

The Role of Traditional Markets in Improving the Community's Economy amid the Covid 19 Pandemic, Palangka Raya

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Abstract

Economic development carried out by the Indonesian people is one of the efforts to create community welfare. Economic development that is being intensively carried out at this time is revitalizing a number of traditional markets which are the identity of a city. Traditional markets have an important role in helping the community's economy, especially for the middle class. Traditional markets are places for traders to peddle and promote agricultural products, livestock, plantations, craftsmen, or other producers as suppliers. Traditional markets are markets that are managed by the city government. Currently, traditional markets have become a new cluster for the spread of COVID-19. But people continue to carry out economic activities as usual. The purpose of this study is to find out how the role of traditional markets in improving the community's economy in the midst of the covid 19 pandemic, Palangka Raya city. The research methods used are: descriptive qualitative research and the nature of the research is qualitative research. Data collection techniques are: observation, interviews, and documentation. Data analysis techniques are: data reduction, data presentation, and drawing conclusions. The validity of the data is using: credibility, transferability, dependability, and confirmability. Based on the results of the research analysis, it can be concluded that: 1) The role of Traditional Markets for traders is as a place to market goods, promote local products, as well as for the development of traditional businesses. 2) The role of traditional markets for buyers is as a place to get daily necessities. 3) The Role of Traditional Markets for Development, namely through taxes and levies the management is able to build a better place for market buildings and assist regional development. 4) The role of traditional markets for human resources is to absorb workers in the informal sector. 5) The role of Traditional Markets for the government is to bring in foreign exchange for the State.

Keywords

Role; traditional market;
community economy; covid-19



I. Introduction

Economic development carried out by Indonesia is one of the efforts made to achieve development goals, namely the creation of community welfare in accordance with the Constitution and Pancasila, especially the fifth precept. Regional development is an integral part of national development. Regional development is the use of available resources to improve welfare and improve the real economy of the community, both in terms of income, employment opportunities, employment opportunities, access to policy making, competitiveness, as well as increasing the regional development index and government

development. Economic activity is one of the means for a prosperous life. Efforts to increase economic development, This can be achieved by having adequate facilities and infrastructure in a city as well as the opportunity to open various types of businesses, especially small and medium enterprises for urban communities in addition to large businesses. Reducing unemployment can be achieved by improving the quality of human resources (HR), employment in various sectors, and develop entrepreneurial ventures.

In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. The relationship between inflation and economic growth is one of the debatable issue and the most important macroeconomic discussions among macro economists, policy-makers and monetary authorities in all countries (Wollie, 2018). Therefore the availability of natural resources must be managed and utilized by the government and the community appropriately, which can provide optimal benefits for the continuity of nature and humans in the future. (Shah, M. et al. 2020)

Existing job opportunities and business opportunities from various ideas and existing field conditions. The community's economy is very much responsive to the market, especially in the scope of traditional markets. The pattern of locations concentrating in urban areas can be explained by individual responses to obtaining cost savings as a result of grouping with other activities. Not only that, the market is also a supporter of increasing regional revenue budgets. A market economy is an economic analysis of the city that can be described as the occurrence of a metropolitan area because the owners of various productive resources, various forms of labor and capital, assume that profits will be obtained if their resources are used in groups on urban land. These advantages are derived from choosing the right location, from the use of advanced technology, employment relations, labor supply, or producer-consumer relations, or from reduced transportation costs (cities are profitable loading and unloading points). Rahardjo Adisasmita (2005:9) reveals that in a market economy system, also analyzed the level of community economic welfare caused by competition in urban activities. People who sell in traditional markets get a lot of benefits because they are located close to urban centers.

A market is a place or situation where buyers and sellers buy and sell goods and services. The market is one of the economic means that becomes a benchmark in increasing the economic income of a region. The market is a place to accommodate several types of agricultural products originating from farmers or products from companies that produce goods, the market is also used by the community to carry out trade transactions in the form of buying and selling goods, Usually in the market there are sellers selling their wares and there are buyers (customers) who are looking for the goods they need such as: fish, meat, fruits, vegetables, basic necessities, grocery and each has its own stall. According to Rahmat Widiyanto (2009:1) "Traditional markets are markets that develop in society with sellers and buyers.

