



Factors Influencing Changes in Traditional Market Patterns (Case Study at Pasar Baru, Bangko District, Merangin Regency, Jambi Province In 2022/2023)

Arislan Arislan¹, Badawi Badawi², Mardalena Mardalena^{3*}

¹Kesmas STIKes Merangin, Indonesia. lanarisbaimansaid@gmail.com

²FKIP Universitas Muhammadiyah Kotabumi, Indonesia. badawi.stkip@gmail.com

³FKIP Universitas Merangin, Indonesia. mardalena17@gmail.com

*Corresponding Author: Mardalena

Abstract: Pasar Baru Bangko is a traditional market whose buildings are partly owned by the Merangin district government and partly owned by the community (private sector). Even though there are two ownerships, they still have to be managed properly by both parties. Lately there has been a kind of change in pattern where people usually sell during the day, some have sold at night. Residents who sell things at night that seem disorganized or chaotic will cause problems such as disruption to pedestrians and motorists, disruption of environmental sanitation which can impact environmental health, disruption to shop owners, and so on. In connection with changes in market patterns that can have a negative impact even though there is a slight positive impact, it is necessary to do research. The research was conducted using a case study qualitative approach with the main data collection technique being observation supported by interviews and documentation and so on. The purpose of this research is to find out the factors that cause changes in the pattern of the new Bangko market so that it can become input for market managers, other related parties and for further researchers. The results of the study can be concluded that (1) Most of the traders in Pasar Baru Bangko have moved to selling at night due to the lack of buyers during the day; (2) It seems that the parties related to the management and control of the market are not carrying out their duties optimally due to several factors such as the lack of budget for law enforcement, especially for POL PP, UPTD Markets and so on; (3) There is no cross-sectoral cooperation, such as between POL PP, UPTD, the Department of Transportation, LH and so on, so that it seems that traders are allowing traders to sell their wares.

Keywords: New Market Pattern Changes

INTRODUCTION

Merangin Regency is one of the regencies in Jambi Province with an area of lk. 7,668.61 KM2 is the largest district in Jambi province with an area of 7,668.61 km² consisting of 24

sub-districts and 215 villages/wards and a population of 357,315 people (2021) with potential that differs from one sub-district to another. The differences in question include differences in the potential of natural resources, human resources, social culture and so on.

Judging from its geographical location, Merangin Regency is located between 1020–1040 east longitude and 20–30 south latitude. According to the topography, most of the area consists of lowlands, while to the west the topography is flat, undulating to hilly and mountainous. The widest area in Merangin Regency is an area with an altitude of 500 to > 1,000 m above sea level.

Based on topography, structure and texture, land resources in Merangin Regency consist of several types, namely: podzolic, latosol, andosol, organosol, glei humus and complex soil. Judging from the land area, the largest area is soil originating from podzolic and latosol types. Based on Oldeman's provisions, Merangin Regency is included in the climate classification type B2.

According to estimated figures on land potential and utilization area compiled from sub-district reports that the potential for dry land is 181,134 ha, 13,732 ha of paddy fields, with an area of utilization of dry land of 141,075 ha with an area of utilization of paddy fields of 10,314 ha, thus the potential of untapped land for dry land is 40,059 ha and rice fields that have not been used is 3,418 ha.

If we look at it from the labor side, it turns out that there are still many workers who do not have the life skills as expected in the era of globalization. With increasingly competitive competition in various areas of people's lives, intelligence is needed for the workforce and of course expects the role of the government, business and/or industry, universities and other stakeholders so that it is hoped that there will be an increase in competitiveness in doing business in society.

