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# ANALYSIS OF TRADITIONAL MARKET REVITALIZATION IN INCREASING REGIONAL INCOME IN KUPANG CITY

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## ABSTRACT

This study describes the conditions of traditional markets about market conditions in the city of Kupang. This study aims to explain how traditional market revitalization increases local revenue (PAD) in the city of Kupang. The research method used is the mix method. The data analysis method used is SWOT analysis. The results of the study show that there is a relationship between traditional market revitalization and an increase in regional income. There are several markets that until now have not been properly paid attention to by the government including the love market and the fatubation market where the condition of the love market still uses local people's land or places to be used as a place for buying and selling transactions because the market cannot accommodate traders and the land area is not possible, so the government has not taken action or revitalized the love market due to a lack of levy revenue. So it is necessary to immediately revitalize traditional markets in the city of Kupang. Revitalization that must be considered is in terms of physical, economic, social and management because most of the traditional markets in Kupang City have not been revitalized properly, therefore the Kupang city government must be able to take advantage of market potential. Because the potential for regional income to be obtained after the revitalization will be very large and enormous. The potential includes parking management, fees,. With the revitalization of traditional markets, it is expected to increase regional income.

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## 1. Introduction

Traditional markets have a role and very strategic function for the economy people. Traditional market Indonesia problems, namely the market is synonymous with dirty, smelly, uncomfortable, and etc. With that problem occur in traditional market competition with the modern market increasingly no balanced, market revitalization program Traditionally emerged as a concern decreasing number of visits the traditional market community that can threaten the existence of traditional markets.

Competitors in traditional markets are markets modern conditions in the modern market which makes the modern market more desirable by consumers is the level of cleanliness and high comfort besides that too products in the modern market are similar to the Traditional market business competition also arises in terms of price which is the traditional market price and modern market not far away different. Market revitalization program traditional or people's market is implementation of law number 7 of 2014 concerning trade article 13 paragraphs 1, 2 and 3 which mandate that the government cooperates with local government does development, empowerment, and improving the quality of market management people in order to increase competitiveness in market development or revitalization people management implementation professional management of facilities access to the supply of quality goods good and competitive prices and access to financing facilities market traders in the people's market.

The ability of an area in gain PAD will affect development and regional development the. PAD sources themselves do not only depending on existing sources, however regional ability to acquire potency. Local governments are required to capable of managing finances area effectively, efficiently, and accountable. Government administration governing and managing area government affairs according to the principle of autonomy directed to accelerate realization of social welfare through service improvements, empowerment, and community participation, in realizing regional competitiveness at the time of receipt PD Pasar Kota Kupang profit in 2016-2018 fluctuate. the factor due to arrears, a source of income and the levy given does not reach desired targets. This is because PD Pasar government does not pay attention potential and source of income from PD Pasar Kupang City. Local government is considered still need to fix and improve governance in the Market Traditional. Responding to the phenomena that occur on these problems following PAD data The city of Kupang for the 2016-2018 period can be seen in the chart below.

Revenue Increase Original Area (PAD) from year to year fluctuate or change (not fixed), this is due to less the role of the Regional Company as sources of Regional Revenue in contribute and lack public awareness in paying tax. In 2017 increased, and 2018 decreased again this is due Regional Original Income (PAD) as well has not contributed yet significant weakness in administration Central Government subsidy to Local Government is smaller so development in the area is highly rated low.2 This phenomenon shows that revitalization of traditional markets in increase in Municipal Revenue Kupang needs to be managed properly and optimized for management become an economic powerhouse reliable so that thus can play an active role, both in carry out its functions and duties as one of the economic institutions in the area expected to obtain profit and can improve Regional Original Revenue (PAD). Study the same was done by Syam Ruddin and Ahmad Yani Nasution University Pamulang shows that there is relationship between market revitalization traditional with improvements regional income, so it is necessary market revitalization tradition in Tangerang City South. Because of the regional income potential to be obtained after revitalization will be very large and very large. These potentials include: parking management, restaurant tax, billboards, shop business permits, land tax and buildings, office rental, rental of space for exhibitions, shop rentals such as in malls, houses and shops (ruko), and waste management. Traditional market revitalization expected to improve regional income. While implications of the results of this study are issuance of policies or regulations by the City Government of South Tangerang regarding the revitalization of traditional markets. Matter this shows that there is a relationship between the revitalization of the inner market increase local revenue so it needs to be revitalized to traditional markets in Kupang City. Based on the background description back, then the writer is interested to do research with the title Traditional Market Revitalization Analysis In Increasing Original Income Region (PAD) of Kupang City.

