



# Clover Traders and Economic Geographic Perspective in Surabaya Area

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**Abstract.** This study aims to identify the existential strategies implemented by clover traders as actors in the informal culinary sector in the city of Surabaya. This study focuses on clover basket coping strategies from the perspective of economic geography. The method used is a qualitative descriptive research method with an ethnographic approach. The subjects of this research are clover traders from the city of Surabaya. Data was collected through observation and in-depth interviews. The research location is in the city of Surabaya as the center and origin of the clover culinary business. Based on the results of the study, the data obtained indicate that the existing strategy in marketing clover culinary apart from being sold directly in the traditional way, also uses social media (online). From the results of the study it was found that this strategy can work as expected, possibly increasing sales and customers. However, by using social media, the Semanggi business fund needs to have an impact on reducing business capital due to purchasing devices online, as well as making attractive packaging to attract more customers. From this description, it can be said that the strategy of using social media is more attractive to buyers because it is simpler and more convenient. However, the weakness is that not all clover traders can take advantage of this online media due to limited knowledge, capacity and costs. This is where the role of competent agencies, such as the Office of Cooperatives and Small and Medium Industries (UMKM) comes in. Very much needed, especially those related to training and company capital in using information technology so that products from small industries clover can survive, and have a positive impact on the economy.

**Keywords:** adaptation strategy · clover traders · economic geography perspective

## 1 Introduction

This research was motivated by previous research that the author examined about clover sellers in the city of Surabaya. The outbreak of the Covid-19 pandemic in the country, especially in the city of Surabaya, which has occurred since mid-March 2020, has affected the basic joints of people's lives, and has also raised the focus of this research. The family economic sector is one of the pillars of economic resilience in building and meeting all family needs. In the midst of the Covid-19 outbreak, many families, especially those working in the informal sector, have been severely affected. Evidence from

this impact has predicted that around 2.6 million informal sector workers have been laid off or furloughed (Disnaker, 2020).

This research study emphasizes the aspect of adapting the economic resilience of clover-selling families in the midst of the Covid-19 outbreak that hit our homeland, including the city of Surabaya. For the clover seller who depend on their daily living from selling around, are also greatly affected. Lots customers who are reluctant to buy because they are worried about being exposed to the virus, both from food and sellers (primary data, 2021). The mediocre economic condition was exacerbated by the Covid-19 procedural rules that everyone must wear a mask, keep a distance, always wash hands with soap, etc. An incident like this that has been experienced by Bakul Semanggi carrying will be very interesting from the perspective of economic geography.

The perspective of economic geography will highlight how humans can economically adapt to their geographical conditions. In this case, the geographical condition of the area where the basket of clover is carrying lives and develops in its economic sector, both from its business and from the nature that provides it. Economically optimized natural resources are needed to meet their daily needs. The economic resilience of clover-selling families is needed considering that many basic needs cannot be met, such as paying for children's education costs, renting land to plant crops. clover, paying for electricity, water and health needs (primary data, 2021).

Thoman Richards (1974) in his book "The Geography of Economic Activity". From some of the concepts that have been given, it can be concluded that economic geography is a science that studies the relationship between the structure of human economic activity in utilizing the environment to meet their needs with a variety of spaces in the environment. the earth's surface, which has different geographical conditions [10].

In the context of clover traders from the perspective of economic geography, it can be seen as a human activity that has utilized the spatial potential of the area where they live so that it is useful to meet the needs of life and economic growth of the region.

The research was conducted on clover-selling communities around the city of Surabaya as actors in the informal sector. Precisely they are domiciled in the Kendung area, Benowo District, Surabaya City. They are under great pressure, in the face of various difficulties in life, especially in the Covid-19 pandemic, with the decrease in the amount of income obtained due to the closure of many villages in the city of Surabaya that cannot be passed by outsiders, he added. with their concerns, where are the villages where customers are located. In the face of this Covid-19 pandemic, clover sellers have their own strategies to meet their daily needs, such as primary needs, secondary needs, and tertiary needs. Resistance An unstable economy can result in not being able to meet the needs of their lives properly. Clover sellers are considered a marginalized group of people so that they are often overlooked by the public, that there are still some people around us who need attention because of its limitations.

## 2 Literature Review

As an urban informal sector actor, the findings from previous research are that Bakul Semanggi is an independent person in relation to family economic factors. The similarities and differences between the two studies are: 1 The similarities between the two

research on Bakul Semanggi carrying as an actor in the urban informal sector. The next research is Widodo (2013) in a journal entitled “Sustainable Livelihood Strategies for Poor Households in the Coastal”, showing the results of the study that the economic and social life of fishermen in Kwanyar Barat Village, Kwanyar District, Bangkalan Regency who only has a livelihood as fishermen with low incomes. uncertain and the catch only depends on natural conditions (sea) with the wisdom and knowledge it has.

