable using it. In addition, at the *Pasar Terong*, there is a shopping ethic that grows naturally. The trade ethics adopted in this market is that buyers can bid on the price of goods with certain restrictions. Meanwhile, the seller does not feel offended and is willing to lower the price if not risk losing. This ethic means that the seller does not set the base price but is based on an agreement between the two parties.

3.3. Ecological Function

The market ecology function in this study looks at several characteristics that are the object of assessment, namely market building air conditioning, hot air, organic waste management, inorganic waste management, drainage maintenance, and protective tree planting. The following analysis results are seen in Table 3.

Table 3. Ecological Function

Ecological Function	Average value	Category
Market Building Air Conditioning	1.8	Low
Hot air	1.6	Very Low
Organic Waste Management	2.1	Low
Inorganic Waste Management	1.9	Low

Ecological Function	Average value	Category
Drainage Maintenance	1.9	Low

Based on the analysis results above, hot water has a value of 1.6, which is in the very low category. Meanwhile, the other indicators are in a low category. Market facilities that are clean and free from unpleasant odors are very contrary to the conditions of the *Terong* Market. The darkroom on the basement floor and the drainage of meat and fish waste make this market look shabby and dirty. Furthermore, protective trees in the market yard are also not visible, thus worsening market conditions.

The results of the average value analysis of economic, social, and ecological functions can be seen in the following figure.

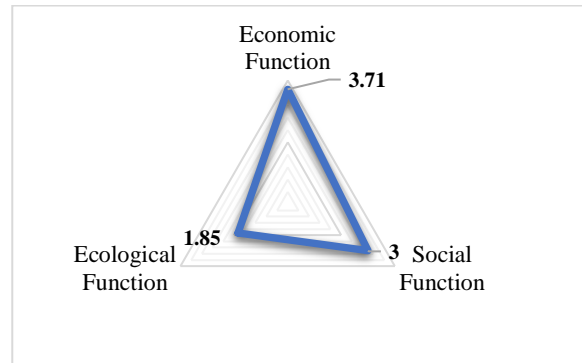


Figure 1. Functions of Traditional Markets Based on Sustainable Development

Based on the analysis results above, it shows that the traditional market economy function has a value of 3.71 in the high category and the social function has a value of 3, which is in the medium category. Furthermore, the ecological function has a value of 1.85, which is in the low category.

3.4. Discussion

3.4.1. Economic function

Traditional markets have been proven to encourage economic activity in a city. The development of traditional markets marks regional economic growth because the fulfillment of community needs comes from these markets [8]. The community's welfare will increase by making it easier to visit traditional markets with affordable material prices. However, traditional markets are also a place to promote and introduce local production [9]. The sale of these goods refers to the local price agreed upon by the community. Under these conditions, traditional goods are cheaper than modern markets. In addition, traditional markets are also in demand because of fresh food ingredients such as vegetables, onions, garlic, red chilies, and others. The traditional market also

allows the bargaining process to allow buyers to get a cheaper price than in the modern market.

3.4.2. Social function

Traditional markets that maintain social interaction between traders and buyers develop with local cultural arrangements and socio-cultural aspects. Initially, this market arose spontaneously with the idea of individuals selling goods for the community [10]. Along with the growing interaction, the number of traders is increasing and becoming a point of interest for the community to visit the place. The existence of the center of the crowd makes more and more people who are interested in coming to trade and shop. With this history, traditional markets develop from social interactions between communities. The strength of this interaction becomes a support for the existence of this market.

3.4.3. Ecological function

The ecological function of traditional markets in Indonesia focuses on environmental sanitation and vegetation [11]. The picture of sanitation in traditional markets shows poor quality drainage due to non-optimal drainage of liquid waste. The number of visitors and the relatively long service time makes it difficult for market managers to make sanitation arrangements. Conditions of low sanitation impact violations of the Hygiene principle, the risk of contamination of food ingredients sold in traditional markets.

4. CONCLUSION

The results showed that the traditional Pasar Terong has a role in sustainable development. The function of the market economy strongly supports regional economic growth and as a center for providing food for the local market and all date houses in Makassar City. The social function of this market is the development of good social interaction between visitors and buyers. The use of local language and cultural ethics in these interactions is a marker for the growth of social capital in Makassar City. The ecological function of the market shows minimal quality. This condition is characterized by poor sanitation and low aesthetic quality. These results indicate that the development of the physical quality of the Traditional Market is very important to maintain the existence of the traditional market.

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