

ANALYSIS OF SOCIAL INTERACTIONS OF VEGETABLE TRADERS IN KOTO BARU MARKET, TANAH DATAR DISTRICT, WEST SUMATRA

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ABSTRACT: The purpose of this study was to examine and analyze the forms and factors of social interaction that occur in the Koto Baru market. In this study using descriptive qualitative research methods. Data collection techniques through observation, interviews and documentation by determining informants by purposive sampling. The results of this study indicate that there is social interaction in the Koto Baru market is divided into two categories, namely associative and dissociative social interactions. Associative social interaction involves cooperation, assimilation and accommodation between vegetable sellers in the market. Cooperation occurs between traders and traders, traders and customers, traders and carriers of goods, and traders and traders outside the city. Assimilation occurs when traders from different cultures adopt practices and norms that are accepted by the majority group. While accommodation occurs in the settlement of conflicts between traders by the head of the market. Several factors influence the occurrence of social interaction in the Koto Baru market. First, there is imitation between vegetable traders where they imitate each other's ways of selling, prices of goods, and how to attract the attention of buyers. Second, identification is carried out by vegetable traders by placing signs or price tags on the merchandise to make it easier for buyers to know the price. Finally, suggestions are given through a friendly attitude and good communication between vegetable traders, which can influence other buyers and traders.

Keywords: *Vegetable Traders, Social Interaction, New Koto Market*

1. INTRODUCTION

Social interaction is a relationship between individuals or between individuals, where the behavior of one individual influences, changes or improves the behavior of another individual, or vice versa. [1]. Social interaction can also be said to be social relations that function to establish various types of dynamic social relations, whether the relations are in the form of individuals, groups and groups, or individuals and groups. Factors that influence social interaction In connection with the definition of social interaction above, there are several factors that influence the creation of a social interaction, including factors of imitation, suggestion, identification and sympathy [2-4].

In simple terms, the market is defined as a meeting place for sellers and buyers to buy and sell [6]. In addition, the market is a gathering place for sellers and buyers to carry out buying and selling interactions [7]. This understanding implies that the market has a certain place or location, making it

possible for buyers and sellers to meet, meaning that also in this market there are sellers and buyers to carry out buying and selling transactions of products, both goods and services.

One of the traditional markets in West Sumatra is Pasar Koto Baru. The Koto Baru Market is located in the Koto Baru village, X Koto District, Tanah Datar Regency. This market is known as the main trade center in the area, local people buy and sell a wide variety of products [8][9]. Pasar Koto Baru is famous for its vegetable market, buying and selling activities at the vegetable market in this market are only available once a week, namely on Mondays. The condition of buying and selling vegetables in this market is very crowded, starting from buyers, sellers and vegetable collectors (toke) which results in very intense interactions in this market from morning to evening. Apart from being a supplier to the needs of the local community, the vegetables in the new koto market are also suppliers to other cities in West Sumatra, Bengkulu, Jambi, Riau and North Sumatra.

Vegetable traders have a vital role in providing a supply of fresh vegetables to the community. In addition, they also interact directly with consumers, share product information, provide advice, and negotiate prices. The social interactions that occur between vegetable sellers and consumers in the Koto Baru market have a significant impact on market dynamics and customer satisfaction. However, even though the social interaction between greengrocers and consumers is a key aspect in the new koto market, scientific research on this topic is still limited. The limitations of research on social interaction in the new koto market, especially in the context of vegetable traders, indicate the need for more in-depth research to understand the dynamics and factors that influence this interaction [10].

In relation to the social interactions of vegetable traders, several important questions can be raised. What is the form of interaction between vegetable sellers and consumers in the new koto market? What are the factors that influence this social interaction?. In order to answer these questions, it is necessary to conduct a more in-depth analysis of the social interaction of vegetable sellers in the Koto Baru market. With a better understanding of this interaction, it is possible to identify the forms of interaction that arise, the factors that influence the interaction.

2. METHODS

The purpose of this research is to analyze the social interaction of vegetable sellers in the new koto market. The design used in this study is descriptive with a qualitative approach [11]. The data collection method used was direct observation and in-depth interviews with vegetable traders and consumers at the new koto market. The collected data will be analyzed using content analysis techniques.