## **2. Literature Review**

### **2.1. Revitalization**

Revitalization is a process or ways and actions to revive back to something that was before empowered so that revitalization means make something or act for to be vital, while the word vital has a very important or very important meaning necessary for life and etc. Revitalization is also carried out as an effort to vitalize back an area, which was have lived, and experienced decline or degradation because of it solves the problem hence the need for revitalization includes the improvement of physical aspects, aspects economic, and social aspects. Draft this revitalization will refer to development when the main focus on the managed management structure properly by competent actors, and the pattern follows the changes. process of a revitalization area includes the improvement of physical aspects, economic aspects, management aspects and social aspect. A revitalization approach is a must able to recognize and use environmental potential (history, meaning, location uniqueness and place image) (Umam, 2019: 30). Market Revitalization Folk is an activity to build or improve facilities and infrastructure People's Market managed by cooperatives. Traditional market The market is a frame of mind economics that explains how markets operate, including how price and quantity of a good or service determined by request and offers on the market. In general theory the market is based on that assumption consumers and producers act rational and informed to meet and satisfy needs while the seller get rewarded income for then used to finance activities as economic agents production or trade.

### **2.2. Traditional Market**

Is an open space where the process of buying and selling transactions takes place made possible by the bargaining process. Locally-generated revenue Regional acceptance is all regional receipts in kind increase in assets and decrease in debt in various sources in the period the relevant fiscal year. Regional original income is wrong a source of local revenue have an important role in regional development. Original Income Area is income obtained from sources Regional Revenue and self-managed by the Regional Government.

## **3. Method**

This research uses the method mixed methods. This research is something research steps with combines the two forms of research which existed before that is qualitative research and research quantitative. Mixed research is a research approach that combine research qualitative and quantitative research (Creswell) combination research methods (mix methods) is a method research between quantitative methods and qualitative methods to be used extensively together in an activity research, in order to obtain data that is more comprehensive, valid, reliable and objective (Sugiyono). Approach quantitative and qualitative (Sugiyono, 2013: 404). Research methods combination in this study was used together in one research activities, so obtained data that is more comprehensive, valid, reliable, and objective. Based on the method research of such combinations, researchers take the sequential explanatory model design. Based on the formulation of the problem which has been described as well as for facilitate discussion this research, the researchers focused his research is how revitalization traditional market is on the rise local original income of the city of Kupang. Sources of data in this study are primary data and secondary data. Data Primary form of data obtained direct from PD Kota Traditional Market Kupang, namely in the form of data taken through interview techniques with employee at the agency. Data primer specially collected by researchers answer research questions or study. Secondary data in research This secondary data is data that obtained in the form of numbers, graphs, reports published financials and others by the City Central Bureau of Statistics (BPS). Kupang. Data collection techniques carried out are observations, interviews, and documentation. Informant used, namely PD Pasar Kota staff Kupang, buyers and sellers in the market traditional city of Kupang.

Analysis technique the data used is analysis SWOT matrix with approach qualitative, which consists of strength, weaknesses, opportunities and threats.

#### 4. Results and Discussion

##### Revitalization Traditional market in increase in Regional Original Income

The process of revitalizing an area includes improvements in the economic, social, and physical aspects. The approach is also a must able to recognize and utilize each potential of the environment in question. Market as a place to buy and sell goods in quantity more than one seller, both referred to as traditional market shopping centers, shops, malls, plazas, and trade centers as well other designations (Santoso, 2017). In principle, economic activity in the market based on internal freedom compete, both for buyers and seller. The seller has the freedom to decide what goods or services are supposed to be produced as well as those to be in distribute. As for the buyer or consumers have the freedom to buying and selecting goods and services according to the level of purchasing power. Where is the link with the theory put forward by Gillion 1986 traditional market is the earliest form of a market consisting of a row of booths o stalls which is in open space and on generally located along the main road near resident settlements. Since long time ago traders and farmers have done a lot exchange of their agricultural products on the spot like this. Aspects of revitalization include aspects physical building, management, social and economic. The physical aspect includes repairs and upgrades quality and physical condition of buildings, green planning, connecting system, sign/advertisement system and area open space. Physical repair will more and more interesting people to come to traditional market. A comfortable, clean and market pollution free will increase interest shop.

