

Research Article

Planning Analysis Management Of Kahayan Market Jekan Raya Subdistrict, Palangka Raya City

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Abstract.

Traditional markets are generally formed due to activities that take place from generation to generation or for a certain period of time. The existence of this traditional market is very helpful, not only for the regional or central government but also for the people who depend on their lives in trading activities, because in traditional markets there are many actors who have important meanings and strive for the welfare of their lives, be they traders, buyers, pelvic workers, etc. The purpose of this study was to determine the management of Kahayan Market, Jekan Raya Subdistrict in Palangka Raya City, which was carried out by UPT Pasar. The method used in this research is qualitative. The results of the research prove that the management of Kahayan Market carried out by UPT Pasar is still not optimal so that the Kahayan market has not developed until now, based on the indicators in this study, namely: Planning, Organizing, Guiding, and Control. Researcher's suggestion is the need to prioritize the budget, formulate regulations on structuring and supervision as well as firmness for traders so that problems in Kahayan Market are reduced.

Keywords: Kahayan market; traditional market; trading activities

1. Introduction

The development of the economic system will be followed by the development of problems that will continue to emerge from time to time and will never stop as long as human civilization continues. The current economic development is closely related to the times, marked by the emergence of a globalization era that has changed the world of business and traders, a city plan was built complete with supporting facilities and facilities to facilitate access in everyday life. And the market is one of the economic tools that become a benchmark for increasing the economic income of a region. The market is a place that has social, economic, cultural and other elements. The market is also one of the most important institutions in economic institutions and one of the drivers of the dynamics of economic life.

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In general, in traditional markets, many vendors sell their wares in order to make a profit and fulfill their daily needs. In the traditional market, there should have been a market manager in order to maintain security and order, especially in managing the cleanliness, security and control of the market building. In Palangka Raya, there are traditional markets, one of which is Kahayan Market. Geographically, Kahayan Market has a strategic location in the middle of an urban area where vehicles are often traversed and road access to Kahayan Market is also very easy to reach. In addition, the physical condition of the market is very supportive for buying and selling. Kahayan Market traders generally sell daily necessities, such as foodstuffs, fish, fruits, vegetables, eggs, meat, electronic goods, cloth, and cakes. However, based on the observations that the researcher sees, it shows that there are still some Kahayan markets that have not been fully managed, there are still many empty blocks, the blocks for each trader are irregular (mixed up), not maintained, dirty and unmanaged. However, in this study, the researcher made the Keramat Traditional Market in East Kotawaringin Regency to be precise in Baamang District as a comparison between the Sacred Traditional Market and the Kahayan Traditional Market, where what the researchers saw at the Keramat Traditional Market in East Kotawaringin Regency was far better than the traditional market. Kahayan Traditional Market even though the Keramat Traditional Market in its shop houses and booths is only made of wood, but the shophouses and booths are very neatly arranged and those who trade sell according to the type of trade. Meanwhile, the Kahayan Modern Traditional Market, which is located especially in the capital city of Central Kalimantan Province, and its buildings are well built. In fact, the arrangement system between blocks and merchants' merchandise is not neatly arranged. Besides, there are also many empty and damaged shop houses. It is unfortunate or very redundant if there is no handling of the Kahayan Market management, on this problem will it not harm the government, especially for Regional Original Revenue. Based on the description and background, the researcher took the research title "Planning Analysis of Kahayan Market Management, Jekan Raya District, Palangka Raya City" which will be discussed in this study, the researcher will take a location in the Kahayan Market area of Palangka Raya City.

2. Methods

This study using qualitative research methods. According to Bogdan and Taylor in Bungin Burhan (2007: 1), qualitative research is a research procedure that produces descriptive data in the form of speech or writing and the behavior of the people

being observed. Meanwhile, Indrawan Rully and Yuniawati Poppy R (2014: 51) The objective of qualitative research is to get an explanation of the magnitude of significance (significance) in the hypothesized model as an answer to the problem that has been formulated. Because proof is mathematical, in qualitative research, 3 things need to be considered, namely (a) definition, (b) measurement, (c) testing. manipulate problems and circumstances.

Data collection technique In addition to using appropriate methods, research also needs to select relevant data collection techniques and tools. According to Sugiyono (2016: 224), data collection techniques are the most strategic steps in research, because the main purpose of research is to get data. Without knowing the data collection technique, the meaning of the research will not get data that meets the established data standards. The data collection techniques used in this study are:

1. Observation, observation activities include recording activities systematically events, behavior, objects seen and other things needed to support the research being carried out. According to Bugin Burhan (2007: 118) Observation is a person's ability to use his observations through the work of the eye senses and is assisted by the other five senses. Meanwhile, according to Marshall in Sugiyono (2016: 226) states that through observation, researchers learn about behavior and the meaning of behavior. Then according to Ghony and Almanshur (2016: 165), the observation method is a data collection technique that requires researchers to go to the field to observe things related to space, place, actors, activities, objects, time, events, objectives, and feelings. Then the observations in this study were carried out by means of researchers going directly to the field to see themselves actively with the activities carried out by the community at the research location market, so that they know firsthand the activities and interactions of the community in the matter under study.