On the other hand, the majority of community businesses in Merangin district are in agriculture. Agriculture in a broad sense is human activity to obtain results derived from plants and/or animals which were originally achieved by deliberately perfecting all the possibilities that have been given by nature to breed these plants and/or animals (Van Aarsten, 1953). . The definition of agriculture in the narrow sense is all biophysical aspects related to efforts to improve plant cultivation to obtain maximum physical production (Sumantri, 1980). Agriculture in Indonesia needs to increase its production as much as possible towards food self-sufficiency, but the challenge to achieve this is enormous because the agricultural area is getting narrower and narrower, climate aberrations, development of other commodities, not yet modern technology, pests and diseases that attack plants which in turn ultimately affect the production that will be sold in the market. However, agricultural and plantation products actually need to be marketed with the aim of bringing in money. Everywhere we really need money. For this reason, agricultural products or products need to be marketed, which of course requires a place where there is interaction between sellers and buyers. In the capital city of Merangin Regency, it can be said that the marketing of agricultural products still uses traditional markets. In fact, most are sold at the street market. With regard to the term street vendors, where street vendors or abbreviated PKL is a term to refer to merchandise vendors who carry out commercial activities on the area belonging to the road (DMJ/sidewalk) which is (supposedly) intended for pedestrians (pedestrians).

There is an opinion that uses the term street vendors for traders who use carts. The term is often interpreted this way because there are five traders' legs. The five legs are the merchant's two legs plus three "legs" (which are actually three wheels, or two wheels and a wooden leg). Linking the number of legs and wheels with the term five feet is a far-fetched opinion and not in accordance with history. Static cart vendors 'hanging' on the sidewalks is a fairly new phenomenon (around the 1980s), previously street vendors were dominated by pikulan traders (cendol sellers, telur crust traders) and matrons (such as street drug dealers).

Actually the term street vendor comes from the Dutch colonial period. Government regulations at that time stipulated that every highway built should provide facilities for pedestrians. The width of the section for pedestrians is five feet or about one and a half meters.

Tens of years after that, when Indonesia was independent, many pedestrian roads were used by traders to sell goods. Previously his name was a street vendor, now he is a street vendor. Even though according to history, his name should have been a five-foot trader.

In several places, street vendors are being questioned because they interfere with motorized vehicle drivers, using the road and sidewalks. In addition, there are street vendors who use nearby rivers and waterways to dispose of garbage and wash water. Garbage and soapy water can damage rivers, cause fish and river biota to die, and cause eutrophication. On the other hand, street vendors often provide food or other goods at a higher price, even cheaper than buying them at the store. The capital and costs required are small, so they often invite traders who want to start a business with small capital or people from weak economic circles who usually set up their business around their homes. (https://id.wikipedia.org/wiki/Pedagang_kaki_lima, 7 November 2022)

Lately there has been a change in the traditional market pattern which usually takes place during the day (which opens in the morning and closes in the afternoon around 17.00). Now there has been a change where at 16.00 the preparations for the traders to sell at night have started again until around 24.00 at night. In connection with the above, it is necessary to conduct research with the title "Factors Influencing Changes in Patterns of Traditional Markets (Case Study in Pasar Baru, Bangko District, Merangin Regency, Jambi Province in 2022/2023).

The core of the problem to be examined is "factors that influence changes in traditional market patterns in Pasar Baru, Bangko District, Merangin Regency". From these general problems, the following problems are focused on several research questions as sub-problems as follows: (1) What is the objective condition of traditional markets (Pasar Baru) in Bangko District, Merangin Regency before changes occur; (2) What is the objective condition of the traditional market (Pasar Baru) in Bangko District, Merangin Regency after the change; (3) What are the factors that influence changes in traditional market patterns in Pasar Baru, Bangko District, Merangin Regency; and (4) What are the positive and negative impacts due to changes in traditional market patterns in new markets, Bangko District, Merangin Regency.

LITERATURE REVIEW

Empowerment Theory

According to the theory of Psychiatry, that humans have various powers, namely the power or power to think, behave, and act. These potentials must be developed in humans and human groups and human groups so that their level of power is optimal to change themselves and their environment. Community empowerment is essentially the same as developing community development, including: 1. Approach to society as a whole. This approach is based on broad participation, community as the central concept, and requires a holistic approach. 2. Approach based on independence. 3. A specific problem-solving approach. 4. Demonstrative approach. 5. Experimental approach. 6. Power conflict approach.

