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Submission date: 14-Apr-2021 10:08AM (UTC+0700)

Submission ID: 1558701933

File name: Jurnal_Scopus.pdf (714.85K)

Word count: 2179

Character count: 12138

opción

Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,
Lingüística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

Año 35, Abril 2019 N°

88

Revista de Ciencias Humanas y Sociales

ISSN 1012.1587/ ISSNe: 2477-9385

Depósito Legal pp 198402ZU45



Universidad del Zulia
Facultad Experimental de Ciencias
Departamento de Ciencias Humanas
Maracaibo - Venezuela

2

Zoning Of Modern Markets And Its Effect On Traditional Markets In Sidoarjo

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Abstract

This research aims to evaluate the policy implementation of zoning modern market. This research uses explanatory research method. Interviews methods with employees of the modern market and government became the basis evaluation. The results showed that there are three factors that affect the implementation of zoning policy of the modern market, like ineffective communication between the government and the owner; misappropriation of licensing and lack of socialization. In conclusion, changes in the lifestyle of the people, especially in terms of shopping who prefer shopping in modern markets than traditional markets led to the modern market are growing rapidly.

Keywords: Modern Market, Shopping, Socialization, Policy

Zonificación de los mercados modernos y su efecto en los mercados tradicionales en Sidoarjo

Resumen

Esta investigación tiene como objetivo evaluar la implementación de políticas del mercado moderno de zonificación. Esta investigación utiliza un método de investigación explicativo. Los métodos de entrevistas con los empleados del mercado moderno y el gobierno se convirtieron en la evaluación básica. Los resultados mostraron que hay tres factores que afectan la implementación de la política de zonificación del mercado moderno, como la comunicación inefectiva entre el gobierno y el propietario; Malversación de licencias y falta de socialización. En conclusión, los cambios en el estilo de vida de las personas, especialmente en términos de compras que prefieren comprar en mercados modernos a los mercados tradicionales conducidos al mercado moderno, están creciendo rápidamente.

Palabras clave: Mercado Moderno, Compras, Socialización, Política.

1. INTRODUCTION

The many developments in modern markets such as hypermarkets and supermarkets have marginalized the traditional markets in urban areas. The emergence of the modern market in Indonesia started from the Sarinah modern shopping center in Jakarta in 1966 and then followed by other modern markets (1973 started from Sarinah Jaya, Gelael and Hero; 1996 the emergence of Alfa hypermarket, Super, Goro and Makro; 1997 started from large foreign

retailers such as Carrefour and Continent; 1998 the emergence of the massively mini market by Alfamart and Indomaret; The 2000s large trade liberalization to foreign investors), as well as involving the local and foreign private sector. The rapid development of strong capital markets and controlled by single management was triggered by the government's policy to strengthen the foreign investment policy (Dewi et al., 2012). AC Nielsen survey in 2010 stated that the growth of the modern market in Indonesia increased by 31.4 percent and traditional market decreased by 8.1 percent. This shows the problems faced by traditional markets as the main container sales of products basic needs produced by the small to medium-scale economic actors. Even consumers who visit the traditional market became 29 percent according to AC Nielsen survey.

The data showed that the traditional markets began to lose places in Indonesia, especially in big cities. Changes in consumer behavior which tends to selectively cause them to switch to the modern market. Modern markets packed in a good layout, bright, airy and cool. The shopping experience is no longer treated with an atmosphere which is dirty, hot, stuffy, and muddy. Consumers are increasingly happy to be the spoiled king. This is what causes the society a delighted shopping in the modern market compared to shopping at traditional markets (Setyorini, 2013). The existence of traditional markets in urban areas from time to time increasingly threatened by the rise of the modern market development. The impression of a traditional market, which is hot, chaotic, dirty, muddy, unsafe because many pickpockets is very contrary to the modern market, which air-conditioned, comfortable, self-service and fast, and relatively safe

from pickpockets. This condition is a serious threat to the sustainability of the business of merchants in traditional markets, which are mainly small and medium-sized merchants.