The research subjects were vegetable traders and consumers in the Koto Baru market who were selected by purposive sampling. The research instruments used in this study were interview guides and observation sheets [12]. Data Collection Techniques, 1. Direct Observation, 2. In-depth Interviews. Analysis Data collected from direct observation and in-depth interviews will be analyzed using content analysis techniques. This technique is used to identify themes and patterns that emerge from the data collected [13]. Research validity will be obtained through data triangulation by comparing data obtained from direct observation with data obtained from in-depth interviews.

3. RESULT AND DISCUSSION

3.1 Forms of Social Interaction in Pasar Koto Baru

An interaction can occur if there are well-established social relations between individuals and society, where the behavior of one individual will influence the behavior of another individual or vice versa so that there is a possibility of good cooperation between actors of social interaction. One of the interactions that are often carried out by the community is interaction in the economic field, for example in shopping centers, for example markets [15-16].

The market is a place where buyers and sellers meet, some goods and services are available for sale and there will be a process of transferring property rights. Meeting sellers and buyers in the market will enable social interaction [17]. Social interaction between vegetable sellers in the Koto Baru market can be seen when there are no customers. This is found in the Koto Baru market, X Koto District, Tanah Datar Regency. The interaction processes that occur in the Koto Baru market are divided into two categories, namely associative and dissociative social interactions.

3.1.1 Associative Social Interaction

a. Cooperation

Cooperation according to social interaction is a process in which individuals or groups work together to achieve common goals or meet common needs by interacting positively [18][20]. Several forms of cooperation that occurred in the Koto Baru market, namely:

First, Traders with merchants. In the transaction process between traders and merchants, it will provide opportunities for social relations from each individual. Cooperation between traders is a type of interaction that is not too visible. This cooperation is built, if one of the traders does not have change from the buyer, the trader will borrow or exchange the denominations of the money to a smaller fraction than the merchant next to him. Another collaboration that appears when the merchandise requested by the buyer is not available, then the handle will direct the buyer to other traders.

Second, Traders with customers. This collaboration occurs to establish business relationships which is the key for every trader so that their merchandise sells quickly. This collaboration is based on trust and emotional ties, every trader already has regular customers. Regular customers will be given special prices by traders, so this is what makes customers reluctant to switch to other traders.

Third, traders carry goods. This interaction occurs when vegetable traders want to move their

wares to another place, either from the side of the main road to the market or vice versa. Some vegetable traders prefer to use the services of a porter, because it is considered faster and safer.

Fourth, Traders with traders outside the city. This collaboration occurs when vegetable traders want to sell their wares in large quantities and in a short time. Traders will sell them to traders from out of town so they don't linger at the market and can go home sooner. At the beginning of the interaction, the traders chose to cooperate first with traders from outside the city so that the prices of the vegetables they sold were not too cheap.

b. Assimilation

Assimilation in social interaction refers to the process by which individuals or groups with different cultural backgrounds, values or norms gradually merge with the majority group or are adopted by the majority group. In a social context, assimilation can occur when newly arrived or culturally different individuals or groups adopt practices, traditions, and norms accepted by the majority group. This assimilation process also occurs in the Koto Baru market, which can be seen in every trader's daily activities when interacting with buyers when making buying and selling transactions. The majority of vegetable traders understand the Minang language, the vegetable traders come from various regions, as well as different cultures. So that the process of assimilation often occurs, but some traders still remain. uphold their culture with no intention of causing discrimination in their environment.

c. Accommodation

The form of accommodation interaction that occurs in the Koto Baru market is interaction that often occurs at certain times by traders and other traders. This form of interaction occurs when there is conflict between traders, conflicts between traders often occur when there is a struggle for stalls between one trader and another. The struggle for merchandise stalls usually becomes the root of the problem and creates bickering between traders, so that in this case it is often the head of the Koto Baru market who intervenes to mediate to defuse the situation and warn both parties not to repeat the same problem.

3.1.2. Factors Occurrence of Social Interaction

Every form of social interaction that occurs in the community [5][21], especially the form of interaction that occurs at the Koto Baru market which is located in X Koto District, is influenced by several factors, namely:

a. Imitation

Based on the analysis of data from research results in the Imtasi field that happened to vegetable traders in the Koto Baru market, they followed each other's prices, both in terms of how to sell and how

to attract the attention of buyers. Imitation is the tendency to excessively imitate someone's attitudes, actions, behavior or physical appearance. This is also the same as [19]'s opinion, the concept of action according to Parson comes from human behavior as an organism. The actions taken by vegetable traders in the Koto Baru market are actions or behaviors that originate from themselves without being influenced by other people.