Development so far has given birth to a number of "services to the community". Meanwhile community empowerment-oriented development will give birth to "community into service". Empowering the community is not just "mobilizing the community to take part"; rather it is to "pursue a network of partnerships". The focus of community empowerment is family oriented. This empowerment consists of: (1) building the internal capacity of the family (knowledge, skills, attitudes, and so on; (2) changing beliefs and behaviors that impede progress (early marriage, disciplinary violations, and crime); and (3) strengthening values traditional values conducive to development (gotong royong, respect), and the filtering of new values Strategies for empowering communities and families and building partnerships need to

be based on the following: 1. A clear analysis of the situation of the (very heterogeneous) community to be empowered; 2. Careful selection of target groups; with them partnerships will be developed to ensure non-election of those who have been empowered; 3. Mechanisms are established to ensure the involvement of marginalized community members (marginalized groups), for example a quota of women's membership in local development agencies; And 4. Existing local organizational units were adapted to accommodate them in the process of creating new structures.

Multidimensional development activities that result in interdependence between key actors require strong partnerships and must be based on mutual trust and mutual reinforcement. Partnership patterns can only be achieved by empowering individual virgin elements, families and communities. The community empowerment process is an effort to help the community to develop their own abilities so that they are free and able to solve problems and make decisions independently. The empowerment process is carried out by giving authority (power), accessibility to resources and an accommodative environment (Zimmerman, 1996. Ressa, 1991). The community empowerment approach embodied in participatory development is very appropriate and can be used to anticipate changes in society and its strategic environment. As a basic concept of participatory development is carrying out development efforts on the basis of meeting the needs of the community itself so that the community is able to develop and overcome its own problems independently, continuously and sustainably (Sumaryo Gitosaputro, kordiyana K. Ranga: 2015: 27-29). Community economic empowerment is the embodiment of increasing the dignity of layers of society to escape from the trap of poverty and underdevelopment. This step is part of increasing the capacity and increasing the economic independence of the community.

Community economic empowerment requires active and creative participation. According to Samuel Paul (1987-24), active and creative participation is expressed as "participation refers to an active process where by beneficiaries influence the direction and execution of development projects rather than merely receive a share of project benefits" (participation refers to an active process with which the target group can influence the direction and implementation of development projects rather than merely receiving the distribution of project benefits). starting from the stage of decision making, implementation of decisions, enjoyment of results and evaluation. Participation supports the community to start being aware of the situation and problems it faces. In addition, also trying to find a way out that can be used in overcoming the problem. On the other hand, participation also helps the poor in seeing socio-economic realities and the decentralization process is carried out by strengthening the "delivery system" (distribution system) at the grassroots level. Increasing public participation in the unity of the world of economics and politics is considered very strategic and decisive. Based on this view, community empowerment is very closely related to strengthening, cultivating and experiencing democracy.

In this context and line of thought Friedman (in Soetrisno, 1991) stated as follows: the empowerment approach, which is fundamental to alternative development, places the emphasis on autonomy in decision making of territorially organized communities, local self-reliance (but not autarchy) , direct (participatory) democracy and experimental social learning". The cultural approach plays an important role in alternative development, because it places people to experience and emphasizes territorial autonomy and community decision-making, local self-reliance (but not autarchy), direct (participatory) democracy and social learning. in the next section, Friedmann, as quoted by Soetrisno (1995), also warned that it is very unrealistic if economic forces and extra-ordinary structures are ignored in the assessment of empowerment.

Therefore, according to Fredmann, community empowerment is not only limited to the economy but also politically, this is what makes the community a competitive bargaining position, both nationally and internationally. The empowerment paradigm is motivated to

change conditions that are completely centralized to situations that are more autonomous. This is done by giving opportunities to the poor to plan and then implement development programs of their own choosing, they are also given the opportunity to manage development funds both from the government and outside parties. Friedmann's basic concept of empowerment is referred to as alternative development which requires "inclusive democracy, appropriate economic growth, gender equality and intergenerational equality" (inclusive democracy, adequate economic growth, gender equality and equality between generations). Meanwhile, Schumacher (in Soetrisno, 1995) states that the most appropriate strategy for eradicating poverty is "giving a hook rather than a fish" which encourages them to be more independent. Schumacher gives a special place for NGO groups (non-government organizations) in the development process. Schumacher gives the following reasons: the emphasis on empowerment which is more focused on forming independent groups will not have much meaning without political support, as stated by Freire. This means that whatever empowerment concept is chosen, it requires a "dose of politics" to become a powerful remedy for poverty (Soetrisno, 1995).