Even among modern markets also happened unfair competition such as Alfamart and Indomaret. In terms of the legal aspects, its existence actually violated zoning regulations issued by the government through Presidential Regulation No. 112/2007 on the management and development of traditional markets and Decree of the Minister of Industry and Trade No. 53/2008 on guidelines for planning and development of traditional markets shopping centers and modern stores. The regulation actually regulates modern shopping centers and stores, aspects of location, licensing, opening hours, and supplier partnerships with the entrepreneur of the modern market. In Sidoarjo number of the modern market has reached 181 when compared to the traditional markets, amounting to 18 and 650 grocery store, then the modern market has grown rapidly and its presence increasingly shifts the existence of traditional markets. This research aims to evaluate the policy implementation of zoning modern market (Jari, 2018; Loide & Teresia, 2018).

2. METHODOLOGY

This research uses explanatory research method. This research can be assessed according to its level, which is based on the purpose and the object, namely, which aimed to study, describes, detects, and

some are investigating the causality (Widiastuti et al., 2011). While the sampling technique used is the method of snowball sampling. The samples in this study are: 1) Bappeda Sidoarjo; 2) Chief of the economic section of Candi Subdistrict, Tanggulangin Subdistrict, Porong Subdistrict, Sukodono Subdistrict; 3) The head of the village; 4) The head of the village neighborhood; 5) Employees of the modern market, and 6) The society. The study was conducted in Sidoarjo, with the scope of the 4 subdistricts namely: Candi, Tanggulangin, Porong, and Sukodono.

2.1. Data Collecting Technique

A. Interview

The interview is the effort to collect information by asking a number of questions orally to be answered orally too (Sugiono, 2012).

B. Literature Study

Literature study, namely data collection, which is performed by conducting research in the field, including the questionnaire that is the method used to get answers through written questions that had been prepared earlier. Questions are expected to receive an answer in time according to the information and retrieval of documents such as photos for the completeness of data.

3. RESULTS

The phenomenon of the urgency of traditional markets due to the presence of modern market occurred almost in various major cities in Indonesia so that no wonder emerge public aspirations voiced in order to preserve the traditional markets. Seeing this reality the government then makes regulations regarding the arrangement of the traditional markets and modern markets such as Presidential Regulation No. 112/2007 and Decree of the Minister of Industry and Trade No. 53/2008. What is meant by the zoning regulation is the provisions of the local government that regulate the use of space and the elements which are arranged to control each zone designation in accordance with the detailed spatial plan.

Presidential Regulation No. 112/2007 on management and development of traditional markets, shopping centers, and modern stores is intended to create the harmony, interdependent, reinforce each other and mutual benefit between the traditional and modern market. Under the provisions of Presidential Regulation No. 112/2007 the zoning arrangement of the traditional markets and modern markets is a matter of autonomous regions which in this case is a matter for regency/city. Regency/city government is the one who responsible for issuing permits for the modern market business, as well as traditional markets. Based on the review of interviews with employees from the modern market, on the implementation of zoning of modern market is known that occurred severe competition among modern markets in Sidoarjo. Traditional markets or the stalls are not able to compete due to limited capital and other factors. In addition, the interviews also showed that the implementation of the zoning policy ³ of the modern market in Sidoarjo regency actually depends on the efforts of the

government **policy** of the city/regency which has the greater authority. While the results of interviews with government officials stated that there was deception in licensing, zoning policy is supposed to benefit both parties rather than harm one of them.

In Local Regulation No. 5/2012 chapter II article 2. Paragraphs 1 and 2 of the licensing explained:

(1) Any individual or entity whose establish or expand a business/activity or change the type of business activities that may pose a danger, harm and disruption to the community shall have the nuisance permit.

(2) The obligation to have the nuisance permit referred to in paragraph (1) shall not apply to:

- a. The activities which located in a specific area that has been set by the central and regional governments such as Industrial area, bonded areas, and special economic areas;
- b. The activities that are inside a building that has had the nuisance permit;
- c. Micro and small businesses operate inside buildings.