The purpose of this study is to determine the causes of poverty, livelihood strategies run by poor fishing households and develop sustainable livelihood strategies based on existing conditions in the community. While the research that the researcher will do is about the strategy of carrying out the economic resilience of the Bakul Semanggi carrying family during the covid 19 period. If it is concluded from the two studies, both of them are researching on the economic resilience of the family. The difference lies in the research subject, one is a fisherman, and what the researcher is doing is a clover trader. Another similarity of the two studies is that the research subjects are both marginalized people in the informal sector [1].

Family economic resilience is understood as the dynamic state of a family regarding persistence and strength in facing various challenges, threats, and obstacles as well as disturbances from both external or internal, which directly or indirectly endanger the continuity of family economy. As the smallest unit of a country, families with strong economic resilience will also create a strong economic foundation for the country. (wulandari, 2017). Maintaining economic resilience during the pandemic can be done by increasing sources of income family so that they can increase, one of which is starting a family business digitally or those who already have a business but still can do conventional marketing. done digitally. Family strength or family resilience are people who have adequate and sustainable conditions for accessing income and do resources to meet their basic needs. These needs include food, clean water, health services, educational opportunities, housing, time to be actively involved in community activities, and social inclusion [2].

Another definition states that family resilience includes the tenacity, toughness and physical, material, and mental abilities of the family in order to be able to face the dynamics of family dynamics and live independently (Regulation of the Government of the Republic of Indonesia, 1994). Another view states that family resilience includes the family's efforts to achieve prosperity by using the resources it has and in overcoming the problems it faces (Sunarti, 2001). On the other hand, Walsh argues that family resilience includes the way families adapt and survive in dynamic conditions and have a positive attitude in facing the challenges of family life (Walsh, 1996).

Various opinions and research results can show that family resilience is a measure of how strong the family is to avoid the negative effects of dynamics interacting between motivation inside and outside. A measure of family resilience can describe a family's ability to withstand these negative effects. Law No. 52 of 2009 on population development and family development, article 1, clause 11, stipulates that a happy and sustainable family is a family with expertise and strength, material and material capacity to live independently and thrive and possibly improve happiness [3]. and behave well. Material and spiritual happiness so that their family can live in harmony (Law of the Republic of Indonesia No. 52, 2009).

Thus, a family can achieve family resilience if it meets a number of aspects, including: (1) physical resilience, in particular clothing satisfaction, food, clothing, housing, education and health needs; (2) social resilience in the adoption of religious values, effective communication and family integration; (3) psychological resilience related to the ability to overcome non-physical problems, control emotions and positive self-concept, and feelings of anxiety among family members.

#### Migration concept and definition

Population mobility is categorized into 2 (two) groups, namely permanent and non-permanent mobility. Permanent mobility (or what is usually referred to as migration) are residents who live in another area for a minimum of six months or those who stay for less than six months but intend to stay for six months or more [4].

Migration is the movement of people with the aim of settling from one place to another beyond political/state boundaries or administrative boundaries/internal boundaries of a country (Munir, 2000: p. 116).

Everest S. Lee. Migration is a permanent or semi-permanent change of residence and there is no limit on the distance travelled, whether the change of residence is voluntary or forced, and whether the change of residence is between countries or within a country.

Shryock and Siegel. Migration is a form of geographic mobility or spatial mobility which involves a permanent change of residence between certain geographic units.

Indonesian population census. Migration as a change of residence beyond the provincial boundaries, with a time limit of having lived at the destination for six months or more. From several opinions and definitions of migration, the researcher only intends to examine the migration of baskets carrying clover in peddling their wares out of their village area to the city of Surabaya.

The various dimensions that cause a person to migrate include economic, social, demographic, cultural and other factors. According to some experts, the factors that cause a person to migrate are due to economic factors, including differences in wages, where wages in the area of origin are lower than the area of destination, social factors, such as the desire of migrants to break away from traditional boundaries in the form of structures. Hindering village social; because physical factors such as climatic and meteorological disasters such as floods, droughts, and famines force people to seek alternative living environments.

Demographic factors such as a decrease in mortality, and at the same time a high rate of rural population growth leading to a rapid increase in village population density. In addition, because of cultural factors such as the existence of "inner family" relationships in the city that provide initial financial security for new migrants, and the attractiveness of cities and because of communication factors that are a result of increased transportation, an urban-minded education system, the influence of modernization of the introduction of radio, television and film.