This has an impact on income area through service fees that will issued by every community that comes to the market. 3 The market in the city of Kupang physically not everything is fixed properly yet, on Pasar Kasih and Pasar Fatubesi for traders still use local people's land for used as a place for buying and selling transactions. But revitalization that they do is with do blocks for all kinds of stuff trade making it easier for buyers to choose the item you want. Love Market and the Fatubesi market is an obstacle lead to a lack of levy revenue so that market management is not carried out well. Based on graph 4.2, target and realization data PD Market from year to year experienced fluctuations in this factor occur due to the abundance contract arrears, and the collection of levies not constant causing fluctuations. It is too occurs because of the income of each unit business depends on the sale of goods merchandise. If the merchandise is not sold then there is no supply from the business unit.

##### IFAS and EFAS Factor Identification

Internal factors which include strength or strengths and weaknesses or weaknesses are factors that come from within the income or target and realization of PD Pasar Kota Kupang and external factors which include opportunities or opportunity and threat or threats are factors that come from outside the income or target and realization of PD Pasar Kota Kupang. Results interviews with several sources accompanied by field observations, SWOT Matrix Analysis Based on the assessment of each factor (strengths, weaknesses, opportunities and threats) Then the IFAS (Internal Factors) table is compiled Analysis Summary) and EFAS (External Factors Analysis Summary). IFAS And EFAS Tables presents the results of calculations between weights, rating and number (weight x rating) Based assessment of each factor (strength, weaknesses, opportunities, and threats) then IFAS (Internal Factors Analysis) table is compiled Summary) and EFAS (External Factors Analysis Summary). IFAS and EFAS tables presents the results of calculations between weights, rating, and the amount (weight rating) is presented Formula:

Value = B×R

Total ifas = strengths – weaknesses

Total efas = opportunities – threats

Description:

B: weight

R: rating

Kupang City Market is a market that very densely populated and numerous community needs for agricultural products traded on the market. Traditional market in Kupang City consists of two categories namely traditional market and industrial market. Market traditional is a market that is built and managed by the central government, Business Entities State Owned (BUMN), Owned Enterprises Region (BUMD), and private parties who place his business in the form of kiosks, shops, tents, and stalls managed by small, medium, and cooperatives. While the industrial market is all organizations that buy goods or services used to produce goods and services sold, rented or supplied to other existing companies. Development of potential PD Pasar Kota Kupang is a market development process to be able to take advantage of existing potential. An attraction or place is said to have potential if there is something that can be presented, given, shown, to society. The modern market grows and changes with very fast. The emergence of various types of markets non-traditional can increase competition between the regular market and the contemporary market. The increasing popularity of shopping places modern than traditional markets are supported by changes in people's behavior. Every market definitely has its own charm for attract visitors. Kupang City in an effort to manage the market traditional as well as revitalizing the market so that the market be clean, not seedy, and can provide a source of income so that it can increase local revenue. Kupang Municipal Government in structure capital does not provide equity participation to the PD Pasar government. City government only provide assets in the form of buildings for used as a place of trade by merchants so that from the assets provided by PD Pasar as an asset manager to collect bills retribution (source of income) in order to be able to used for company operations. PD Pasar Kota Kupang's income obtained from each business unit is the potential of the internal market PAD increase. As for that potential including parking management, government kiosks, self-help kiosk. Apart from the potential. Revenue is obtained from levies, and services billing of each existing unit. Revitalization government- run market renovating trading places and making blocks so as not to confuse buyers in choosing or buying, repairing parking lots, PD Pasar is also controlled directly by local government. From the revitalization it turns out there is a claim from related traders with the division of places or stalls that have been made by the government sometimes they use does not fit the size given. PD Market must meet the existing target, so there is hope from PD Pasar to be more supportive in granting the budget, arrears, fees, Because PD Pasar is still under the auspices Government Area.