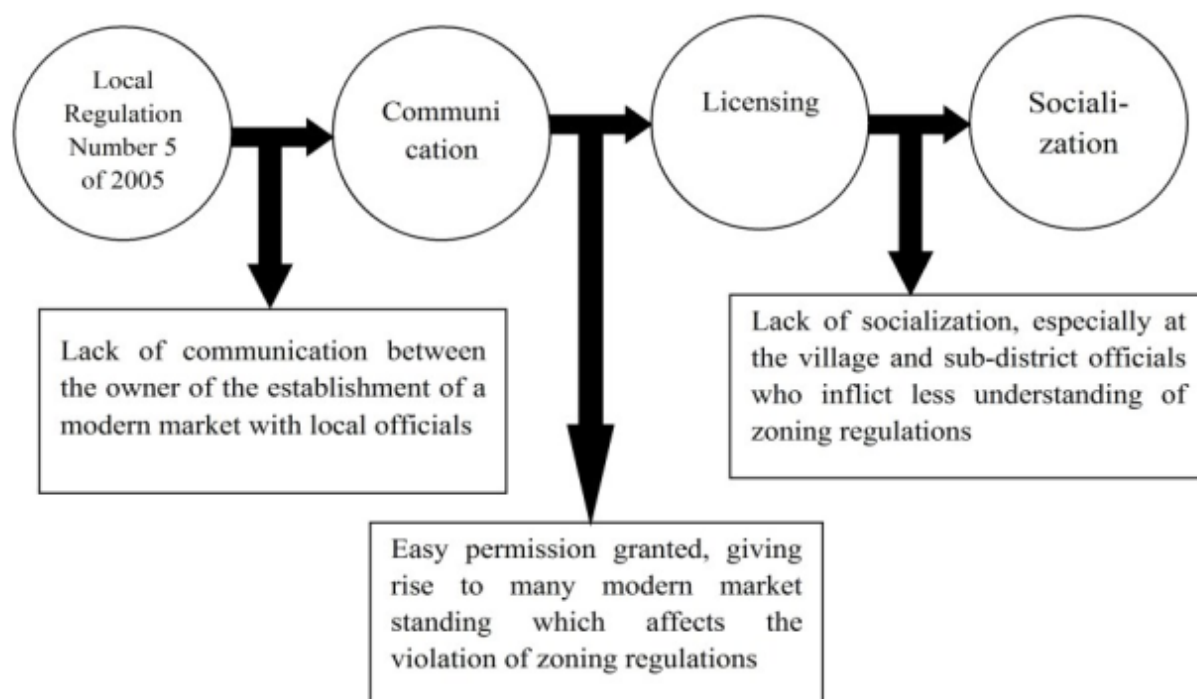


Figure 1. The implementation of the zoning policy of modern markets in Sidoarjo Regency

From the research that has been presented, then the results of this research can be concluded. 5/2012 in the implementation is still very minimum, especially on the three factors that have been found as a result of research, namely: a) communications; wherein the communication conducted by the government is still minimum, causing misunderstanding between the owner of a modern market with local officials; b) permissions granted by the government related to establishing the building are very easy. This creates an enormous diversion of land use that has been planned in Spatial Planning of Sidoarjo Regency; c) lack of socialization on the zoning regulations that have been applied, so that many village officials do not understand about the regulation, this led to the easiness of investors and

stakeholders in a state of persuasion and will eventually come out a letter of recommendation from a village (Almasi & Saeidiankhorasgani, 2018).

4. CONCLUSIONS

Changes in the lifestyle of the people, especially in terms of shopping who prefer shopping in modern markets than traditional markets led to the modern market are growing rapidly. Due to the modern market development which is very rapid, the Government must also play an active role in maintaining the existence of traditional markets in order to create the equalization. Local Regulation No. 5/2012 is the zoning regulations on licensing modern market, but the implementation is still not appropriate, mainly of three factors that have been found as a result of research, namely the lack of effective communication between the government and the owner of the modern market; misappropriation of licensing; and lack of socialization on modern market zoning. Therefore unfair competition happened between modern markets, which resulted in the loss of traditional markets.

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1

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Revista de Ciencias Humanas y Sociales

Año 35, N° 88, (2019)

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.

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