Theoretical concepts about migration in particular and population mobility in general have developed quite rapidly, starting from Ravenstain's theory known as the Law of Migration, Lee's Theory with its Push and Pull Factors, Dual Economy Theory, Human Capital Theory from Sjaastad which was later developed by Todaro. Based on these developments and to integrate these theories, two general approaches were identified, namely Neo-Classical Economics Equilibrium Perspective and Historical Structuralist

Perspective (Lipton, 1980; Wood, 1982; Hugo, 1985; Saifullah, 1992). Based on the neo-classical economics equilibrium, population mobility is seen as a natural response to regional differences in obtaining social and economic opportunities [5]. In other words, population mobility can be seen as a mechanism to find a balance between areas that lack socio-economic facilities and areas that have excess socio-economic facilities.

The second approach is the Historical Structuralist approach which was first developed by social scientists in Latin America and Africa in response to the difficulties of the micro-economic model concept in underdeveloped countries. According to this approach, population mobility can only be understood by paying attention to the broad socio-economic and political changes that occur in the structure of economic development because population mobility is a macro process rather than an individual level process [6].

Unfortunately, the two approaches above still focus more on socio-economic arguments and very little on socio-cultural aspects, whereas population mobility cannot be separated from changes in individual and community attitudes. Therefore, a socio-cultural approach is very important in studying the positives and negatives of population mobility [7]. The extent to which population mobility has positive and negative impacts on the regional development process depends on an understanding of the socio-economic and socio-cultural characteristics of the community concerned.

Lee, (2000) revealed that the factors behind labor migration to the destination area are macro, which is better known as the attractiveness in the destination area and the driving force from the origin area. Until now, economic motives are seen as the main driving factor for someone to do mobility (Rani and Fei, 1961; Todaro, 1978; Tire, 1978).

Michael P. Todaro (in Ida Bagus Mantra, 1989) states that a person's motivation to migrate from rural to urban areas is a rational economic motivation, where migrants' efforts to move from rural to urban areas have two hopes for higher incomes. than in the area of origin. Todaro's statement is also reinforced by Ravenstein's statement which says that economic motives are the main impetus for someone to migrate.

Industrial growth, Kedungjati District, Grobogan Regency, Central Java. Housing and other economic development in suburban districts of big cities, creates a large job market so that the direction of population mobility flows that were originally towards big cities, such as Surabaya, will turn towards built-up areas on the outskirts of the city, such as Gresik and other cities that fall within the Gerbangkertosusila corridor. Thus, in particular, carrying baskets do not have to be all in, only known and enjoyed by the citizens of the city of Surabaya, but can be spread to the surrounding districts and cities, even other cities throughout Indonesia, as has been done by the Padang people with culinary [8]. rendang. Thus, it is hoped that the development of the marketing area, in addition to being able to popularize the clover culinary and its traditions, socio-economically will improve the welfare of traders in particular, and the community in the village of Kendung, Benowo, where the forerunner of this culinary is also increasing.

### 3 Method

This study uses a qualitative approach, because it aims to describe the adaptation strategy of clover traders in the economic resilience of the family. Qualitative method is used as

because this method is to understand social reality as subjective reality, placing an open emphasis on social life. to its culinary uniqueness. The qualitative approach proposed by Bogdan and Tylor is a research technique that generates descriptive data in the form of utterances or writings and observable behaviors from the person (subject) himself. This research was conducted in Kende Village, Benowo, Surabaya City, which is the center of Surabaya City place of origin and residence of Bakul Semanggi carrying. This area is the center of clover production in Suroboyo which is well known by the public and is an icon or characteristic of the location. Researchers conducted in-depth interviews with clover traders as informants and conducted observation. To get informants, the researcher used a purposive method, namely meeting directly with clover traders who were selling, even to their homes. The data used are both primary and secondary, as well as literature whose themes are related to this research.

In conducting research, researchers must interpret and understand the information obtained when conducting research. The method used by researchers is ethnography. Ethnographic research contribute to describing and explaining differences and regularities in social behavior humans (Spradley, 2006). To obtain actual data, the researcher went directly to the environment under study, namely Semanggi Village, Kendung Village. This study was conducted to obtain in-depth data on the economic resilience of the Bakul Semanggi Suroboyo family from the perspective of economic geography.

The data were obtained by interviewing several sources, including: (1) clover traders, (2) the owner of a shawl clover production house, to obtain data and information on the development of instant clover and other things about Suroboyo clover; (3) skipper clover, namely the person who provides raw materials for clover. The data collection technique used is triangulation, namely by combining several techniques in data collection.

The technique used is participatory observation, in-depth interviews, and document review. The use of triangulation techniques aims to match data obtained from data sources with data obtained from other sources. By doing this technique as well as testing the credibility of the data, the data analysis techniques used are Data Reduction (data reduction), Data Presentation (data display), and Verification (drawing conclusions).

## 4 Results and Discussion

The stigma attached to clover traders depends on the particular context and point of view. Internal attachment factors are mainly from family, which helps in marketing clover culinary both in person and online. Family resilience and well-being. We must go hand in hand. If the family is doing well, it has great potential to increase family resilience. Family well-being can be measured by the family's economic ability to meet their physical needs (clothing, food, housing, education, health).