Traditional markets usually arise from the needs of the general public who need a place to sell the goods they produce. Meanwhile, consumers who need certain goods for their daily needs can get them in the market. The existence of the traditional market must be maintained because it is a representation of the people's economy, the middle class economy, and a place for small-medium scale traders to depend. Traditional markets are the foundation for farmers, ranchers, or other producers as suppliers. Of the several existing economic sectors, it is traders who absorb the most workers in the informal sector. Therefore, the benefits and presence of traders in traditional market areas is very necessary, so these communities and small communities should receive serious treatment in order to stimulate the informal sector. Tom Gorman (2009:20) Says "Increased income gives people a lot of money to spend or

save". This increases demand and spurs economic growth. In the midst of the emergence of modern markets throughout Indonesia, traditional markets are increasingly being eliminated, which are the middle to lower class people's markets. Sometimes some people are proud to shop at traditional markets which are synonymous with local products, crowds, dirty, muddy, slums, etc. When viewed from the results of field observations there are only a few of the many people who want to shop at traditional markets. But on the other hand, many people still depend on traditional markets for their economy, even though the market is currently experiencing problems due to the Covid-19 pandemic. A number of traditional markets in Indonesia have become new clusters for the spread of Covid-19, after hundreds of traders in a number of areas, such as Padang, Palangka Raya, and Jakarta, were infected with Covid-19. At least 32 of them died. In Indonesia as a whole there are around 14,000 traditional markets, which is a very large and wide place for the spread of Covid-19. Epidemiology experts estimate that the implementation of the odd-even stall system will not be effective in stopping the spread of Covid-19 in traditional markets, but the traders admit that they have no other choice but to open their shops for the sake of the economy.

Traditional markets have the potential to spread Covid-19 because the contact rate at the location is very high. Because Covid-19 forces everyone to adapt to a new environment. Business actors in every line of traditional markets are required to adapt and follow the Social Distancing protocol in order to suppress the spread of Covid-19 while the community can survive. Traditional markets in Palangka Raya are undergoing PSBB and closing to prevent the spread of Covid-19. It is undeniable that the market is a new place for Covid-19, especially traditional markets because some people fulfill their daily needs in these markets. However, within the scope of this research, researchers are looking for case studies of traditional markets that are not closed, namely the Modern Traditional Market, Kahayan Market which is located on Jl. Djilik Riut KM. 1.5 Palangka Raya, Central Kalimantan. Researchers see that the Kahayan market can carry out its economic activities as usual. Kahayan Market is not far from the Palangka Raya City highway. Researchers see the opportunity for the community to increase income in order to achieve economic prosperity in the midst of the Covid-19 pandemic. Based on the results of observations, the number and types of businesses in Kahayan Market can be seen in table 1 below:

Table 1. Number of types of businesses in Pasar Kahayan Palangka Raya 2020

No.	Store Type	Number of Blocks	Operate	Not operating
1.	Greengrocery	57 blocks	47 blocks	10 blocks
2.	Grocery store	57 blocks	47 blocks	10 blocks
3.	Fish Shop	37 blocks	27 blocks	10 blocks
4.	Clothes shop	32 blocks	22 blocks	10 blocks
5.	Shoe store	28 blocks	19 blocks	9 blocks
6.	Fruit store	20 blocks	10 blocks	10 blocks
7.	Pig Shop	18 blocks	15 blocks	3 blocks
8.	Basic Food (LX)	32 blocks	27 blocks	5 blocks
	Amount	279 blocks	214 blocks	65 blocks

Source: Kahayan Market Manager 2020

Based on the background and focus of the research above, a problem formulation can be formulated, namely How the Role of Traditional Markets in Improving the Community Economy Amid the Covid-19 Pandemic.

II. Review of Literature

2.1. Role Theory

According to Sarlito Wirawan Sarwono (2015: 215), "Role theory is a theory used in the world of sociology, psychology and anthropology which is a combination of various theories, orientations and disciplines. Role theory talks about the term "role" which is commonly used in the theater world, where an actor in the theater must play a certain character and in his position as a character he is expected to behave in a certain way. The position of an actor in theater is analogous to one's position in society, and both have the same position. According to Edi Suhardono (2012: 3) "Role is defined as the characterization that is carried by an actor in a drama stage, which in the social context role is defined as a function that a person carries when occupying a position in the social structure. The role of an actor is a boundary designed by another actor, who happens to be both in the same role performance (role performance). According to Soerjano Soekanto (2013: 221) "Role is someone who occupies a position or place in society and carries out that position". According to Abu Ahmadi (2007:106) "Role is a complex of human expectations for the way individuals must behave and act in certain situations based on their social status and function".

2.2. Understanding the Market and its Criteria

According to Tamrin Abdullah and Francis Tantri (2014: 19) "The market consists of all potential customers who have certain needs or desires, and are willing and able to participate in exchanges to meet those needs or desires. Originally, the term market denoted a place where buyers and sellers gathered to exchange their goods, for example in the square. According to Boediono (2015: 43) states as follows: "The market is a place or condition that brings together buyers or sellers for each type of goods, services or resources. Buyers include consumers who need goods and services, while for industries need labor, capital and raw goods for production both to produce goods and services. The seller also includes the industry offering the products or services requested by the buyer. Workers sell their labor and expertise. Markets vary in size, range, geographic scale, location, type and variety of human communities, and the types of goods and services traded. Some examples include local farmers' markets held in town squares or parking lots, shopping malls and shopping malls, international currency and commodity markets, law creating markets such as for pollution permits, and illegal markets such as markets for illegal drugs.

