

# *Social and Culture Factor in Bangsri Traditional Market Management in Jepara Regency*

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**Abstract**—Traditional market is one of the contributor in the Region Native Income in Jepara Regency. Meanwhile, the best managing is important thing to do, so it can increase the amount of Region Native Income. Management is influence by various factors, one of them is social culture factor in the environment of that traditional market came from seller and buyer. At Bangsri Traditional Market, social culture factor is very influence. Behavior and awareness from the seller and buyer at Bangsri Traditional Market shown the character and mentality that they do not want to responsible about the managing of Bangsri Traditional Market. Awareness about the cleanness, orderliness and comfortable is not important thing for them. So this case is the foundation of the research, it is about influence from the social culture factor of Bangsri Traditional Market management.

**Keywords**—social culture factor; management; traditional market

## I. INTRODUCTION

Management of traditional market have connection with the success of organization doing the main task and function. If the traditional markets managed well, so the purpose and the aim of the organization could reached by the strategic planning which have by the organization. The purpose of management and empowerment the traditional market attached on the Minister of Home Affairs Regulations Number 70 Year 2013 Section 2 about Structur And Founding Orientation Of The Traditional Market, Shopping Center And Modern Store include creating a orderly, coincreasing the service quality to public, make the traditional market as a moving spirit for the economic territory and make the traditional market had compete power with shopping center and modern store. The Instruction from Minister of Home Affairs is poured by the Department of Cooperation, UMKM and Management Market into Strategic Planning 2012-2017. There are five strategy by the Department of Cooperation, UMKM and Management Market of Jepara Regency, these are increasing access of cooperation, UMKM about the financial capital and technology, increasing quality of the human resources of UMKM and cooperation, best utilization the local resource, developing the infrastucture of Cooperation, UMKM and Management Market and increasing the market segment of the product by UMKM (Strategic Planning the Department of Cooperation, UMKM and Management Market Jepara Regency, 2012-2017: 23). One of the strategy for the management of traditional

market developing the infrastucture of Cooperation, UMKM and Management Market. Aspect which can be the boost to make materialized the management of Bangsri Traditional Market is cooperation between government and public to make the clean and comfortable market appropriate with the purpose from Minister of Home Affairs Regulations. But the cooperation between government and public is not agreed with. The lack awareness of public to make clean, healthy and comfortable market. Condition of Bangsri Traditional Market is far from the expectations. The rubbish is everywhere at the buyer pathway, the pathway is muddy, less lightning, not suitable infrastucture and pathway access for the buyer is not properly because of enlargement of the wares.

The things that mention above want to be researched, so it can be improvement for Management of Bangsri Traditional Market.

## II. THEORETICAL FRAMEWORK AND METHODS

Qualitative approach emphasize the analyze in the conclusion of process deductive and inductive and the analyze about dynamics connection between the phenomenon, using with scientific logic. (Azwar, 2012: 5). Informant chosen by accidental sample technique. Instrument of the research is the author and others support instruments is interview guide and recorder. Data collected starts from January 2015 until February 2016 through observation, interview and documentation. Locus of the research is at Bangsri Traditional Market. Data validity is an important concept that can be improved from the validity and reliability according to positivism version and appropriate with scientific demand, criteria and our own paradigm (Moleong, 2011: 321).

## III. RESULTS AND DISCUSSION

Public management is a complex performance from the actors, it is government and all staff to serve the public well and public all the wishes can be done well with the performances or rules in the organization (Ferninda, 2016: 38). To serve public that is the seller and buyer at the Bangsri Traditional Market it need efforts to reach the public wishes and satisfaction. To reach the public wishes and satisfaction it also needs the synergy between government with public to make cooperation of manage and save the Bangsri Traditional Market well. But, the cooperation between government with

public to manage and save the condition of Bangsri Traditional Market is not going well as the wishes from the government. One of the influence in managing Bangsri Traditional Market is social and culture factor of public (seller and buyer). There are influence from social and culture factor about management at the Bangsri Traditional Market about management can be seen in the research result.

#### A. *Negative Influence of Social and Culture Factor*

Influence from social and culture factor affected to the orderly and cleanness at Bangsri Traditional Market because it is have connection with the mentality from public or buyer that shopping at Bangsri Traditional Market (Ferninda, 2016: 107). The character also have significant influence to make realization the cleanness and comfortable at Bangsri Traditional Market. In fact, these are seller does not have waste container in their kiosk or their shop. From observation that had been done by author the seller have less awareness to keep the cleanness so they throw the trash every where. So did the buyer at Bangsri Traditional Market, the minimum quantity of waste container at Bangsri Traditional Market push them to throw away the trash. So, it needs to make mentality improvement for them who came and selling to Bangsri Traditional Market, the purpose is to make Bangsri Traditional Market more clean and comfortable.

#### B. *Positive Influence of Social and Culture Factor*

Majority the seller at Bangsri Traditional Market are Muslims made the social condition at Bangsri Traditional Market peaceful and safe. So the crash between seller or group rarely happened. Another group from Muslims at Bangsri Traditional Market is Chinese group, but it is a minority. Another uniqueness from Bangsri Traditional Market is the bargaining process between the seller and buyer, so there is a deal price. With that way, there is a good relation between the seller and buyer because they will know each other. Ask and accost increase the intimate between the seller and buyer. The

bargaining process until they deal with the price is a special quality that it does not have in the Modern Market, which is now is often happened. (Ferninda, 2016: 107).

#### IV. CONCLUSION

Organization can achive the success by made Strategic Planning. To gain the strategic it contain the organization aim and purpose. Management Bangsri Traditional Market can be done by Department of Cooperation, UMKM and Management Market with five main strategies, one of the strategy to manage Bangsri Traditional Market is by developing Cooperation, UMKM and Market infrastructures. The successes of organization can be affected by another external factor of organization, one of them is social culture factor. Public's social culture factor had negative and positive affected in Bangsri Traditional Market management. The low public's mentality and character can be seen by throwing the trash away behavior, also the quantity of waste container. So Bangsri Traditional Market very low in cleanness, comfortable and safety. But, social culture factor also have another positive capability that there is no crash between group and uniqueness in bargaining culture that did not had by modern market.

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