

KOTO BARU MARKET AS EFFORTS TO IMPROVE THE COMMUNITY ECONOMY IN X KOTO DISTRICT, TANAH DATAR REGENCY

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ABSTRACT: The purpose of this study is to examine the Koto Baru Market as an effort to improve the economy of the community in X Koto sub-district, Tanah Datar Regency. Using descriptive research using qualitative methods, that is, providing an overview of research questions related to the potential of traditional Markets to improve the community's economy. Koto Baru Traditional Market research uses this type of research because qualitative research usually examines the behavior and activities of an organization to obtain as much information as possible. About the possibility of traditional Markets to improve the economy of the Koto Baru community which is the focus of research researchers. Then all information received in the field is collected in the form of words, such as words/behaviors and judgments, with the natural background of the person as an environment. This knowledge is then used to explain and describe the social phenomenon being studied. Qualitative methods are used to get deep data, some data contains meaning, meaning is actual data, solid data is something valuable behind visible data. Koto Baru Market is located in Kenagarian Koto Baru, X Koto District, Tanah Datar Regency which is very strategically located and very easy to reach because of easy road access. Pasar Koto Baru is a Market that is included in the category of old Markets because it was established in approximately 1895, the Koto Baru Market which was originally very simple finally gradually changed until it became a traditional Market. On this day the Koto Baru Market has experienced a fairly rapid development The Koto Baru Market operates on Mondays and Tuesdays, but at this time the Koto Baru Market It has started operating on Sundays starting at noon ranging from 13.00 WIB to 18.00 WIB. The presence of the new Koto Baru Market has sought to improve the community's economy, with the existence of this Koto Baru Market people's income increases and social interaction of the community is increasing.

Keywords: *New Koto Market, Economic Improvement, Tanah Datar District*

1. INTRODUCTION

The market is a meeting place for many buyers and sellers, a place where buying and selling events take place, even the Market is also a place for social interaction [1]. Traditional Markets are well known to the public and have characteristics such as negotiating prices for goods or services between buyers and sellers to ensure good communication between related parties [2].

It is believed that traditional markets are very important for the community because most Indonesians are farmers and fishermen, and the market is a means of distributing agricultural products from and to the community [3]. The traditional market itself is a manifestation of the people's economy practiced by the Indonesian people [4]. The national economy is defined as a financial system to implement, control, and finance

operations that can be used by the whole society [5]. The market also offers the creation of a business sector. The market has become an indispensable part of people's lives. Some people even depend on the market for daily work. [6]. Therefore, the existence of markets is very important for the warga and economic activity [7]. In daily activities, the market can be interpreted as a meeting place for buyers and sellers, but in the economic field, the Market is not interpreted as a place, but prioritizes buying and selling [8]. In addition, the market supports the regulation of regional revenue growth. Traditional markets are places where sellers and buyers meet which is characterized by direct transactions between sellers and buyers, where negotiations occur [9].

Most traditional markets sell daily necessities such as cooking ingredients such as fish, fruits, vegetables, eggs, meat, fabrics, clothing, electrical

products, services and others. In addition, there are alsosweets and other items [10]. Traditional markets must be preserved because they are the forerunners of the national economy, the economy of the lower class, and the place wheresmall and medium traders depend [11]. Traditional Markets provide a base for farmers, ranchers or other producers as suppliers [12].

One of the traditional markets that still exist today in West Sumatra province is Koto Baru Market which is geographically located between the city of Padang Panjang and the city of Bukittinggi, precisely in Kenagarian Koto Baru, District X Koto, Tanah Datar Regency [13]. Koto Baru Market is located in a strategic location [14] along the main road connecting the cities of Bukittinggi and Padang Panjang which is a cross-provincial road. Easy access makes Koto Baru Market a destination for shoppers or buyers. Thanks to its very strategic location, Koto Baru Market is never empty of visitors, especially residents of Kenagarian Koto Baru and also residents who live around Koto Baru Market such as Batu Palano Village, Padang Laweh, Batagak, Sungai Pua, Padang Kudo, Air Angek and so on [15].

Koto Baru Market is a market that operates twice a week, Monday and Tuesday [16]. Koto Baru Market has many advantages in selling vegetables, if we shop at this Market we will find many fresh vegetables from the region. Trading in Koto Baru Market is a struggle to boost the national economy, in addition to selling vegetables, there are also such as selling daily necessities, culinary such as fish, fruits, eggs, meat, clothes, sandals, stalls, grated coconuts and other goods. Such a struggle is necessary for society to create better economic conditions than before, especially tomeet the needs of life [17]. To realize this achievement optimally, it is considered necessary to explore the opportunities available for further development regarding the Market potential of Koto Baru. [18].

2. METHODS

In this article the author uses descriptive research using qualitative methods, ie. Provide an overview of research questions related to the potential of traditional Markets to improve the community's economy. Koto Baru Traditional Market research uses this type of research because qualitative research usually examines the behavior and activities of an organization to obtain as much information as possible. About the possibility of traditional Markets to improve the economy of the new koto community which is the focus of research researchers.

