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THE REVITALIZATION OF THE WEST PADEMAWU VILLAGE MARKET, BECOME A THEMATIC MARKET

By

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ABSTRACT

The new village market that was built in Pademawu Barat Village, Pademawu District, is not yet fully able to compete with the traditional markets that were running earlier. The inability to compete, includes, the level of visits to the market is low, the income of market management is low, so that the people don't want to visit the village market. The Village Government prefers the important thing to build a physical market, rather than presentations on the future of the Village market. From these problems, researchers want to encourage the realization of thematic markets. As a result, the average community agreed that the market should be used as a thematic market. With the hope, the number of visitors can increase. The method in this research is to use a qualitative descriptive research method.

Keywords: Revitalization, Village Market, Thematic Market

INTRODUCTION

The West Pademawu Village Market, which is named Empu Kelleng, was inaugurated on March 4, 2018, initially expected to be able to improve the economy of the people of West Pademawu Village and its surroundings, apparently it has not fully had a positive effect on the economic sustainability of the people of West Pademawu. On the contrary, the market is starting to be left behind by buyers. As a result, a number of sellers who owned shops in the market had to close their shops, because the level of people's purchasing power had decreased in that market.

Based on the information from the Head of Pademawu Barat Village Yusuf Ihwani as quoted from the matamaduranews.com page. The village government coveted the existence of this village market. Likewise with people who want to have their own village market and village-owned enterprises. The West Pademawu Village Market, which is named Empu Kelleng, is expected to become one of the business units managed by Village-Owned Enterprises (BUMDes).

According to Yusuf Ihwani, the West Pademawu Village Market, which was named Empu Kelleng, was realized, thanks to the cooperation of village officials and the West Pademawu Village BPD who attempted to submit a request for assistance to the DPRD in East Java Province. And finally the Pademawu Barat Village Market which was named Empu Kelleng was realized.

In 2016 the Pademawu Barat Village Government submitted a market stone through APBD funds. Meanwhile, in 2018 the construction of the Pademawu Barat Village Market has been realized, although it still needs improvement.

However, the hope is that the Pademawu Barat Village Market which is named Empu Kelleng will succeed and be able to have a positive effect on this community, it is considered a failure. This is because the level of sales transactions in the market is almost non-existent. In fact, there are only one or two sellers who survive, amid the low levels of buyers in the market.

Based on the results of the analysis conducted by researchers on the existence of this market, there are several factors that cause the low level of purchasing power of people in that market. Among them, the incomplete needs of the village community in the market, parking fees that are considered too expensive and should be temporarily free, and the difficulty of buyers finding the desired seller.

Seeing the condition of the problem, the Pademawu Barat Village Market, which is named Empu Kelleng, needs to be revitalized. This revitalization program was initiated with the intention of responding to the chronic problems of traditional markets in Indonesia, which are imaged as a place that is shabby, dirty, muddy, neglected, and has a very low level of housing quality. Because they cannot survive, it is estimated that the existence of traditional markets in urban areas will soon become extinct (Cahyono, 2006: 21).

One of the efforts is through thematic markets. Through thematic markets, it is hoped that the creation of healthy market pairs and an increase in people's purchasing power in these markets. Thus, the seller's income in the market has returned to stability. The urgency of this research is to increase people's purchasing power, as well as to have market peculiarities, for the goods sold

METHODS

The method in this research is to use a qualitative descriptive research method. Qualitative research, which is a process of research and understanding based on methodology that investigates social phenomena and human problems. According to Bogdan and Taylor (in Moleong, 2002: 55), the type of research used in this research is exploratory. Explorative is a type of research that aims to explore broadly about the causes or things that influence the occurrence of something and is used when we don't know exactly and specifically about the object of research (Arikunto, 2012: 150).

Researchers reveal that this exploratory research is qualitative in nature. As stated by Sugiyono (2012: 216), that actually the object of research is not solely a social situation which consists of three elements, namely place, actor and activity. But it can be in the form of natural events, vehicles and others. This research is to describe the reality that is happening without explaining the relationship between one variable and another (Bungin, 2011: 85).

The use of this type of explorative research is based on the assumption that this study intends to obtain actual and factual information or description of social phenomena, in the sense that the research focuses on solving problems that occur in the present, namely solving these problems in the form of Revitalizing the Village Market of Pademawu Barat Become a Thematic Market.

Researcher's duties are the role of the lead researcher: Planning research, mapping research sources, collecting data, carrying out research, compiling research reports, presenting research and compiling final research reports, evaluating research results and publishing research results

Role of Research Members, Helping to plan research, Helping to map research sources, collecting data, conducting research, compiling research reports, presenting research and

compiling final research reports, Assisting in evaluating research results and publishing research results.

RESULTS AND DISCUSSION

RESULT

There are several preparatory stages that need to be done, so that the Pademawu Barat Village market, which is named Empu Kelleng, is used as a thematic market that leads to the sale and purchase of keris or active goods in Pamekasan Regency. One of them is preparing operational management, increasing the capacity of human resources management apparatus to the capacity of village market institutions.

As explained by Aris Ahmad Risadi, a freelance writer of Kompasiana in his opinion entitled village market development after the Village Law states, several dimensions of village market development and arrangement, through strengthening village market management resources include: operational management, fostering traders, developing village potential products. and marketing, as well as improving market services. Fostering assistants to accompany village market managers, helping local governments formulate policies, regulations, transfer of status and develop village markets. As well as monitoring and collecting data on village market developments. Village market development data is very much needed for planning program / activity support from K / L.

Meanwhile, according to Aris Ahmad Risadi, the role of the village government is still organizing village market management (perdes, per-village head, head of village) to strengthen village market institutions, take investment actions to increase yields, through the preparation of an accountable village asset management and financial planning. oriented towards rural economic growth and services to the community.

