



## Phenomenology Study Of Survival Behavior Of Traditional Market Traders In Manado

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**ABSTRACT:** A market is a place where the transaction of goods between buyer and seller takes place which is the location that the community seeks to meet their needs. The market consists of two types, namely traditional markets and modern markets. Traditional markets are widely available in cities and can be said to still exist even though there are many emerging modern markets. In traditional markets, buyers and sellers meet directly to conduct a buy-sell transaction. Interactions between buyers and sellers on traditional markets often lead to conflict due to competition between sellers.

Sellers who remain in competition at traditional markets are influenced by socio-economic characteristics because this affects their social behavior, work behavior and work ethic. Social behavior is reflected in interaction of traders with sellers and with fellow traders. The work behavior of the traders is reflected in their behavior in their activities. The work ethic is reflected in their motivation, enthusiasm and attitude towards their work.

**Keywords:** Traditional markets, social behavior, work behavior, work ethic

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### I. INTRODUCTION

The existence of traditional markets in many places in various parts of the world is more specifically in Indonesia experiencing unfavourable conditions. This is due to the proliferation of competitors retailing traditional markets, namely the modern market (hypermarket, supermarket, minimarket - Indomaret, Alfamart) where the state of the modern market also sells / trades commodities that are relatively the same as commodities sold / traded in traditional markets. Recorded in 2004 until 2008 the existence of modern markets, especially hypermarkets, increased dramatically to reach 40% per year, supermarkets 10.9% per year and minimarkets 16.4% per year (Pandin, 2009). While the modern market share continues to increase to reach 44.2% in 2011 while the traditional market share continues to decline, as shown in the following graph 1.1:

Graph 1.1. Traditional Market and Modern Market in Indonesia



Source: AC Nielsen Survey Group and Indonesian Economic Review, 2012

As a result of the rapid growth and expansion of modern markets in Indonesia, 15% of total traditional markets in urban areas in Indonesia must be "out of business" (Kompas, 2008). The number of traditional markets in Indonesia until 2016 was 13,450 market units with around 12.6 million small traders.

However, amidst the swift expansion of the modern market, traditional markets still survive and there are still traders because buyers still keep the traditional market alive. Wiradi (1985) states that when the structure of ruling land in the countryside is not beneficial for rural poor, working in the off-farm sector including in urban areas is an adaptation strategy to obtain additional income. Therefore traditional markets in the city still survive despite very slow growth.

Traditional markets as places for various trade transactions between citizens as buyers and other residents as traders are indeed very important to be revitalized. The traditional markets that have not been built or revitalized are usually identical to places that are slum, dirty and muddy. Vehicle parking is also difficult.

This condition occurs from Sabang to Merauke. Through the revitalization program the condition will change. The market that has been revitalized has a parking space so that those who shop use cars or motorbikes can park.

In the Manado itself, which is the locus of this study based on data from the Manado Regional Market Company that traditional markets in Manado consist of Healthy Market, Pinasungkulan Market, New Order Market, Tuminting Market, Shoulder Market and Bobo Market (PD Pasar, 2016).

Traditional markets in Manado are general markets with a simple trading system. Every day there are visitors who come to the market even though not as much as at the end of the week, there are visitors who just look around there who also transact but even though they do not buy merchandise, the traders still serve visitors who come. Visitors to traditional markets in Manado City come from various types of people who come from the middle to lower economic strata but not infrequently also the economic community to visit this market.

