

IMPLEMENTATION OF POLICIES FOR THE MODERNISATION OF TRADITIONAL MARKETS IN TELUK KUANTAN, KUANTAN SINGINGI DISTRICT

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Abstract

The purpose of this study is to find out how the implementation of the modern-based traditional market arrangement policy in Teluk Kuantan, Kuantan Singingi Regency uses Edward III's theory of Communication, Resources, implementer attitudes, and bureaucratic structure. This study uses qualitative methods and data collection techniques, namely observation, interviews, and documentation. Based on the results of the study, it can be concluded that the implementation of the modern-based traditional market arrangement policy in Teluk Kuantan, Kuantan Singingi Regency has been running optimally, this is evidenced by the communication that has been running well, including the Cooperatives, Small and Medium Enterprises, Trade, Industry Office has had consistency in efforts to convey information to the public by conducting socialization and reviews related to the arrangement of market locations. Human resources are well-functioning, as evidenced by the Department of Cooperatives, Small and Medium Enterprises, Trade, and Industry's commitment to providing services to the public, as evidenced by comfortable office facilities. The attitude of the implementers, in this indicator, has been well-functioning. This can be seen from the professionalism of the employees and their provision of good service to the public. The bureaucratic structure has not been implemented well, as evidenced by the established Standard Operating Procedures (SOPs) and the unachieved policy targets. The recommendation from this study is for the government to effectively disseminate information about traditional market management to increase public understanding. It is hoped that traders will follow and accept the policies implemented by the Department of Cooperatives, Small and Medium Enterprises, Trade, and Industry.

Keywords: Modern-Based Traditional Market Management, Implementation, Policy

Abstrak

Tujuan Penelitian ini untuk mengetahui Bagaimana Implementasi Kebijakan penataan pasar tradisional berbasis modern di Teluk Kuantan Kabupaten Kuantan Singingi menggunakan teori Edward III Komunikasi, Sumber daya, sikap pelaksana dan struktur birokrasi. Penelitian ini menggunakan metode kualitatif dan teknik pengumpulan datanya yaitu observasi, wawancara, dan dokumentasi. Berdasarkan hasil penelitian dapat disimpulkan Implementasi Kebijakan penataan pasar tradisional berbasis modern di Teluk Kuantan Kabupaten Kuantan Singingi sudah berjalan dengan optimal, hal ini

dibuktikan dengan komunikasi sudah berjalan dengan baik diantaranya Dinas Koperasi, Usaha Kecil Menengah, Perdagangan, Perindustrian sudah memiliki konsistensi dalam upaya menyampaikan informasi kepada masyarakat dengan melakukan sosialisasi dan peninjauan terkait penataan lokasi pasar. Sumber daya manusia sudah berjalan dengan baik, dilihat dari Dinas Koperasi, Usaha Kecil Menengah, Perdagangan, Perindustrian berkomitmen dalam memberikan pelayanan kepada masyarakat, dari segi fasilitas kantor yang nyaman. Sikap pelaksana, dalam indikator ini sudah berjalan dengan baik. Hal ini dapat dilihat dari para pegawai yang menunjukkan sikap profesional dan telah memberikan pelayanan yang baik kepada masyarakat. Struktur Birokrasi belum terlaksana dengan baik. Hal ini dibuktikan dari SOP yang telah ditetapkan dan sasaran kebijakan yang belum tercapai. Adapun saran dari penelitian ini adalah untuk Pemerintah melakukan secara efektif sosialisasi tentang penataan pasar tradisional agar meningkatkan pemahaman masyarakat dan untuk pedagang diharapkan dapat mengikuti dan menerima kebijakan yang dilakukan pemerintah melalui Dinas Koperasi, Usaha Kecil Menengah, Perdagangan, Perindustrian.

Kata kunci *Penataan Pasar Tradisional berbasis modern, Implementasi, Kebijakan*

INTRODUCTION

The market plays a very important role in people's lives to meet people's living needs, such as the primary needs of humans, namely food needs, so that the market is very much needed by the community. In addition, the benefits of the market for the community are to meet social, economic, cultural, political, and other elements. The market is also one of the most important institutions in the order of human life because the market is one of the drivers of the dynamics of economic life that is oriented towards the welfare of people's lives. The Traditional Market is a place where sellers and buyers meet, price agreements occur, and transactions occur after going through the price bargaining process. Traditional markets generally provide a variety of staple foods for household needs. Kuantan Bay Traditional Market is a market in the capital city of Kuantan Singingi Regency. This modern-based Traditional Market is located on Jalan Tuanku Tambusai No.82, Beringin Taluk, Central Kuantan District, Kuantan Singingi Regency, Riau 29566.