Natural Resource Theory

A resource is something that has a use value. Natural Resources (SDA) is the totality of physical, chemical, biological and social factors that make up the environment around us. Hunker et al stated that natural resources are all that comes from the earth, biosphere, and atmosphere, whose existence depends on human activity. All parts of our natural environment (grains, trees, soil, water, air, sun, rivers) are natural resources. Natural resources are elements consisting of vegetable (plant) and animal (animal) natural resources with non-biological elements around them which as a whole form an ecosystem. Natural resources have a role in meeting human needs. Juridically, the definition of natural resources is contained in Article 1 paragraph 9 of Law no. 32 of 2009 concerning the Protection and Management of the Environment, namely Natural Resources are environmental elements consisting of biological and non-biological resources which as a whole form an ecosystem unit. There are several opinions regarding the distribution of natural resources. Among other things, in terms of the general nature of the ecosystem, it is divided into two major groups, namely terrestrial (land) natural resources and aquatic (water) natural resources. Nevertheless, in natural resource management three kinds of natural resources are generally recognized based on their nature, namely:

1. Natural resources that can be recovered (renewable resources), where the flow of resources depends on its management, with several possibilities that its supply can decrease, be sustainable or increase. Examples of soil, forest and wildlife;
2. Natural resources that cannot be recovered (non-renewable or deposit resources), where the fixed stock and natural resources consist of:
 - a) Physically the inventory will be completely exhausted. Example: coal, oil, natural gas.
 - b) Inventory decreased, but can be reused (recycled). Example: metal and rubber group
3. Natural resources that will not run out (continuous or flow resources), which are available on an ongoing basis, consist of:
 - a) Its supply is unlimited and unaffected by human action. Example: solar energy, tidal energy.
 - b) The supply is unlimited, but affected by human actions. For example: landscapes, natural beauty, space and air. Natural resources (SDA) are the grace of God Almighty which must be managed properly and correctly so that they can provide maximum and sustainable benefits to humans. Development aims to improve human welfare by developing and utilizing existing natural resources. In the use of natural resources through development there are always changes in ecosystems which in turn have positive

impacts (benefits) and negative impacts (risks) on humans again. The greater the benefits that will be pursued, the greater the existing risks or new risks will emerge.

Natural Resource Management aims to maintain and improve high, safe and humane quality of the environment. Only in conditions of high environmental quality, humans benefit more from the environmental risks. More specifically, the definition of natural resource management includes the following two things:

1. Human efforts in changing natural resource ecosystems so that maximum and sustainable benefits can be obtained.
2. The process of allocating natural resources in space and time to meet human needs by always trying: (a) Consideration between human population and resources' (b) Prevention of damage to natural resources (and the environment).

Therefore the scope of natural resources is an inventory of planning, implementation/utilization and control/supervision. Basically, only natural resources that can be recovered/renewable are truly managed. Meanwhile, natural resources that cannot be recovered (non-renewable) only experience exploitation and cannot be restored. Natural resources based on their nature can be classified into renewable natural resources and non-renewable natural resources. Renewable natural resources are natural resources that can continue to exist as long as their use is not over-exploited. Non-renewable natural resources are natural resources that are limited in number because their use is faster than the process of their formation and if used continuously they will run out, for example plants, animals, micro-organisms, sun, wind, and water. The need for natural resources is increasing due to population growth and development progress. Natural resources are limited and even decreased. Without preservation or conservation efforts, natural resources crises occur, quality decreases, supplies become scarce, diversity decreases, etc. Utilization of natural resources is divided based on their nature, namely biological and non-biological natural resources. Article 12 paragraph 1 of Law No. 32 of 2009 states that the use of natural resources is carried out based on the Environmental Protection and Management Plan (RPPLH). Basically, all ADA, including living natural resources, must be utilized for the welfare of society and humanity according to their capabilities and functions. Utilization must be in such a way in accordance with Law no. 5 of 1990 concerning the Conservation of Biological Natural Resources and their Ecosystems, so that they can take place in a sustainable manner for the present and the future. Utilization and preservation as mentioned above must be carried out in a harmonious and balanced manner as an embodiment of the principle of conservation of living natural resources and their ecosystems.