Vegetable traders take action against other vegetable traders because they have their own aims and objectives and interests. From the two opinions by Rahmawati and Parson, in trading activities at the new koto market, vegetable traders carry out activities of imitating each other from within each trader without any influence or stimulation from other traders.

b. Identification

The identification made by vegetable traders in the new koto market for their wares is that not all of them provide special prices for their wares, this is due to unstable market prices. Some of them also provide special prices for their merchandise to make it easier for traders and buyers to interact about merchandise, special prices given by vegetable traders to make it easier for buyers to know the price of each item sold by vegetable traders, for example the price of chilies, cucumbers, cabbage and other goods. other things sold by vegetable traders in the Koto Baru market, this is also the same opinion [23]. But there are also some of them who do not label or set prices, in this case the street vendors want a bargain between the seller and the buyer so that when the prices of the two parties match each other, then a transaction is made.

c. Sugestion

Suggestions given by vegetable traders in the Koto Baru market, vegetable traders give suggestions or influence to buyers and other vegetable traders, namely by being friendly with sellers and buyers. The interactions that exist between vegetable traders can affect their relationship with each other, both in working together in providing the same price of goods, so that there is no excessive competition between fellow traders, helping each other even if there are problems between fellow sellers that occur. between them then they can solve their problems by direct communication between merchants.

Other vegetable traders influence buyers and sellers, namely they build good communication relationships and give a good impression and are good in speaking, expressing opinions and friendly attitudes that are carried out by vegetable traders, giving discounts, this discount is given by traders, for example goods that are sought or purchased by traders or buyers buy in large quantities so that traders lower the price of goods previously sold with the aim that buyers can resell the goods they

bought and buyers can also benefit from these goods.

d. Motivation

The motivational action of the street vendors in the Koto Baru market is evident in their actions as well as in helping to exchange small notes if other street vendors do not have small notes to return the change to the buyer. So other street vendors provide assistance by exchanging the money, then the support they provide is tangible in terms of cooperation and helping each other. The same thing with Blumer's opinion that basically human actions are carried out on the basis of consideration in various things that he knows. The things considered cover various issues such as the desires and wishes of the vegetable sellers, as well as the goals they want to achieve.

e. Sympathy

Based on the analysis of data from sympathy research among vegetable traders in the Koto Baru market, namely that vegetable traders give a good response to other vegetable traders, such as when a vegetable seller asks something or asks for help from a vegetable seller in maintaining his wares in a short time, then in terms of giving exchanging money with other traders when other vegetable traders have difficulty returning the buyer's shopping. This is done for other vegetable traders so that good relationships and interactions are established between them as vegetable traders. Mutual respect for fellow traders, accepting other people's opinions and respecting the beliefs of every vegetable seller, helping each other, not arrogant and not selfish or wanting to win alone.

Vegetable traders also show their sympathy for other vegetable traders, in the form of providing good solutions if other vegetable traders experience problems, both in terms of lending money and in terms of maintaining other vegetable traders' trade if the traders have other interests and maintain good communication with each other. in speech and daily behavior.

f. Empathy

The way for vegetable traders in the Koto Baru market to care or empathize with other vegetable traders is by helping each other both in providing assistance to other traders when they have problems or problems. Constraints or problems experienced by vegetable traders, for example, if another vegetable seller wants to buy food elsewhere, he entrusts his wares to the merchant beside him to see his wares and when a buyer purchases at the vegetable seller's place, the other vegetable seller gives it to the buyer, this is done by them because of the interaction relationship that has long existed between them, so that the feeling of trust and sharing what is felt or experienced by other vegetable traders is very close to them as vegetable traders.

4. CONCLUSION

Social interactions in the Koto Baru market are divided into two categories, namely associative and dissociative social interactions. Associative social interaction includes cooperation, assimilation and accommodation between vegetable sellers in the market. Cooperation occurs between traders and traders, traders and customers, traders and carriers of goods, and traders and traders outside the city. Assimilation occurs when traders from different cultures adopt practices and norms that are accepted by the majority group. While accommodation occurs in the settlement of conflicts between traders by the head of the market.

The factors that influence the occurrence of social interaction in the Koto Baru market are imitation between vegetable sellers, identification by vegetable traders of their wares, and suggestions between vegetable traders. Imitation occurs when traders imitate each other's ways of selling, the price of goods, and how to attract the attention of buyers. Identification is done by placing a sign or price tag on merchandise to make it easier for buyers to know the price. Suggestions are given through a friendly attitude and good communication between vegetable traders, which can influence buyers and other traders.

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