Aspects of economic resilience are represented by four variables. (1) Homeownership as a family home. (2) the level of family income as a measure of adequacy to meet family needs; (3) Parenting financing. Measure the family's ability to finance child care and measure the continuity of child care. (4) family savings or savings as family financial security and family health insurance [9]. A family's economic resilience certainly influences its psychological and social resilience. Psychological resilience can be achieved if you have financial or physical resilience. Feeling good and not worrying about the

future is satisfying non-physical or psychological needs and can build positive emotions. Social resilience is closely related to resilience, with increased levels of family integrity as economic needs are met. According to Weber, social behavior is an individual's behavior as long as that behavior has meaning or meaning to him. Weber's understanding of economic action as social action of social action, that economic action can be viewed as a social action as long as the action is done pay attention to the behavior of others. Weber argues that individuals perform an action based on experience, understanding, perception of certain stimulus objects and situations. Individual action is a rational social action that is to achieve the goal or the most appropriate way (Ritzer, 1983).

Weber (Doyle, 1986) states that social behavior is related to social interaction, and when an individual pursues a goal, that behavior is called social behavior. his act. Weber uses the concept of rationality to classify social behavior types. Weber's social behavior is behavior that involves others or that takes place in view of the behavior of others. Social behavior is individual behavior so long as it makes sense in itself and is directed at others. Exchange transactions carried out with clove baskets carried with customers are mutually beneficial cooperation. Clover merchants not only have good relationships with customers, but also attachments with the skipper. In social networks there are social groups that are former traditional lineage. Social experience from generation to generation (reputed social experience) and the similarity of belief in the dimension of divinity (religious belief) tend to have high cohesiveness (Hasbullah, 2006), as happened in the clover basket.

Social networks also play an important role in marketing. The network is an interpersonal bond between baskets and clovers carrying. Through ties of kinship, friendship and common community, networking Social media helps them to adapt in the midst of a pandemic. The social network in question is in the form of exchanging information, and providing raw materials for clover. The actions taken by these clover trading women are economic and sociological, as well as geographical, because in these actions there is a relationship of interdependence between baskets of clover as traders and the customer community (buyers), which are located in a certain areas in the city of Surabaya. His actions are not only for his own benefit but also for others, namely his family. Thus, the economic action of basketry clover carrying is categorized in the study of economic geography.

Everyone can actually find a way to face the challenges of survival. increase. Survival strategy as a strategy for meeting the minimum needs of life to survive. 2). An integrated strategy is a strategy for meeting the needs of life reflected in meeting basic and social needs. 3). Accumulation strategies, i.e. strategies that meet the needs of life to meet basic, social and capital needs.

The results showed that clover traders had various adaptation strategies. These strategies are both traditional and modern. What has traditionally been done by Bakul Semaggi is to establish good relations with fellow Bakuls and skippers as suppliers of raw materials for Semnaggi culinary. Meanwhile, in a modern way, clover baskets have taken advantage of modern marketing via online. However, this modern one is still very limited, because only young clover baskets dare to do this online market model. The only weakness is that the online market for clover culinary is not widely known by the public. The strategy carried out by basket of clovers in these difficult times is the third strategy,

the reason is from an economic perspective, they can survive until now, meaning they have been able to meet their needs, not only looking for profit but from a social side, it contributes to the network, namely suppliers of raw materials and customers.

From the description, it can be seen that clover traders can still survive and have adaptation strategies that are rarely owned by others, namely socio-economic networks, both with fellow clover traders and skippers and families.

## 5 Conclusion

Understanding the reality of clover traders, especially regarding adaptation strategies seen from causal motives supported by internal and external motivations for carrying out engagement strategies, both with customers and suppliers who provide clover raw materials.

Online marketing from clover traders has not been carried out optimally due to limited technological and financial capabilities.

Family economic resilience is understood as a dynamic condition of a family regarding persistence and strength in facing various challenges, threats, and obstacles and disturbances both from outside and inside, which directly or indirectly endanger the family's economic resilience. As the smallest unit of a country, a family with strong economic resilience will create a strong economic foundation as well.

The perspective of economic geography in the context of clover traders is closely related because traders have implemented strategies and innovated. This has great opportunities in economic resilience and can adapt to the turbulence of its geographical environment.

### Suggestion

Clover traders need support from the community to survive by participating in cultivating this culinary, both sold traditionally and online.

The authorities, namely local village officials, need to participate in promoting this traditional culinary so that the economic resilience of the clover trader family remains stable.

Related agencies, namely the Cooperatives and MSMEs Office, have the opportunity to provide training and funding assistance for clover traders so that they can innovate for the purpose of increasing family economic stability.

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