Based on the results of problem identification, the existence of the Pademawu Barat Village market which is named Empu Kelleng, which causes low visitors to the market, and the reluctance of the public to sell their wares in the market, requires market revitalization.

The concept of market revitalization, namely encouraging it to become a thematic market area. So in this study, the researcher encourages the market to become a special thematic market for selling keris and antiques. Given that in Pamekasan Regency, there is no thematic market that specifically sells keris of the same kind and active goods.

Why is it a thematic market that specifically sells keris of the same kind and active goods? Considering that the market is called Empu Kelleng. It is said that the name Empu Kelleng is the name of a character, who was quite famous during the kingdom of Arya Wiraja, and it is said that the empu Kelleng was one of the witnesses of the Sumenep agreement between King Arya Wiraraja and Raden Wijaya.

This empu Kelleng is also known as a figure who was among the kings of Madura, where the habits of the empu Kelleng were making kris, weapons and agricultural tools. In fact, until now there are still many remains of keris with various prestige such as jungjung drajak, dwiwarna, jasmine, watermelon skin, as well as luk, dhapur, charming warangka, which are still kept in the Sumenep palace.

As the name implies, the "Empu Kelleng" market, it is not wrong if the market is encouraged to become a thematic market that specializes in selling keris or active goods. Also considering that until now in Pamekasan Regency, there is no specific market that sells keris or active goods. Meanwhile, the keris fan or the active item is quite high.

The sale and purchase of keris or active goods in Pamekasan Regency is still carried out in a simple manner. Namely selling at homes or through social media. Occasionally, only participating in exhibitions in a number of regions in Indonesia.

So based on the potential and history above, the researchers considered it very suitable if the Pademawu Barat Village Market, which was named Empu Kelleng, which is now

starting to be abandoned by its enthusiasts, to buy or sell transactions in that market, is used as a thematic market for buying and selling keris or active goods. This potential is very relevant to changing the face of the Empu Kelleng market which is located in Pademawu Barat Village.

From the various data identifications that have been obtained by researchers, and directing the data that has been obtained to be used as secondary crops or special markets for fish, especially cloth or vegetables, it is not possible to operate in that market area. Considering that the empu kelleng market has been flanked by two markets that have long been established and are widely known to the public. For example, in the southern region of Pademawu, there is already a "Mongging" market. The market is located in Pademawu Timur Village, Pademawu District, Pamekasan Regency. In the western region of Pademawu, the community is more familiar with the Kangenan market in the village of Kengenan, Pamekasan sub-district, while in the northern area of Pademawu, there is already a tegal market and a pao market in Murtajih Village, Pademawu District. Thus, researchers are more interested in encouraging the kelleng empu market to become a thematic market for buying and selling keris and active goods.

DISCUSSION

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And the role of the local government is to determine policies / regulations and budget allocations to support village market development and village economic growth, increase the capacity of the village market management system and human resources, monitor and evaluate the development of village markets as materials in formulating village market development policies at the regional level.

If you look at Aris Ahmad Risadi's explanation, it is true that village markets are not yet in accordance with the above concept. There are some that have survived, some are extinct. And in Pamekasan, not a few, village markets that were built through village treasury funds, or assistance from local or central government, failed to develop or at least survive. Like the empu kelleng village market which is located in Pademawu Barat Village, Pademawu District.

The interest of visitors to the village market, with the usual management concept, is very low. In fact, the village market of Empu Kelleng which is located in Pademawu Barat

Village, Pademawu Barat District is almost extinct. Because previously there were a lot of traders, currently there are only 1 to 2 traders.

It is possible to change the face of the empu kelling market into a thematic market that focuses on buying and selling keris and antiques. However, it must be in accordance with the concept of development and structuring of village markets as described by Aris Ahmad Risadi above.

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CONCLUSION

Pademawu Barat village market, which is known as the empu kelling market, is currently almost extinct. If at the beginning there were many traders who colonized the market, now there are only 2 traders. In fact, this market is not yet fully competitive with other village markets. For example, they cannot compete with other village markets in Pademawu sub-district. Among them is the Pademawu Timur village market which is located in Mongging Hamlet, Pademawu Timur Village, Pademawu District. Tegal market which is located in Murtajih Village, Pademawu Pamekasan Subdistrict, Pagagan Market which is located in Pagagan Pademawu Village, Sengir Market in Prekbun Pademawu Village and other villages in Pamekasan.

Thus, through this research study, the researcher encourages the Pademawu barat village market, which is named the empu kelling market, to become a thematic market for the sale and purchase of keris and antiques. Why keris and antiques? Because the names of the empu kelling and the empu kelling market which are close to the market area have a high historical value. As described in the results of the research above, that Empu Kelling was known as a figure who was among the kings in Madura, where the habits of the empu Kelling were making keris, weapons and agricultural tools. In fact, until now there are still many remains of keris with various prestige such as jungjung drajak, dwiwarna, jasmine, watermelon skin, as well as luk, dhapur, charming warangka, which are still kept in the Sumenep palace.

There are at least 3 (three) roles of the Village Market in the life process of the village community, as described by Aris Ahmad Risadi. Each village market As an economic entity, as a driving force for the rural economy in the trade, industry or service sectors. The village market as a social entity, the village market is very strong in maintaining the local culture, namely the culture of mutual cooperation, togetherness and kinship. The meeting between sellers and buyers is not only for economic transactions, but also a medium for social interaction. Village markets as one of the village's original sources of income (PADes), the Village Market can be the coffers of village funds originating from the redemption of traders and service sellers who are active in and around the village market

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