Analysis Of Value Exchange Between Traditional Market Stakeholders (Case Study: Baleendah Traditional Market)

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Abstract

Baleendah traditional market is one of the market located in Bandung regency. Baleendah traditional market is managed by the government of the department of cooperatives and trade. Many buyers who shop at this traditional market with the aim of selling it back because the price is quite friendly, has complete different kinds of materials and stuffs and also has a good quality that is not inferior to other shopping places. The purpose of this study is to map the exchange of values between stakeholders in the traditional market Baleendah. As well as to find out the possibility of conflict among stakeholders.

Based on the analysis conducted through observation and in-depth interviews, it can be seen that the flow of value exchange that occurs among the stakeholders in the traditional market Baleendah in the form of tangible values such as money, facilities, permits, etc. also intangible values such as trust, Knowledge, suggestions or criticism and so forth. And from the identification of exchange patterns that have been made, there are stakeholders who take advantage of losses from other stakeholders.

Keywords:
Stakeholder, Traditional Market, Value Flow Mapping, Store Image, Value Exchange

Abstrak


Berdasarkan analisis yang dilakukan melalui observasi serta wawancara mendalam, maka dapat diketahui alur pertukaran nilai yang terjadi diantara pemangku kepentingan yang berada di pasar tradisional Baleendah berupa nilai yang berwujud seperti uang, fasilitas, surat izin, dan lain sebagainya juga nilai yang tidak berwujud seperti contohnya kepercayaan, pengetahuan, saran atau kritik dan lain sebagainya. Dan dari identifikasi pola pertukaran yang telah dilakukan, ada pemangku kepentingan yang mengambil keuntungan atau memanfaatkan kerugian dari
1. Introduction

Nurcholis as Head of City Market Planning Office said that the capacity of traditional markets is no longer sufficient. The area of land and market buildings is not proportional to the number of traders. This resulted in many traders overflowing. They occupy the alleys, courtyards, curbs, and canals around the market. Meanwhile, what is included is the problem of inadequate market facilities and infrastructure to meet the criteria for a healthy market. Nurcholis revealed that the issue of human resources is also a problem. According to him, there are still few human resources capable of managing traditional markets. The community also lacks awareness to maintain order, cleanliness, and the beauty of traditional markets (Mildan, 2015).

Cleanliness is one of the problems that is quite vital, because the hygiene factor is the most important. Cleanliness concerns comfort, as well as health. Cleanliness is the main thing that is needed by the community. Based on the Kompas Litbang in June 2015, as many as 95% of respondents wanted a cleaner traditional market. Records of the Indonesian Market Traders Association (Ikappi) noted that many traditional markets remained dirty after revitalization (Redaksi, 2015).

The DPRD and the Bandung Regency Government want to revitalize the market to be even better. But the fact is in the field, it has been many years, there are still many markets whose conditions are not well organized (Wir, 2015).

From several articles that have been described, cleanliness is one of the important things for traditional markets. Cleanliness is one indicator of store image and it is one of the most important for market visitors. Therefore, researchers conducted a small survey for customer satisfaction to visitors to the Baleendah traditional market. The following are the results of the mini survey that has been carried out:

**Figure 1. Customer satisfaction survey**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Total</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good road access</td>
<td>22</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>Affordable prices</td>
<td>27</td>
<td>28</td>
<td>27</td>
</tr>
<tr>
<td>Good quality</td>
<td>27</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Parking lot</td>
<td>27</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Trade zoning area</td>
<td>22</td>
<td>5</td>
<td>17</td>
</tr>
<tr>
<td>Good security</td>
<td>30</td>
<td>30</td>
<td>0</td>
</tr>
<tr>
<td>Good comfort</td>
<td>30</td>
<td>30</td>
<td>0</td>
</tr>
<tr>
<td>Good hygiene</td>
<td>27</td>
<td>27</td>
<td>0</td>
</tr>
</tbody>
</table>

*Source: Olaan Peneliti (2017)*
In this study, the researcher tried to find out who the stakeholders were in the Baleendah traditional market. After obtaining the relevant stakeholders, the next step will be to analyze the exchange of values between these stakeholders. The next step is to analyze the patterns of exchange that exist among the stakeholders.

2. Literature Review

2.1. Stakeholder
Donaldson and Preston (1995) in (Parmar, et al., 2010) provide an argument about stakeholder theory, stakeholder theory is about value creation and exchange and also how to manage a business effectively. Effective means creating as much value as possible (Parmar, et al., 2010).

2.2. Value Network Analysis
(Allee, 2008) explains the Value Flow Network, is a collection of roles and interactions in which a person participates in both the exchange of tangible and intangible assets to achieve social and economic interests. Internal value networks include activities that focus on the collection of relationships between individuals (eg, CEO and subordinate members) within and among groups of employees (eg, those in or between manufacturing, research and/or sales departments), and among various groups of workers that make up an organization (Allee, 2008).

2.3. Exchange Pattern
Verna Alle assesses the overall pattern of value exchange to determine whether a sound value system is defensible and extensible (Allee, 2002).