Local Wisdom Theory

Perhaps in the rich cultural treasures of this diverse nation, various social capital and local wisdom are found in various regions that describe the ability of the community to maintain living conditions through various different forms, but basically have nuances of efforts to achieve prosperity. Often various forms of welfare efforts that appear in the reality of people's lives are based on philosophy and are part of the embodiment of the vision of welfare that every community has. For example, in Javanese culture, the vision of the community is known as the order of peace, *kerta raharja*, while the way to realize this vision is through an effort called *memayu hayuning bawana*. It is only through this effort of embracing *hayuning bawana*, in the view of the Javanese people, that it can give meaning or meaning to human life. this concept turns out to be internalized by members of the community even at the grassroots level to a certain extent. Koentjaraningrat (1994: 439) states that even villagers with the lowest level of formal education talk a lot about this matter, both interpreted literally to care for their physical environment and even deeper, their spiritual environment. In other societies, of course, we also find constructions of welfare and ways to realize them based on

their socio-cultural background. Of course it is very unfortunate if the potential for welfare that exists in the local wisdom is not identified, accommodated and developed. Endraswara (2013: 15) identifies that the concept of meayu hayuning bawana can have meaning both as a philosophy of life, and as behavior (character). If Memayu Hayuning Bawana is placed as an effort to create an ideal society or a prosperous society, which in the local concept is called a society with a peaceful order, Kerta Raharja, then Mamayu Hayuning Bawana can be interpreted as a practice. However, because in order for a practice to fulfill its goals it requires real action, it is necessary to translate the values contained therein especially those at the level of basic values into instrumental and practical values. For this purpose, of course, it is necessary to understand the philosophy contained in the concept of Memayu Hayuning Bawana.

Therefore, based on the local wisdom it contains, every community not only has the desired construction of an ideal society which is basically a picture of a prosperous society, but also a way to realize this ideal society. Even by using local wisdom, the community has a subtle and symbolic way to express their aspirations and even criticize unexpected conditions which, if not anticipated, can hinder, even further distance them from the ideal society they desire (Soetomo, 63-65: 2014).

Maslow's Hierarchy of Needs Theory

As we understand that everyone has different needs. Maslow (1970) has arranged human needs in five levels which will be achieved according to the level of importance. Maslow's hierarchy of needs theory sees that individuals who work have stages of basic needs that will be achieved in their work. The stages of needs are physiological, safety and affection, social and affiliation, and self-esteem and self-actualization or self-realization. There are several examples that provide an explanation of the five levels of basic needs.

a. Physiological Needs

First, physiological needs are the lowest first level needs that must be met and satisfied by employees before they can reach higher level needs. These needs consist of eating, drinking, breathing, and other biological needs such as sleep and sex. After this need is fulfilled then the next desire appears, namely security. For example, in general, employees first want a job that pays sufficiently to satisfy their needs before they want security needs to achieve job performance.

b. Security Needs

Security needs are the second level needs that must be met after the first level needs are met and satisfied. The needs included in the security needs are stability, dependability, protection, freedom from fear and threats. This includes the need to follow structural regulations, rules and regulations, laws and certain restrictions, and so on.

For example, every employee other than himself wants to get a satisfactory salary at work, so he also needs a job that can provide security and safety for himself and is free from threats so that he can work more accomplished.

c. Social Needs (Social and Belongingness Needs)

After these two needs have been achieved by providing satisfactory satisfaction, the need for social and belongingness arises, namely the need to relate to other people, at this time the individual will feel very lonely and isolated from association. Individuals will need friends and attention from someone. For example, every employee besides wanting a safe and secure job, he also wants to be able to interact with other people and wants himself to be loved and accepted by others so he doesn't feel lonely so he can excel at work. The three needs above are lower level needs. The next two needs are higher level needs.

