

TRADITIONAL MARKET GOVERNANCE NAGARI KOTO BARU X KOTO TANAH DATAR DISTRICT WEST SUMATRA

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ABSTRACT: The traditional market is a supporting sector in the community's economy. However, the existence of traditional markets also has several aspects of weakness that really need to be rearranged again. Likewise with the existence of a traditional market in the new Koto village, X Koto District, Tanah Datar Regency, West Sumatra Province, which has experienced many problems. This study used qualitative research methods. Qualitative research is research to find out a phenomenon as it is from a research topic. Thus, for this reason, the topic of the unit of analysis in this study is the Management of the Koto Baru Traditional Market, X Koto District. Based on research results, one of the phenomena that often occurs in Pasar Koto Baru is the frequent traffic jams that occur every Monday. This happened because Pasar Koto Baru is the largest central vegetable market in West Sumatra, but the location of Pasar Koto Baru is narrow. So that with these market conditions, the Koto Baru market has piles and spills of vegetables all the way to the Padang Bukittingg main road every Monday. In addition to the problem of spatial management of the Koto Baru market, other problems can also be seen in the Koto Baru market, such as the problem of piles of garbage in the Koto Baru market. This happens because there is no landfill. Garbage must be brought to the TPA in Batusangkar. However, the management of the various problems that occurred in the Koto Baru market was good because the Tesebur market was directly managed by the Koto Baru village government, X Koto Baru District, Tanah Datar Regency. Management of retribution already . Thus it will become the government's capital in an effort to improve the reorganization of the Koto Baru market more optimally. The existence of the Koto Baru market greatly boosted the economy of the people of Koto Baru country

Keywords: *Governance , Traditional Market, Koto Baru, Nagari*

1. INTRODUCTION

In an effort to meet the basic needs of daily life, humans cannot fulfill them alone. Humans need to carry out social interactions with humans so that their life needs can be fulfilled. One of the places used for this is the market. The market is the process of buying and selling so that there is interaction between demand (buyers) and supply (sellers) of a particular good/service [10-11]. Market one sector that plays an important role in improving the national economy. The existence of traditional markets does not only help advance the national economy but the existence of traditional markets is also able to help the economy of the people who live around it [6]. Through traditional markets there has been an interaction between components that can need each other to be able to improve people's welfare [3].

In trading activities in Traditional markets generally provide people's daily needs. In

traditional markets there are buildings in the form of shops and booths [9]. The shop building is used to sell clothes, household furniture and groceries. While the booth building is used for selling necessities such as chicken, meat, fish, vegetables and fruits and food [12-13]. Traditional markets have their own advantages in trading activities because traditional markets have a very strategic location and have a wide area for trading activities. In addition, traditional markets also have a wide variety of goods that are sold at easier prices and make it possible for the bargaining process to occur in the buying and selling process. So that the price in the traditional market is very affordable with the opinion of the people's economy. Thus the existence of traditional markets is able to break down the people's economy, especially the economy of the lower middle class [15-19].

Various advantages possessed by traditional markets but traditional markets also has several aspects of weakness that are very necessary for

rearrangement again. The noisy and hot atmosphere, the smell and muddy smell, and the non-conductive safety factor make traditional markets reluctant to be visited by buyers. has several drawbacks such as muddy and smelly market conditions, weak safety factors, risk of reducing the weight of the goods to be purchased, overcrowding, and a number of other reasons [21-22].

The location and management of traditional markets play an important role in the progress and economic growth of a region, With this very strategic location, it is very easy for all parties to access the market. Thus location theory is a basic theory in the spatial processing analysis of a traditional market. With a good market spatial planning analysis, it will help and improve the smooth process of economic activity in this market. Vice versa if market governance is not good it will hinder the process of community economic activities so that it will have an impact on decreasing the community's economy [16].

The Provincial Government of West Sumatra has made efforts for each Regency/City government to be able to improve the quality of market infrastructure. To improve the quality of market infrastructure, the Governor of West Sumatra Irwan Prayitno will provide recommendations to all Regencies/Cities proposing their construction through the Ministry of Trade's Special Allocation Fund (DAK). In 2013, West Sumatra Province received market DAK of IDR 16.93 billion more for 13 Regencies/Cities. This figure includes two times more than in 2012 which reached IDR 7.49 billion more. It is acknowledged that this fund is relatively small to build 332 markets spread across all Regencies/Cities in West Sumatra. Due to limited capacity, Regents/Mayors must optimize the utilization of these funds [24].

2. METHODS

This study used qualitative research methods. Qualitative research is research to find out what phenomena are experienced by researchers. These phenomena are about behavior, perception, motivation, action, and so on. The results of this study are in the form of descriptions in the form of words and language on a topic. This method is done naturally by expressing what is in words, not in the form of numbers. natural and exploit [12]. Qualitative research report in the form of presentation results from interviews, notes in the field, documentation and photos while conducting research [12]. For this reason, the topic of the unit of analysis in this study is the Management of the Koto Baru Traditional Market in X Koto District

Research informant is someone who provides information about the situation and conditions of the research background of a research topic [12]. The informants in this study were the nagari guardian, the head of the daily market and its equipment and traders and buyers as well as the community around the Koto Baru market.