2.4. Framework
This research departs from the bad image of traditional markets. The method used is Value Flow Mapping from Verna Allee where researchers will map the flow of values that occur in the Baleendah traditional market. By using observational research techniques, researchers will find out who are the stakeholders in the Baleendah traditional market. After the stakeholders are found, in-depth interviews will be conducted to find out the pattern of value exchange among the stakeholders. After obtaining the pattern of exchange of values, then an analysis will be carried out on the existing exchange pattern.

**Picture 2. Kerangka Pemikiran**

- **Latar Belakang:** The bad image of traditional markets based on consumer perceptions
- **Metode dan Tools:**
  - Value Flow Mapping
  - Data collection using interviews
- **Output:**
  - Stakeholder profile
  - Exchange of values
  - Exchange Patterns

*Sumber: Olahan Peneliti (2017)*
3. Methodology of Research

This study uses a qualitative descriptive technique that is exploratory. In determining the relevant stakeholders, the researchers made direct observations in the field. So it got as many as six speakers. After getting the stakeholders, the researchers conducted interviews, and in analyzing the data the researchers reduced the data from the results of the interviews that had been conducted.

4. Result and Discussion

Based on a small survey that has been conducted regarding store image, as many as 100% of the 30 respondents stated that they did not agree that the cleanliness in the Baleendah traditional market was good. Likewise with convenience, as many as 100% of respondents do not agree that the Baleendah traditional market is said to be comfortable. The survey results are directly proportional to the observations that have been made, that the cleanliness in the Baleendah market is still a concern and the cleanliness is also related to the comfort of market visitors. In fact, if you refer to Appendix Verbatim C in part II, line numbers 17, 18 and 21 explain that one of the uses of user fees is for cleanliness (Ikin, 2014). And in Appendix Verbatim D Part II line numbers 12, 17 and 18, it states the same thing (Sariman, 2017).

Regarding the price and quality of the merchandise sold by traders in the Baleendah traditional market, 90% of the 30 respondents agreed that the prices given by the traders were affordable and 93% of respondents agreed that the quality of the merchandise sold was good. This is directly proportional to Appendix Verbatim B Part II line number 125-136, most of the traders get supplies from farmers and dealers directly in the village, that's why the prices sold can be very competitive and with good quality (R, 2017).

As many as 73% of the 30 respondents were satisfied with the classification of merchandise or zoning of traders in the Baleendah traditional market. related to this, based on Appendix Verbatim B Part II line number 357-385, the informant said that there were several factors that changed the layout of the traders and it was the trader's right to determine what trade and where (R, 2017) good and not difficult for market visitors.

5. Conclusions and Suggestions

5.1. Conclusion

From the value flow mapping that has been done, several values are obtained as follows:

A. Tangible

It is an exchangeable and tangible value. From what has been obtained from the analysis that has been carried out, the tangible values exchanged between stakeholders in traditional markets are, retribution including money in it, supply of goods, facilities, reports that can be in the form of sheets or short messages in online chat media, as well as maintenance.

B. Intangible

It is an exchangeable but intangible value. The intangible values exchanged between stakeholders in the Baleendah traditional market include verbal complaints, services, exchange of information, trust, programs provided to several stakeholders as well as supervision.
The pattern of value exchange in the Baleendah traditional market shows that each stakeholder carries out activities based on existing regulations. However, there are stakeholders who seem to take advantage of the situation, taking advantage of the disadvantages of other stakeholders. These stakeholders are street vendors. Where the presence of street vendors actually restrains or prevents buyers from shopping at other traders. Because the location of street vendors is on the side of the market road, visitors prefer to shop at street vendors because they are easier to reach. That way, it stops visitors from going further into the market and shopping at other traders, namely IPL and IPK traders. From the interviews, it was also found that there are actually some street vendors who actually have stalls or kiosks, but they prefer to rent out their kiosks and trade at street vendors because they are more crowded and may be more profitable.

Previous observations regarding store image are directly proportional to the results of a customer satisfaction survey conducted on 30 respondents. Where the results show that cleanliness, comfort, parking space and also road access to the market and inside the market are still not good. Which means that the store image of the Baleendah traditional market is still bad. Which means also, the coordination of managers to handle these problems is still lacking.

5.2. Suggestions

A. Practical Advice
From the results of the research that has been done, related to the problems that arise in traditional markets, namely regarding cleanliness, security, comfort, and justice, it should be the duty of the administrators or managers who are in traditional markets. However, it is the administrators or managers who directly touch and interact with various elements in the traditional market.
What has been obtained from the interview results can be seen that there are indeed some shortcomings, misinterpreted information, and complaints from several parties. Furthermore, it may be necessary to improve the existing performance in traditional markets, establish good relations and cooperation with all elements of traditional markets in order to create more conducive conditions in the traditional market environment.

B. Theoretical Suggestion
Some of the theoretical suggestions put forward are:
1) Research is needed on identifying the strengths of each Stakeholder to discover the ability of each Stakeholder in several ways including controlling the situation and making decisions.
2) Expanding and focusing more on several Stakeholders who have dominant impact and power.

References