d. Self-Esteem Needs

The two high-level needs are self-esteem and self-actualization needs. Self-esteem needs can be divided into two categories. First, the need for power, achievement, self-fulfillment,

strength, and the ability to give confidence, and life and freedom. Second, the need for reputation or prestige, status, success, recognition, attention and appreciation. Satisfying the need for self-esteem will lead to self-confidence, strength, ability, and self-fulfillment. For example, every employee generally has the hope of being able to achieve self-independence and gain recognition and ability after social needs and self-esteem have been satisfied to achieve work performance.

e. Self Actualization Needs

Finally, fifth, the need for self-actualization or self-realization which is the fifth highest level need for employees that they also want to fulfill and satisfy. At this level each individual in fulfilling this need is very different from one another, each wants to realize himself as a person who has unique abilities. This need exists only after the previous four needs have been satisfactorily fulfilled. Basically this need aims to make all the potential that exists within a person as a real manifestation, namely in the form of self-actualization efforts.

RESEARCH METHOD

The approach used in this study is qualitative and uses the case study method. This qualitative approach was chosen in order to obtain broader and in-depth information regarding matters that are the subject of discussion that must be answered. Therefore, a qualitative approach is hoped to get a clear description of the data and information needed to remain factual, in accordance with existing facts, not mere fiction. Researchers use the case study method because researchers consider this incident to be an odd event. .

Data source

The data sources in this study were obtained from parties who really have the competence according to the research problem. The types of data collected are primary data and secondary data. The intended primary data is data obtained directly from data sources through interviews, observation and documentation related to the topic of discussion. While secondary data is data that strengthens primary data, and this can be in the form of books, magazines, the results of one's thoughts, words, actions, data documented in related offices and so on.

Data collection technique

Observation or direct observation referred to here is where the researcher is directly involved in the object of research. That is, researchers not only observe from afar about the case but are directly involved in the data collection process in the form of direct interaction with community members, both traders, buyers/customers, shopkeepers/shops and community members who pass through the new market Bangko. Observation is the main data collection technique used while other techniques are supporting such as interviews, documentation and photographs. The researcher chose the interview technique because this technique will get valid and direct information from the source. With interviews, researchers can direct the conversation to the substance of the research, so that the information collected is truly objective. As for the interview model that the researcher uses is guided free interview, where in conducting interviews the researcher does not deliberately direct questions and answers to the subject matter of the research focus but still uses an interview guide so as to get maximum results.

Documentation Techniques

Documentation has an important role in research. Usually only limited to one field of knowledge, all work and documentation services and data contained in documents are

important tools for researchers. In carrying out this technique the researcher has written materials such as books, magazines, documents, photographs, diaries, regulations, data in related offices and so on. In many cases documents as data sources can be used to test, interpret and even predict events that may arise in the future.

Research Steps

1. In choosing this case, the researcher wants to uncover an odd incident in the process of changing the pattern of the Pasar Baru traditional market, Bangko District, Merangin Regency. The size and complexity of the case study object is very reasonable, so that it can be completed within the time limit and available resources.
2. Data collection techniques used in case research are observation, interviews, and documentation. Researchers as research instruments, can adapt the method of data collection to the problem and research environment, and can collect different data simultaneously.
3. Researchers analyze the collected data starting from aggregating, organizing, and classifying data into manageable units. Aggregation is the process of abstracting specific things into general things in order to find general data patterns. Data can be organized chronologically, categories or entered into typologies. Data analysis was carried out since the researcher was in the field, during data collection and after all data was collected or after completion in the field.
4. Researchers Improve all data that has been collected. In this case study approach, refinement or reinforcement of new data is carried out on the categories that have been found. Collection of new data requires researchers to return to the field and may have to create new categories, new data cannot be grouped into existing categories.
5. Researchers write reports in a communicative, easy-to-read manner, and clearly describe a symptom or social entity, making it easier for readers to understand all important information.

Expected results

It is hoped that the results of this case study research can serve as input for stakeholders (government) as well as the general public, including those who enjoy road facilities and so on, so that they can also be used as a reference for readers and/or other researchers as well as reference material to further increase the effectiveness of further research.