Then all information received in the field is collected in the form of words, such as words/behaviors and judgments, with the natural

background of the person as an environment. This knowledge is then used to explain and describe the social phenomenon being studied. Qualitative methods are used to get deep data, some data contains meaning, meaning is actual data, solid data is something valuable behind visible data.

3. RESULTS AND DISCUSSION

3.1 Overview of the New Koto Market

X Koto District Tanah datar geographically has boundaries; to the north with Agam Regency, to the south with Padang Panjang City, to the west with Batipuh District, and to the east with Padang Pariaman Regency. Sepuluh Koto District has an area of 152.02 km², with a population of 46,229 people in 2020. It consists of 23,378 women and 22,573 men. They live in 41 jorong in 9 nagari.

Koto Baru is geographically located between the city of Padang Panjang and Kota Bukittinggi, more precisely the new koto Market is located in the Koto Baru Market X Koto District, Tanah Datar District. Koto Baru Market has a very strategic position, this can be seen in its location on the side of the road and very easy to reach by the community, its location is also on the main road connecting the city of Padang Panjang and Bukittinggi City and is also a cross-provincial route, this is also one that makes people both inside and outside the area to shop at the Market.

The very strategic position of the new koto Market makes this Market always crowded and never empty of visitors on Market day, especially people who are in the Koto Baru Market. Geographically, the new koto Market is bordered to the east by Jalan Raya Padang Panjang-Bukittinggi, to the west by Kenagarian Koto Baru, to the south by MAN 1 Koto Baru and to the north by the Darussalam Koto Baru mosque.

Koto Baru is an old market because this market was established around 1895. This market originally existed because of the initiative of ninik mamak, the community and the nagari apparatus in the nagari. Initially, the market area was a swamp which was later transformed into a very simple Market where with this market little by little it has revived the economy and increased the income of the people who trade there, the market that was originally very simple gradually eventually turned into a traditional Market which today is growing.

3.2 The Role of the Koto Baru Market in Improving the Community Economy

The Koto Baru Market is one of the Markets that has the potential to move the community's economy in a more advanced direction, this can be seen from the participation of the community in

processing, maintaining and developing it. The new koto Market plays an important role in improving the community's economy. The market is used as a place to increase employment opportunities, increase people's income to reduce unemployment and poverty.

The role of the Koto Baru Market in improving the economy can first be seen in terms of management. One of the Market managers is a parking attendant and janitor. Why look at these two managers? Because here it seems that the role of the new koto Market in improving the economy; It can be seen from the income obtained from each manager, cleaners get a salary of around 600 thousand per week while cleaners range from 120 or 150 per day (depending on the vehicle that enters the market).

Traders also feel the impact or role of the new koto Market, such as one of the food traders (staple food) who earns around two million more per month. The goods sold in the new Koto Baru Market are also very cheap and easily accessible to various groups, so buyers do not find it difficult to meet some daily needs. The surrounding farmers also felt the biggest impact from this new koto Market. The farmers' garden products in the form of vegetables will be sold on Tuesdays and when delivered to the Market there is already a container, so farmers are not too difficult to distribute their vegetables. Vegetables from new koto farmers are exported out of the region and the vegetable produce is available every week.

The role of the new koto market also plays a role in improving the community's economy can be seen from the community's participation in market activities, such as for people who do not trade and have vacant land, it will be used for parking when Market activities take place. The presence of the new koto Market has a very positive influence on the surrounding community and also the community from outside, this can be seen from the many traders who come from outside, buyers and managers who come from outside the Koto Baru.

The role of the new Koto Baru Market is very strategic and significant in contributing to the improvement of community business, independence and participation [18]. Community welfare in joint efforts characterizes the Market and economic development. Behind the success of the role of the Koto Baru Market in economic improvement is inseparable from the social interaction of the community in the new koto nagari and also from outside the new koto that is running well.

3.3 Benefits of Koto Baru Market in improving the community's economy

Koto Baru Market has benefits for the community, where Koto Baru Market is a place where people trade and trade their merchandise, especially vegetables. In addition, the Koto Baru Market also sells various goods and other daily necessities

Traders who sell their wares in the Koto Baru Market not only come from natives but also come from various other regions. In the new koto Market, there are buying and selling transactions between traders and buyers from outside the area. With the buying and selling process, productivity and economic improvement will increase for the community, both new and outside the Koto Baru [19].

The Koto Baru Market has also brought together traders with buyers so that social exploration emerges through buying and selling transactions, interaction does not only occur with one buyer as well as with traders, transactions will occur with each different person [20].

4. CONCLUSION

Koto Baru is a market that is in a very strategic location. Where with its location close to this highway access, traders and foreign workers come from various places outside the Koto Baru area. The new Koto Baru Market is one of the markets that continues to improve the economy of its people, this is felt by various groups involved in the new Koto Baru Market activities. The presence of the new Koto Baru Market has helped the community's economy in the form of income obtained from trading and other market activities. The benefits of the new Koto Baru Market are not only felt by residents of the new koto dikembarnagarian community but also felt by the outside community.

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