Traders in the market usually trade ingredients from their own products/businesses, such as agricultural products, fishermen's products, and livestock products. Traditional markets are markets that have a natural competitive advantage. The modern-based Traditional Market has been officially functioning since 2019; its capacity can accommodate more than 500 traders. This modern market is built on an area of 8.6 hectares with a large enough land, so the modern market is able to accommodate traders from various sub-districts. Traditional markets are still found in various regions in Indonesia, especially the city of Kuantan Bay. The Kuantan Bay Traditional Market is currently not neatly organized because many traders are increasingly chaotic along the entrance road. Traders have the freedom to open stalls in the market area to enter the parking area. This causes parking to not be neatly arranged.

The results of the preliminary study showed that the traders in the Kuantan Bay Traditional Market apparently did not only have one stall but several stalls. This was found when the Cooperatives, SMEs, Trade and Industry Office of Kuantan Singingi Regency, when conducting control, there were stalls that were used as residences,

warehouses, and rented by traders, they lived in stalls in the middle of the market and in the market area. The existence of these traders will have an impact on complex social problems, not only on market spatial problems, but will also result in other social problems, such as security and comfort. Both directly and indirectly, the existence of traders greatly affects conditions and the environment. Now, the Kuantan Singingi Regency Government, through the Kuantan Singingi Regency Small and Medium Enterprises, Trade and Industry Cooperative Office, is re-implementing the Policy on the Modern-based Traditional Market Arrangement in Kuantan Bay, Kuantan Singingi Regency.

Efforts made by the Kuantan Singingi Regency Government in reorganizing the policy of market traders, including by preparing a modern market design at the bottom, where stalls will be formed into a letter U. While in the middle part will be provided pale-pale for vegetable traders. Not only that, the Office of Small and Medium Enterprises, Trade, and Industry also rearranged parking, where no vehicles entered the market. The government has provided two parking locations, below and above. The location of this modern-based traditional market is very strategic and easy to reach, making people more comfortable shopping for daily necessities and also for selling. The number of traders and types of goods sold in the modern-based traditional market in Kuantan Bay, Kuantan Singingi Regency, shows that there are 236 traders in the Modern-based Traditional Market, both inside and outside the market. The Department of Cooperatives, Small and Medium Enterprises, Trade, and Industry will reorganize 236 traders in the main modern market, which is divided into two dry and lower lots.

In the implementation of this policy, the Office of Cooperatives, Small and Medium Enterprises, Trade, and Industry has a legal basis stated in the Standard Operating Procedures (SOP). The legal basis is Regent Regulation (Perbup) Number 24 of 2019 concerning the Arrangement of Traders and Market Management in the Kuantan Bay Market Environment and Presidential Regulation Number 112 of 2007, concerning the arrangement of the development of traditional markets, shopping centers and modern shops and the regulation of the Minister of Trade Number 53/M-DAG/12/2008, concerning guidelines for the arrangement and development of traditional markets, shopping centers and modern shops. From the Government regulation and the regulation of the Ministry of Trade, it can be seen that the government plays a very important role in the transfer, arrangement, and management of traditional markets in Kuantan Bay. In the relocation and management of traditional markets in Kuantan Bay, of course, there are related agencies for the transfer and management of the market. The traditional market of Kuantan Bay is fully managed by the Cooperatives, Small and Medium Enterprises, Trade, and Industry offices, in the field of Trade. Seeing the above problems, the researcher is interested in researching "Implementation of Modern-Based Traditional Market Arrangement Policy in Kuantan Bay, Kuantan Singingi Regency."

METHOD

This study uses qualitative research. Qualitative Research is a descriptive scientific observation with the intention of providing a systematic, meticulous, detailed, and in-

depth picture of the problem regarding the Office of Cooperatives, Small and Medium Enterprises, Trade, and Industry in the Implementation of the Modern-Based Traditional Market Arrangement Policy in Kuantan Bay, Kuantan Singingi Regency. This research was carried out at the Cooperatives, Small and Medium Enterprises, Trade, and Industry Office of Kuantan Singingi Regency and at the modern Kuantan Bay-based Traditional Market. The reason for choosing the research location is that it is experiencing a trading place, so it is necessary to rearrange the market, so that the traders no longer sell outside the Modern-Based Traditional market area, and around the sidewalk of the market entrance. In this study, primary data were obtained through interviews with informants of the head of trade, heads of agencies, secretaries, heads of trade, employees, traders, and the community. The technique in data collection is that the researcher uses interviews, observation, documentation, and data analysis techniques.