FINDING AND DISCUSSION

The objective condition of the Traditional Market (Pasar Baru) in Bangko District, Merangin Regency before the change occurred

Prior to 2021, Pasar Baru was like other traditional markets where people sold their goods starting in the morning until around 16.00 or 17.00 in the afternoon. The vendors have closed their merchandise and will sell their merchandise again the next day. Even though the government forbade the sellers of merchandise on the roadside, traders still sell their wares on the roadside. This took place along the existing road in Pasar Baru all the way to the back and spread towards the Kampar alley of Rt. 14. Towards the back where on either side of the road shoulder are filled with traders selling their wares. If we turn left then we will enter a traditional market which is a location that is really intended for traders who will sell (Trans Market).

If we observe on Jalan Raya Dua Pasar Baru road, where starting from the entrance or after the flyover, it continues until it reaches the intersection of three roads towards the Kampar alley, it will be seen that traders are selling their wares, crowding both sides of the crowded street (shoulder to street). In fact, during the day, the government has prepared a special sales area for small traders, such as the Type B People's Market which is intended for the sale of wet goods (fish, meat, chicken pieces, etc.). Then there is also a type D building which is intended

for the sale of grocery goods, glassware; and there is even a modern market, namely the people's market, but swordsmen are still selling on either side of the road, even though it has been banned by the government. Even though the small road is in the form of an alley, it is still occupied too. Peltu Head of DPP Merangin, Zulhifni said, Pasar Baru must be developed, to overcome the chaos. Given the increasing quantity of traders, while the selling location is getting narrower Wednesday (13/2/2013).

The state of the new baangko market as the data has been obtained, as in the following table.

Table 1. Observational and supporting data

No	Observation	Supporting data		
		Interview	Dokumentation	Foto
1	In 2017 a type B people's market was built which was intended for traders of meat, fish, chicken and so on. Previously, a type D people's market had been built for traders such as cloth and other grocery items	✓	✓	✓ --
2	The range before 2021 Pasar Baru Bangko is only available during the day (from morning to evening). Even though there are only a few people at night like Sete who is known as Sate Madi and a handful of other traders	✓	✓	✓
3	Recently, especially after Covid 19, market traders have started to switch from selling during the day to moving to night	✓	✓	✓

The new market area is estimated to be lk. 0.5 ha which belongs to the government while the others are lk. 1 ha which is privately owned by the community (private) which is developing backwards with an area of lk. 1 ha.

Objective Conditions of Traditional Markets (Pasar Baru) Bangko District, Merangin Regency after changes (2021 - present).

Nowadays, especially since 2021, the street vendors where around 16.00 or 17.00 have started preparing their wares, filling the left and right shoulders of the road, especially along the two new market lanes. They have sprung into this area by seeking/taking vacant positions. As the data obtained as in table 02 below.

Table 2. Observational and supporting data

No	Observation	Supporting Data
		Interview
1	Since 2021 Pasar Baru Bangko is not only available during the day (from	

	<p>morning to evening) but continues until the evening. Since 2021 until now, traders are selling on the left and right (on the shoulder of the road). There used to be only satay sellers and a handful of other vendors but now it's been packed with vendors and seems crowded at night.</p>	✓	✓	✓
2	<p>The atmosphere of the road, especially the two lanes of the new market, is very narrow. Especially when cars pass and often experience traffic jams</p>	✓	✓	✓
3	<p>Because it was not regulated where the traders sold what they wanted, so that an unpleasant odor appeared, especially from the fish and chicken sellers.</p>	✓	✓	✓

Paying attention to table 02 above, before 2021 there were very few traders selling at night but lately it has been increasing. Such as traders of fish, vegetables, potatoes, onions, and so on, who were originally very few and are now lining up to fill the sides (shoulders) of the road). The last few months have also begun to be filled by chicken sellers. This continues to increase until now, especially from the type of merchandise sold.

As stated by Respondent A1: “We sell here because we received information that selling at night is busier than during the day. Because the buyers are quite busy at night, we sell at night. Because the prospect of selling at night is a bit better, we don't sell as usual at Los B behind because there are very few buyers.” According to one buyer (respondent B8): “We love shopping at this new market because what we need is available here. After all, we only have the opportunity to go to this market at night because during the day we work and when we get home we rest first. So it was at this time of night that we had the opportunity to go to the market.”