Furthermore, in the empirical domain, studies related to the behavior of traders in traditional markets have been carried out both in foreign countries and in Indonesia. But generally these studies look at the behavior of traders in traditional markets from various different aspects. Some of them are: Mauliyah and Kirom (2018) with the title: Strategies for Determining Vegetable Prices at Traditional Market Traders in Blitar. Zulu (2015) with the title: Interchange for the informal market? An investigation of informal trading in and around Nolungile station, Khayelitsha, Cape Town. Navis, (2015) with a title: Preference of Traditional Market Traders Against Capital Sources at Merjosari-Malang Market Traders. Auladi and Sudrajat (2015) with the Title: Survival Mechanism of Grocery Traders in Sedayu District. Ama, et. Al (2014) with the title: Characterization, of Informal Cross-Border Traders Across Selected Botswana Borders. Nasharuddin Mas, et.al (2014) with a title: Trader Sturdiness at Traditional Market in Facing Modern Market Progress. Rukayah et.al (2013) with the research title Cycle of Informal Traders, a Tradition that does not require a Building from Practice- Research- to Practice. Baidhowi (tt) with a title: Debt Traditions in Traditional Markets (Study in Gunung Pati Traditional Market). Kristiningtyas (2012) with the Title: Existence of Traditional Markets in terms of the Concept of Geography, Social Interaction and Producer-Buyer Behavior. So that research related to the behavior of traditional market traders is considered to still remain relevant, current and important to do.

The values that are used as the basis of life for traders in traditional markets are lacking, even very rarely do people know. Modern business competition patterns also play a role in creating this condition. Although traditional markets are not "dead", the proliferation of modern markets influences the quantity of buyers (people) visiting traditional markets.

## **II. LITERATURE REVIEW**

Social interaction comes from Latin: Con or Cum which means together, and tango means to touch, so understanding literally is together touching. Social interaction is a process where people who communicate influence each other in thoughts and actions. Social interaction is a relationship between two individuals or more, where the behavior of one individual influences, changes or improves the behavior of another individual or vice versa (Bonner in Ahmadi, 2002: 54). La Pierre defines attitude as a pattern of behavior, tendency or anticipatory readiness, predisposing to conform to social situations, or simply, attitude is a response to social stimuli that have been conditioned. Behavior is an individual's response to the response of a stimulus or an action that can be observed and has a specific frequency of duration and purpose, both consciously and unconsciously (Marimbi, 2009: 91). According to Robbins and Judge (2008: 222); motivation as a process that explains the intensity, direction and perseverance of an individual to achieve his goals.

### **Methods**

The method used in this research was qualitative. Qualitative research is a research that emphasizes the analysis of inductive thinking processes that are related to the dynamics of relations between observed phenomena and always use scientific logic. Qualitative research departs from the philosophy of constructivism which assumes that reality is plural, interactive and an exchange of social experiences interpreted by individuals. Qualitative research is intended to understand social phenomena from the perspective of participants (Bogdan and Taylor in Gunawan,

2013: 82). The social phenomenon in this study was the behavior of traditional market traders, while the participants in this study were traders in traditional markets who were invited to interview, observed, were asked to provide data, opinions, thoughts and perceptions.

Further stated by Bogdan and Taylor in Gunawan (2013: 83) qualitative research is a research procedure that produces descriptive data in the form of written or oral words from people, and observable behavior directed at the background and individuals holistically (whole ) Thus this study intends to explore the meaning of the behavior of traditional market traders who are behind their actions, not to make generalizations but to extrapolate (expanding data) on the meaning behind their actions. While the interpretation of the meaning of this behavior is not explored through theory verification as an empirical generalization, as is done in quantitative research but through objective reality that manifests itself in the subjective experience of traders in traditional markets.

### **III. FINDING AND DISCUSSION**

#### **1. Social Behavior (Interaction) of Traditional Market Traders**

Based on the results of data collection carried out obtained information that in carrying out work activities, the traders while waiting for buyers to come they can conduct socialization

In carrying out their work activities, these traders will always be in touch with other people, both fellow traders and buyers. In the relationship that occurs that the interaction process takes place, to finally reach a situation where they have an attitude in behaving according to the group. When carrying out trading activities, traders usually communicate with each other while sitting casually waiting for buyers. They exchanged information among traders. Here illustrates their freedom and freedom that they work not pursued by time or deposit. Many of the things they talked about, from family problems, living environment, price of goods, celebrity gossip, soap opera stories, health to even political issues as limited as they know can be interesting conversation between them.