RESULTS AND DISCUSSION

Implementation of Modern-Based Traditional Market Arrangement Policy in Kuantan Bay, Kuantan Singingi Regency

Implementation is a very important stage in a policy. A policy that has been formulated will be meaningless if it is not implemented. Implementation is the stage of implementing a policy that has been formulated and decided by the policy implementers to achieve the goals of the policy itself.

The arrangement of Modern-Based Traditional Markets is one of the problems of trading places. This problem is seen from the market, which is not neatly organized because many traders are increasingly chaotic along the entrance road. Traders are free to open stalls in the market area to enter the parking area, which is what causes parking to not be neatly arranged. Traders in the Traditional market do not only have one stall but several stalls. Some stalls are used as residences, warehouses, and rented by traders. They live in stalls in the middle of the market and in the market area. The existence of these traders will have an impact on complex social problems, not only on market spatial problems, but will also result in other social problems, such as security and comfort. Therefore, this problem is very necessary to be addressed.

Based on this, the Government issued Presidential Regulation Number 112 of 2021 concerning the arrangement of traditional market development, and modern shopping and shops, and the regulation of the Minister of Trade Number 53/M-DAG/12/2008, concerning guidelines for the arrangement and development of traditional markets, shopping centers, and modern shops. For this reason, the local government has issued the regulation in Regent Regulation (Perbup) Number 24 of 2019 concerning Trader Arrangement and Market Management in the Kuantan Bay Market Environment.

Therefore, to follow up on the provisions that have been regulated in presidential regulations, ministerial regulations, and regional regulations of Kuantan Singingi Regency, especially in the arrangement of modern-based traditional markets. In this policy, the Kuantan Singingi Regency government is making efforts to re-implement the market arrangement policy, including by preparing a modern market design at the bottom,

where the stalls will be formed into a letter U. While in the middle part, pale-pale will be provided for vegetable traders. Not only that, the Office of Small and Medium Enterprises, Trade, and Industry also rearranged parking, where no vehicles entered the market. The government has prepared two parking locations, below and above.

Based on the problems found by the author in this study to identify the phenomenon in the implementation of modern-based traditional market structuring policies in Kuantan Bay, Kuantan Singingi Regency, variables that are interrelated and can affect the implementation process and performance of a policy. These variables are Communication, Resources, Disposition, and Bureaucratic Structure to achieve and fulfil needs in services. The creation of a comfortable and clean market arrangement in Kuantan Singingi Regency in accordance with what has been regulated in the Regional Government Regulation (Perbup) Number 24 of 2019 concerning Trader Arrangement and Market Management in the Kuantan Bay Market Environment

Communication

The communication flow is a way, or the way that the implementer communicates policy programs to market traders. With this communication flow, the implementer will find it easier and know how to convey the policy. The communication flow carried out by the implementer is communication from top to bottom, which means, communication carried out from the top to his subordinates, communication flows from the top, to the middle, then to the bottom. In this sense, it can be concluded that the local government assigns and conveys tasks to the Head of the Cooperatives, Small and Medium Enterprises, Trade, and Industry Office. After that, the Head of the Office of Cooperatives, Small and Medium Enterprises, Trade, and Industry conveyed to his subordinates to communicate with traders with the aim of conveying the policy of structuring traditional market traders. In this inter-organizational communication indicator, the Kuantan Singingi Regency Small and Medium Enterprises, Trade and Industry Cooperative Office can conclude that it already has consistency in its efforts to convey information to the public by conducting socialization and reviews related to the arrangement of market locations.

Resources

The success of the Policy process is highly dependent on the ability to utilize available resources. Humans are the most important resource in determining the success of a policy process. Certain stages of the entire Policy process demand the existence of quality human resources in accordance with the work indicated by policies that have been set politically. Human resources (HR) are very important because they are the source of driving and implementing policies. Capital is needed for the smooth running of policy financing so as not to hinder the policy process. Time is an important part of policy implementation because time is a supporter of policy success. Time resources are the determinants of the government in planning and implementing policies.

From the resource indicators, it can be seen that the Implementation of the Structuring Policy for the implementation of service administration, especially the management of Structuring at the Kuantan Singingi Regency Small and Medium Enterprises, Trade and

Industry Cooperative Office, has done its best for the people of Kuantan Singingi Regency. The role of human resources in the Kuantan Singingi Regency Small and Medium Enterprises, Trade and Industry Cooperative Office already has an important role in implementing the policy, because it has carried out its duties well. In terms of time, it also does not take as long as long as the requirements are complete. In terms of facilities, it is good, because it has provided complete facilities to the community.