For this reason, the data collection methods used in this study were observation, interviews and document studies. During the observation activities, the researchers immediately went into the field to observe how the governance process of the Traditional Market in Koto Baru was. Observations were carried out for 2 days, from 26 to 27 May 2023. During the observation process, the researchers immediately saw how the market management process was, starting from the parking lot, places to sell, the condition of the building, conveyed an overview of the trash cans.

After making observations the researcher carried out activities winterviews with market officials, traders and buyers as well as the community around the Koto Baru market. In-depth interviews were conducted with the informants by asking several questions spontaneously to the traders. Through such interviews in order to obtain real data about how the Koto Baru traditional market is managed.

Furthermore, the researcher also conducted a documentation study. According to Sugiono (2020) documents are evidence of what has been observed in the research area [12]. In this research, the documentation study in this research is that the documents collected are Nagari profiles, market profiles, market history, topography, and market management files. This document is very necessary to support information regarding Pasar Koto Baru Market Governance.

The data analysis technique for the unit of analysis in this study was by analyzing data from Miles Huberman's interactive model. The analysis step consists of four stages, namely: data collection, data reduction, data presentation stage and conclusion drawing stage [12].

3. RESULTS AND DISCUSSION

Governance is a system or process that regulates policies, rules and directives, management and control and transparency in an organization. For this reason, the aspects that are the observations of researchers from the management of the new Koto village in X Koto District are as follows [21].

3.2 Management Management of the Koto Baru Traditional Market

Pasar Koto Baru was founded in 1895. The initial formation of Pasar Koto Baru was the

initiative of the princes, Cadiak Pandai and residents of the Nagari Koto Baru. The background for the formation of the market was because at that time there was a train station there. The stadium is always crowded with people, so the community takes the initiative to build a market. At first the market was very simple, but as time went on, the new Koto market continued to experience the development of the market, which was increasingly visited by sellers and buyers who came from other villages, such as Batu Palano, Sungai Pua, Aie Angek and so on [21].

The managers of the Koto Baru Traditional market are people who are currently serving in the new Koto nagari government. Structurally, the management of the Koto Baru market consists of the supervisor of the Koto Baru guardian, the general manager or head of the Koto Baru market, the deputy in charge of the new koto market / jorong head, the market secretary as the secretary of the Nagari, the market treasurer as the treasurer of the village, daily management and field officers are proposed by general administrators [25-26].

Thus it can be concluded that the management of the Koto Baru Traditional market processing is the responsibility of the Nagari Koto Baru government which is assisted by several people who are arranged through a set of management of the Koto Baru Traditional market. The management of the Koto Baru market was confirmed through a decree (SK) from the Regent of Tanah Datar, West Sumatra province.

3.3 Processing of the Koto Baru Traditional Market Retribution

Withdrawal of fees at the Koto Baru traditional market is carried out in various ways. Stall fees for traders are carried out once a month at a cost of 150 per person or per stall. Whereas for Kiosks or shops it is carried out once a year at a cost of 2.5-3 million Rupiah. When withdrawing levy funds, the officer submits a receipt as proof of payment. Furthermore, the officers also recorded the trading cards belonging to the traders. When collecting retribution, the officers went straight to the stalls and the leaders of the traders, namely on Sundays and Mondays at the beginning of the month [27].

After doing the levy collection later the officer will deposit the money to the Treasurer of Nagari Koto Baru. So far, the process of collecting fees at the Nagari Koto market has only been running smoothly. However, if there are traders who are in arrears in payment of fees, they will be given a good and amicable warning and given a grace period of several days [27]. Therefore the implementation of levy management at the Koto Baru traditional market in Tanah Datar regency

has been running according to the existing SOP [27].

3.4 Management of the Koto Baru Traditional Market Packages

Parking management at Pasar Koto Baru is carried out by 2 officers. Officer 1 is on duty from Sunday to Monday with officer 2 on duty from Tuesday to Saturday. The fee for packing is IDR 2,000 For motorbikes and for mini bus cars IDR 5000. For trucks, a fee of IDR. 20,000-30,000 [28].

Based on the observation of the researcher, the processing of packing is not in accordance with the existing SOP. This can be seen in the parking attendants who have not been able to properly arrange the placement of vehicles so that the placement of cars across the street makes the market square full so that it eventually causes congestion on the main road of Padang - Bukit Tinggi. Furthermore, the officer also did not record the plate number of the vehicle that entered so that it was very vulnerable to the safety of parked vehicles [27].

Likewise, the parking staff does not give tickets to visitors at Pasar Koto Baru because local residents or officers do not give tickets to visitors because they do not pay the amount specified. This certainly reduces the income from the new Koto market and all people or visitors should be treated the same according to the parking rules that have been made. In addition, payment without a driver will result in abuse of the authority of the driver in Koto Baru [27]. For this reason, the Koto Baru nagari government should always monitor and review the processing of packaging at the Koto Baru Market.