Social interactions that occur between traders affect to others that can influence in behaving and behaving in economic activities. Work relations in trading activities in the market are also dominated by cooperative relationships, because every human being in social life will need and relate to one another. Thus, they will keep in touch through verbal communication and Physical contact. Communication done in two directions helps them to get information perfectly. Associative process is a process of interaction that has a tendency to make people unite and increase solidarity among group members such as cooperation, accommodation, acculturation and assimilation.

In accordance, George Ritzer, 2011: 71-72 states that a social behavior focuses on interrelationships between individuals and their environment. The social behavior is individual behavior that takes place in relation to environmental factors that produce consequences or changes in the environment causing changes in behavior.

#### **2. Traditional Market Traders Work Behavior**

The work behavior in this study is the behavior of traders in traditional markets in carrying out their work activities, with a focus on the study of: routine activities of the traders carried out every day.

The activities carried out by traders in the traditional markets in Manado City are in the form of actions taken in an effort to sell merchandise in such a way that they can benefit from the sale.

Traders usually bid prices and check what is offered to get merchandise at low prices and good quality. Purchases of merchandise from a number of individual sellers are carried out in bulk systems or scales. Among traders there is a way or good cooperation from the seller with the merchant in bargaining transactions so that later the two parties do not feel disadvantaged and can become subscribers. Traders usually have their own subscriptions to people who usually sell merchandise to their place.

Every trader must also have his own skills or experience to obtain the merchandise such while determining the conditions of the merchandise they buy to be used as merchandise. They try to get merchandise as good as possible, so that it is easy to sell.

#### **3. Traditional Market Trader Ethics**

The work ethic is an attitude or habit created to get good work results. These attitudes and work habits can be influenced by various factors, such as the perception of traders in understanding work and attitudes towards work itself, which will encourage the formation of habits. The work ethic can be reflected in the typical behavior of the trader.

This study examines the work ethic of traditional market traders related to their background in choosing jobs as traders in traditional markets, the job morale and their attitude towards the job itself.

The traders in traditional markets have different backgrounds and reasons for choosing this job. However, the main motivation is economic motives, it means that they work for profit in order to meet family needs. Working as an obligation for them, and solely still only to find food or income. Without automatic work, the income does not exist and means that family needs will not be fulfilled. While the work type options are indirectly related to

the level of education and employment opportunities that can be entered. So generally they can work according to their level of education and ability to enter the field of work.

The spirit of work is a combination of physical and psychological activities that support each other, which is a mirror of a good and bad work ethic. The work spirit of the traditional market traders in Manado City is reflected in the hopes that they built into the goals they must achieve in their work, as well as the efforts made to realize these goals. The enthusiasm in the work of these traders is influenced by the environment in which they work and their ability to carry out the work. Feelings of pleasure that are influenced by the ability to work and a suitable environment, making participants stay on the job even though their income is relatively small.

#### **IV. CONCLUSION**

Based on the results of the research conducted, it can be seen that the behavior of traders in traditional markets in Manado City can be summarized as follows:

1. The work behavior of the merchants themselves is reflected in their behavior in carrying out work activities as traders in traditional markets. These work activities include a variety of things, namely in the form of behavior in carrying out work routines, behavior in the business of getting merchandise, socializing behavior in the workplace, cooperative behavior between traders, bargaining behavior.
2. An interaction with fellow traders on the market is good and cooperative, because every human being in social life will need and relate to one another. Furthermore, they will keep in touch by verbal communication and physical contact. The communication by two directions helps them to get information perfectly. The interaction of traders and consumers / buyers who are on the market goes well and is friendly and happy to serve consumers.
3. The social behavior of traders are friendly while they are in the market, because the behavior was a response or reaction of the individual to environmental stimuli manifested in the form of motion or attitude. The behavior is also a function of the interaction between individuals and their environment. The existence of social interaction that exists between traders also influences the social behavior of traders because every day the traders work and meet other traders so they can form a life of social interaction among traders..

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