Attitude of the Implementer

The attitude of acceptance or rejection from policy implementing agencies greatly affects the success or failure of public policies. Traders and Buyers who know well the problems and problems they feel. Their attitude is influenced by their perception of a policy and the way they see the influence of the policy on the interests of their organization and their personal interests. In this study, it will be known how the attitude of the implementers in the market structuring policy implemented by the Kuantan Singingi Regency Small and Medium Enterprises, Trade and Industry Cooperative Office. The services provided by the Kuantan Singingi Regency Small and Medium Enterprises, Trade and Industry Cooperative Office have been very good in implementing policies. This can be seen from the integrity of the service employees who are not long-winded in working on the documents requested by the community, as long as the necessary conditions and documents are complete.

Bureaucratic Structure

The bureaucratic structure shows that the bureaucratic structure is important in the implementation of the modern-based traditional market arrangement policy in Kuantan Bay, Kuantan Singingi Regency. This aspect of bureaucratic structure includes two important things: the first is the mechanism, and the organizational structure of the implementing organization itself. The program implementation mechanism is usually determined through standard operating procedures (SOPs) listed in the policy.

From the Bureaucratic Structure Variables, it can be seen that the Kuantan Singingi Regency Small and Medium Enterprises, Trade and Industry Cooperative Office has been implemented well, but is not optimal. This is evidenced by the standards that have been set in the Arrangement based on the Regulation of the Minister of Trade of the Republic of Indonesia Number 23 of 2021 concerning Guidelines for the Development, Arrangement, and Development of Shopping Centers and Supermarkets. The policy target set is that the people of Kuantan Singingi Regency have not been achieved because there are still many people who do not heed, so correspondence is carried out first, and demolition is carried out. The goal is to improve safety and comfort, increase economic activities, optimize market functions, and improve service quality, but the public shows a lack of knowledge about the importance of this Modern Market Restructuring.

Obstacles Faced in the Implementation of Modern-Based Traditional Market Arrangement Policy in Kuantan Bay, Kuantan Singingi Regency

Lack of Public Awareness

The next obstacle is the lack of public awareness in market structuring. The community tends to be passive and does not consider the information provided by the Kuantan Singingi Regency government important. They are more concerned with their work as merchants and buyers of their survival than with knowing and maintaining a relationship that they themselves do not know what their function is. It can be known that the stalls that were dismantled were in the middle of the market and within the market area. These kiosks are not used for buying and selling activities, but many are used as warehouses, residences, and some are also rented. The Kuantan Singingi Regency Small and Medium Enterprises, Trade and Industry Cooperative Office has warned, but the owner did not heed the directions for the demolition of the stall, so the Kopdagrin Office wrote to the stall owner to carry out the demolition himself.

CONCLUSION

Based on the results of the research conducted by the researcher regarding the Implementation of the Modern-Based Traditional Market Arrangement Policy in Kuantan Bay, Kuantan Singingi Regency, it can be concluded:

1. That the implementation of the modern-based traditional market arrangement policy in Kuantan Bay, Kuantan Singingi Regency, has been running optimally, this can be seen from the indicators of the successful implementation of the Implementation Model by George C. Edward:
 - a. Communication between organizations related to implementing activities, in this indicator the Office of Cooperatives, Small and Medium Enterprises, Trade, Industry already has consistency in efforts to convey information to the public by conducting socialization related to conveying information to the community by conducting socialization and review related to the arrangement of market locations, However, it was found that the socialization and review carried out were still not conveyed to traders in the Modern-Based Traditional Market. This is evidenced by the allegation that when entering the market, many are still surprised by this new market system regarding paid entry for two-wheelers and four-wheelers because of the use of tickets.
 - b. Resources, in this indicator, are already doing well. In terms of human resources at the Cooperatives, Small and Medium Enterprises, Trade, and Industry Office of Kuantan Singingi Regency is very committed to providing services to the community. In terms of facilities, it can be seen that the provision of comfortable office facilities.
 - c. The attitude of the implementers, in this indicator, has gone well. This can be seen from the employees who show a professional attitude and have provided good service to the community.

- d. Bureaucratic Structure. The Cooperatives, Small and Medium Enterprises, Trade, and Industry Office of Kuantan Singingi Regency has not been implemented properly. This is evidenced by the standards that have been set and the policy goals that have not been achieved, namely the people of Kuantan Singingi Regency and the goal is to There are still many people who do not heed, so that until the issuance of the letter first and then the demolition of the kiosk is carried out. The goal is to improve safety and comfort, increase economic activities, optimize market functions, and improve service quality, but the public shows a lack of knowledge about the importance of the implementation of modern-based Traditional Market Arrangement Policy.
2. The obstacles that the researcher encountered in the process of implementing the policy of structuring a modern-based traditional market in Kuantan Bay, Kuantan Singingi Regency have 1 obstacle. The obstacle is the lack of awareness of the public and traders about the importance of modern-based traditional market arrangements.

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