Factors Influencing Changes in Traditional Market Patterns in New Market, Bangko District, Merangin Regency

The several factors that influence or cause changes in the traditional market/new market in Bangko include the following.

- a. The strong desire of traders who try to sell their wares with the intention of looking for additional income, aka making money. They don't care about the policing carried out by the Merangin district government apparatus (Pol PP officers). Even if there is control by the authorities, they stop for a while (for a while) and after that they sell their wares again as before and this happens many times and in the end it seems that the enforcement officers are not serious or let them sell by choosing a place they want.

- b. Lack of discipline from Local Government. The local government seems to lack discipline in controlling Pasar Baru Bangko. This made traders freely sell their wares on the side of the road along the Bangko Baru market and has even dragged on until now. As disclosed by Respondent A5:

We sell here because it seems okay. There was once control but it was not carried out seriously by government officials. From that we sell here and besides, the buyers are quite busy at night. Likewise, respondent E1 expressed the following: “We are happy that there is a market at night because the availability of goods sold is quite complete as during the day. During the day we didn't have time to go to the market because the service hours were until the afternoon. While in the afternoon we also need to rest.”

Based on observations and interviews with researchers with market officials (Ka. UPTD Pasar) Pol PP and so on, it seems that the tasks carried out by each such as the UPTD market only regulate market administration, the Environmental Service regulates hygiene issues, Pol PP regulates markets, the Transportation Service regulates parking vehicles that all seem not fully carried out as they should. This means that the market is getting more chaotic, and cleanliness is not maintained.

Positive and Negative Impacts Due to Changes in Traditional Market Patterns in Pasar Baru, Bangko District, Merangin Regency

Positive impact

There are several positive impacts of changes in the new market in Bangko, including: Against merchant income. The income of the merchant community members increased. This is the main cause of traders to sell at night. During the day, it can be said that there are no buyers, so they try to find selling locations that are busy with local residents. As stated by Respondent A1. “We sell at night because there is an opportunity to increase income. During the day our merchandise is not sold too much and in fact very little and sometimes completely empty. From that we are motivated to sell at night with the intention of increasing our income.” In this case, respondent A3 also stated the following: “We actually no longer sell at the new market during the day because it's quiet or there are almost no buyers. Because at night the buyers were a bit crowded, so we moved to the evening.”

Against buyers. The buyers are mostly office workers, both civil servants and non-civil servants, such as temporary office workers and other self-employed people and also include the community where they have the opportunity to shop at night.

Negative impact

There are several negative impacts caused by the existence of a market at night, including:

- a. Disruption of pedestrians and motorists who pass through this road. As the author dies himself, on Jalan Raya Baru Pasar Baru, there are often traffic jams and sometimes there are fights between traders and the public who want to pass through the Jalan Raya Baru Pasar Baru.
- b. Disruption of traders or shop owners where in front of the traders lined up. This is actually very disturbing and unsettling due to the lack of customers entering their shop because it is covered by the street vendors in front. In fact, this is actually not only happening at night but also since the morning.

As stated by C7: “The traders really annoy us because they sell in front of the store so that it is rather difficult for buyers to enter our store.” Then also stated by B4 as follows: “We as a buying community are a bit disturbed to enter the shop we are going to because of the narrow entrance and even to see the goods for sale or the goods we are going to buy is rather difficult.”

- a. Disruption of sanitation where there are traders and buyers littering and piles of traders is something that is not beautiful to the eye. As stated by respondent C1:
“This new market is no longer beautiful, which is chaotic and unsightly. When viewed from the regularity of the place of sale, it is not very well organized. For example, between fruit sellers there are fish sellers, among chilli sellers there are chicken sellers, besides vegetable sellers there are eel sellers and so on.

CONCLUSION

The traders at Pasar Baru Bangko have mostly switched to selling at night due to the lack of buyers during the day; It seems that the parties related to the management and control of the market are not carrying out their duties optimally due to several factors such as a lack of budget for controlling the market (POL PP, UPTD Market). There is no cross-sectoral collaboration such as POL PP, UPTD, Transportation Service, LH and so on so that it seems that traders are allowing traders to sell their wares.

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