3.5 Management of Traditional Cleanliness of Pasar Koto Baru.

Pasar Koto is one of the largest vegetable markets in West Sumatra. As the biggest market, of course it produces quite a large amount of waste as well. Cleaning staff consists of one person. The waste is collected somewhere and then before being picked up by cleaning workers from the cleaning staff of the Tanah Datar Regency government. Garbage that has been collected is then brought down and disposed of in batusangkar because in the new Koto area there is no Final Disposal Site.

Garbage disposal that is too far away causes garbage to accumulate at the Koto Baru market because the cleaners are often late picking up trash at the Koto Baru market. This is certainly an obstacle for the cleanliness of the new koto market which often creates a bad smell. Through the Nagari government, the researcher tries to raise questions about this problem, but the Nagari

government does not yet have a solution to this problem because most of the Koto Baru area is an agriculturally productive area, so there is no land for TPA. Based on this, the cleaning process in the new Koto market is still not optimal, especially the problem of piles of garbage in the new Koto market.

3.6 Koto Baru Traditional Market Security Processing.

Security management has been going well in the new Koto Traditional market. This can be seen in the created market atmosphere where there has never been a loss of goods, either from traders or market visitors. Even though there was an incident the officers quickly resolved the problem. Thus the atmosphere of comfort and peace in the new Koto market has been going well. The implementation of this management can run well due to the collaboration between managers and traders at the Kotobaru Market [29].

3.7 New Koto Market Land Spatial Management

Processing of land spatial planning in the traditional market in Nagari Koto Baru is still not optimal. This is marked by a phenomenon that continues to occur from year to year, namely congestion on the Padang-Bukittinggi main road, especially on Mondays. This happened because the market area for Pasar Koto Baru was very narrow, which was on the edge of the Padang-Bukittinggi road. So that there is a pile of vegetables that reaches the road when the goods are unloaded at the market, causing a traffic jam on the Padang-Bukit Tinggi road.

In addition to the narrow location, it is compounded by traders who sell not according to the designated place because traders often walk to the edge of the main Padang Bukit Tinggi road. Various solution plans have been offered by the provincial and regency governments, starting from relocating the market location, constructing a flyover to widening the market location towards the rear. However, this plan has not materialized until now [31].

According to the wali nagari koto baru, there are indeed plans to move the location of the market, but this plan requires a more in-depth study, especially to determine the right location for the construction of the new Koto baru market. The Nagari government, in this case as a market processor, has tried to overcome this problem by making a fence on the side of the road so that there is a boundary between the road body and the market location. Once the district government, through the Department of Transportation and Civil Service Police of Tanah Datar Regency, has made efforts to control the Pasar Koto Baru road,

especially on Mondays, but these efforts have not yet obtained maximum results because traffic jams often occur [26]. For this reason, it is necessary to take fast steps from the Tanah Datar regional government to solve this problem, considering that the economy of the Koto Baru community and its surroundings is very dependent on this market. The government must be able to create and manage the market properly because conducive market conditions will be able to boost the economy of the Koto Baru community and its surroundings. Likewise, considering that this road is the main road to tourist attractions in Bukit Tinggi and the city of Padang, it is necessary to maintain the comfort of tourist visitors to West Sumatra so they are not stuck in traffic jams for hours at the market location [26].

4. CONCLUSION

The market is one sector that plays an important role in improving the national economy. Likewise, traditional markets are supporting sectors in the community's economy. However, the existence of traditional markets also has several aspects of weakness that really need to be rearranged again. Likewise with the existence of a traditional market in the new Koto village, X Koto District, Tanah Datar Regency, West Sumatra Province, which has experienced many problems. One phenomenon that often occurs in Pasar Koto Baru is the frequent traffic jams that occur every Monday. So that the current Padang_ Bukit Tinggi road can be completely paralyzed. This happened because Pasar Koto Baru is the largest central vegetable market in West Sumatra, but the location of Pasar Koto Baru is narrow. So that with these market conditions, the Koto Baru market has piles and spills of vegetables all the way to the Padang Bukittingg main road every Monday. In addition to the problem of spatial management of the Koto Baru market, other problems can also be seen in the Koto Baru market, such as the problem of piles of garbage in the Koto Baru market. This happens because there is no landfill. Garbage must be brought to the TPA in Batusangkar. However, the management of the various problems that occurred in the Koto Baru market was good because the Sesebur market was directly managed by the Nagari Koto Baru District, X Koto Baru District, Tanah Datar Regency. The levy collection is going well, this will become the government's capital in an effort to improve the rearrangement of the Koto Bru market more optimally. The existence of the Koto Baru market has greatly boosted the economy of the people of Koto Baru country in particular and the economy of West Sumatra in general. The Provincial and Regency Governments should have sought solutions to the problems in

the Koto Baru traditional market in Nagari Koto Baru, Tanah Datar Regency.

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