Very revitalizing expected to increase revenue area. The same research was conducted by Syam Ruddin and Ahmad Yani Nasution University Pamulang shows that the markets tradition in various regions is less than optimal such as provision of parking facilities, renewal transaction method, order zoning stalls, governance managing market waste/garbage, provision of facilities general and consumer services. So that policy needs to be done, namely revitalization. Revitalization carried out is a physical aspect, social, economic, and management, from these aspects after revitalization Because the potential for regional income will obtained after revitalization will be very much and huge. As for potential income apart from retribution, namely among others from parking management, restaurant taxes, billboards, permits business, shops, land and building tax, office rental, space rental for exhibitions, shop rentals such as in malls, houses and shops (ruko), and waste management. Revitalization of traditional markets in the city of Kupang so far it has not been properly revitalized because the Pasar Kasih and Fatubesi are assessed yet to provide a comfortable place to traders in selling transactions buy this obstacle that in the end lead to a lack of levy revenue. Also fish traders

who sell on the land considered to belong to the NTT Maritime Service as well some traders who sell around Pustu area and beach area, in principle this must be straightened out authority in terms of management and management of the market where the land belongs to the second the agency is in the market area. So the government has not taken any action or revitalization with the love market and Fatubesi due to a lack of levy income.

PD Kupang City Market needs to adopt a policy to strengthen the presence of traditional markets So that it can use the market potential owned and make the market as center of community economic activity, culture, productive and comfortable. So that contribution given to increase Original Income The area can be managed properly. Market tradition is the meeting place sellers and buyers and marked with There is a seller and buyer transaction directly the building usually consists of kiosks, or outlets, stalls, and an open floor that is opened by the seller or a manager market. Traditional markets tend to sell local goods and less encountered goods imports, because the goods are sold in the market Traditional tends to be the same as the market modern, then the goods are sold too the quality is relatively the same as the modern market. The market also functions as a place or container for service to society both in terms of economy, socio-culture, and architecture. Market Traditional culture in Kupang City has potential as well significant source of income however the market management carried out is not appropriate with what is targeted because of the source income is not managed properly so resulted in a lack of income from PD Traditional markets generate genuine income area also decreased and inflation occurred in economic growth. Market theory too take into account factors such as cost production, profit, and internal efficiency determine price and quantity. research that the same was done by Jamhur poti Mahadiansar with the title Evaluation of the Revitalization policy Traditional market: market study of cattle slaughter the city of Tanjung Pinang in the results of his research shows an evaluation of the market revitalization program cut the sand in the city of Tanjung Pinang yet find the value of cross impact analysis and discounting on the program so that it is revitalized traditional market is only in the form of target mapping. Value clarification and mapping of barriers be the impact of market revitalization policies traditional slaughter of cattle in Tanjung City Betel nut. Researchers also found no urgency in implementing market revitalization policies tradition to change the characteristics of the market to be better. So that the traditional market in The city of Kupang needs to be managed so that it can provide revenue in genuine increase region and can reduce the rate of inflation Kupang City's economic growth.

## 5. Conclusions

Based on the results of the analysis and discussion this researcher, then the conclusions that can be taken according to the purpose of this study are as follows: Creative economy development strategy towards business development in Asam tourism One in the SWOT analysis is in the form of factors internal which includes strength and weaknesses and external factors opportunities and threats so as to get the results in the form of a strategy alternatives that can be implemented in tourism development in Asam Satu district East Flores is in a good position ie aggressive/developing (So strategy). Own the meaning that strategy is made using all forces to take advantage of opportunities which exists.. Traditional market revitalization has relationship in increasing Original Income Region (PAD). City Market PD Income Kupang obtained from each business unit is the potential of the market in increasing regional original income (PAD). These potentials include: parking management, government kiosks, kiosks self-subsistent. Apart from the existing potential Revenue can also be obtained from levies, and billing services from each existing unit. So that from the potential that is owned as well existing levy can make the market as a place or center of economic activity society by revitalizing the situation slum market, so that it is cleaner, neater, and more well. So can use market potential that is owned and made The market is the center of economic activity community, cultured, productive and comfortable.

## 6. Suggestion

Based on the results of research, discussion, and conclusion then the suggestions that can be given by researchers as a recommendation in subsequent policy making is as follows:

1. PD Pasar Kota Kupang government pay attention to good market conditions from physical, social, economic and management so that the potential is owned can be managed and utilized for increase in Municipal Revenue Kupang. As well as making the market as place or center of economic activity society by revitalizing slum market conditions, so that more clean, tidy and comfortable. So potential existing ones can be used and used in the best possible way increase local revenue.
2. Future researchers for more enrich the development of revitalization done by the government so deep market development.

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