2. Interview, data collection techniques used in qualitative research emphasize interview techniques, especially in-depth interviews. According to Muhammad Ali (in Anggara Sahya 2015: 113) Interview is a data collection technique by asking questions to respondents and respondent's answers are recorded or recorded, interviews can be carried out either directly or indirectly with data sources. Meanwhile, according to Estebreg in Sugiyanto (2016: 231) an interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning in a particular topic can be constructed. Then according to Sugiyanto (2016: 231) the interview is used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, but also if the researcher wants to know the things of the respondent more deeply

3. Results and Discussion

After conducting the research, through interviews and documentation to find data and facts in the field to get the results of the assessment, the results of the discussion regarding the results of the above research are related to the Planning Analysis of Kahayan Market Management in Jekan Raya Subdistrict, Palangka Raya City which was conducted by UPT Pasar Kota Palangka Raya. , based on the theory of Munir (2002: 35-39) which consists of Policy Making, Program Development, Budgeting. Based on the results of research and field observations, was found that the planning that had been prepared by the Palangka Raya City Market Service had not been implemented optimally.

1. With regard to policy making, The policies formulated by the Market Office and continued by the UPT Pasar are Market Revitalization and the improvement of market management rules and systems. However, from the results of observations that researchers can observe in the field, the policies formulated by the Market Service have not been realized until now, this can be seen from the market conditions which still look dirty and dirty as if the market seems to be not maintained. Not only that, but the researchers did not find any rules that were enforced for traders at Kahayan Market, especially for rules in trading, the proof is that there are still many traders who open their stalls outside Kahayan Market.
2. Program Development One of the programs prepared by UPT Pasar is to carry out the development and revamping of markets in Palangka Raya City, one of which is the Kahayan Market. But for now, UPT Pasar is still unable to focus on running its programs related to market development and reform.
3. Budgeting is a process of operationalizing plans in the form of quantification. The budget formulation carried out by the Market Office is to carry out the source of funding that will be used for carry out the program to improve and develop Kahayan Market. However, at this time the preparation of the budget programmed by the Market Office which is now being continued by UPT Pasar is now very constrained.

Based on the results of interviews and observations that part of the planning has been carried out, they have not yet received the budget. Because there are several obstacles they face when making funding sources. Based on the results of the research, the researchers also obtained several facts in the field that could become obstacles in

the planning of management of the Kahayan market, Jekan Raya sub-district, Palangka Raya city, namely:

3.1. Public Policy

Public policy can also be understood as a government action in making decisions to solve problems that occur in society. In this study the public policy in question is a regional regulation that is used as a legal basis by the Department of Industry and Trade at UPT Pasar and related agencies in carrying out the Kahayan Market Management Planning and arrangement of traders in Palangka Raya City. Based on the results of research conducted by researchers with regard to public policy, researchers found that the City Government of Palangka Raya does not yet have a Regional Regulation that specifically regulates development planning and arrangement of traders in Palangka Raya City, this is also an obstacle in the management of Kahayan Market in the absence Regional Regulations which explicitly regulate the Development Planning and Arrangement of traders so that related parties carry out Market Planning, especially the Kahayan Market.

3.2. Human Resources

Human resources are a very important factor in carrying out a development planning and structuring activity in an area. However, the resources for planning the development and structuring of the Kahayan Market are still minimal so that this hinders the UPT Pasar in carrying out development planning and structuring.

3.3. Facilities and Infrastructure

In development planning and structuring, this is needed in order for the planning to run well, smoothly and in accordance with the objectives, so adequate and supportive facilities and infrastructure are needed in terms of development and arrangement.

Based on the observations of researchers, that the facilities and infrastructure at Kahayan Market are still inadequate, seen also from the slow process of restructuring and structuring the Kahayan Market by UPT Pasar.

4. Conclusions

Based on the formulation of the problem in the research results, a conclusion can be drawn regarding the Kahayan Market Management Planning Analysis carried out by the Industry and Trade Service through the UPT Pasar Kota Palangka Raya which has not been implemented optimally and has not achieved the expected goals, one of the causes is lack of policies and also the planning of the market manager, namely UPT Pasar Kota Palangka Raya, as well as the lack of awareness of traders and the public in complying with regulations on how to carry out good Market activities. Furthermore, seen from the other side, poor market management, unclear management procedure system, very minimal sword and inadequate facilities and infrastructure have become internal problems in Kahayan Market, Palangka Raya City. So far, the management efforts carried out by the government are still focused on planning the physical structure of the market, even though improving the management system in the market is very important to encourage the maximum planning of Market development and improve services for market users, namely traders and buyers, so that Kahayan Market can be used with good.

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