In mainstream economics, the concept of a market is any structure that allows buyers and sellers to exchange goods, services and information. The exchange of goods or services for money is called a transaction. The market is made up of all the good buyers and sellers who influence the price. This influence is the main study of economics and has given rise to several theories and models about the basic market forces of supply and demand. There are two roles in the market, buyers and sellers. Markets facilitate trade and enable the distribution and allocation of resources in society.

2.3. Kahayan Market

Kahayan Market is one of the markets in the city of Palangka Raya. This traditional market sells various basic necessities and basic necessities such as rice, flour, sugar, salt, vegetables, onions, chilies, fish, chicken, traditional foods, and traditional handicrafts. The advantage of this traditional market is that its products are sold at people's prices, so the price is cheap for the community, as is the function of the market in general. In this Kahayan market, sellers or traders and buyers can bargain with each other to get a price agreement that is profitable for both parties. Merchants can also provide discounts, promos, or rebates to

their customers. Kahayan Market is located on Jl. Djilik Riwut KM. 1.5 City of Palangka Raya, Central Kalimantan.

2.4. Covid-19 (Corona Virus Disease)

Corona virus or severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) is a virus that attacks the respiratory system. The disease caused by this viral infection is called COVID-19. Corona virus can cause mild disorders of the respiratory system, severe lung infections, and even death. This virus can attack anyone, such as the elderly (older people), adults, children and infants, including pregnant women and breastfeeding mothers. Corona virus infection is called COVID-19 (Corona Virus Disease 2019) and was first discovered in the city of Wuhan, China at the end of December 2019. This virus spreads very quickly and has spread to almost all countries, including Indonesia, in just a few months. This has made several countries implement policies to impose lockdowns in order to prevent the spread of the Corona virus. In Indonesia itself, a Large-Scale Social Restriction (PSBB) policy was implemented to suppress the spread of this virus. Corona Virus is a collection of viruses that can infect the respiratory system. In most cases, this virus causes only mild respiratory infections, such as the flu. However, this virus can also cause severe respiratory infections, such as lung infections (pneumonia). In addition to the SARS-CoV-2 virus or Corona virus, viruses that are also included in this group are the virus that causes Severe Acute Respiratory Syndrome (SARS) and the virus that causes Middle-East Respiratory Syndrome (MERS). Although caused by viruses from the same group, namely coronaviruses, COVID-19 has several differences with SARS and MERS, including in terms of the speed of spread and the severity of symptoms.

2.5 The Role of Traditional Markets in Economic Improvement

According to Prof. Simon Kuznets "Economic improvement in society occurs because of the rate of growth of society and products, an increase in community productivity, structural changes in society, and the flow of goods and capital". Market economic activity is one of the intermediary channels in the delivery of goods and services to consumers or in other words, the market is a forum for all community economic activities. The market will run well if the distribution of goods and services goes well, delays in distribution will result in the stagnation of the existence of goods and services in the market, which can then result in hampering human activities to meet their needs. The improvement of the community's economy can be seen through significant economic growth.

III. Research Methods

3.1. Types of Research

According to Soeratno and Lincoln Arsyad (2003:4) "Research is the channeling of human curiosity at the scientific level. Humans always want to know, this never-ending human being is what drives research activities, which in the end will encourage the development of science." The type of research used in this research is descriptive qualitative. Chosen in this study because it is very appropriate in the case that will be analyzed by the author. Field research is essentially a method to find out specifically and realistically what is happening at a time in the community. Field research is very appropriate to use because this method is a method to find the reality that is happening, which is related to the Role of Traditional Markets in Improving the Community Economy Amid the Covid-19 Pandemic.

3.2. Research Sites

The best way that needs to be taken in determining this research field is to consider substantive theory and study and explore the focus and formulation of research problems. For that, go and explore the field to see if there is a match with the reality on the ground. The location referred to in this study is Kahayan Market Jl. Djilik Riwut KM. 1.5 Palangka Raya, Central Kalimantan. Researchers chose this location because it is easy to reach and easy to obtain appropriate data, answer problems and phenomena that occur in accordance with the main focus of the problem posed.

3.3. Data Source

This study uses several data sources, both primary data sources and secondary data sources, which can be seen in the following figure:

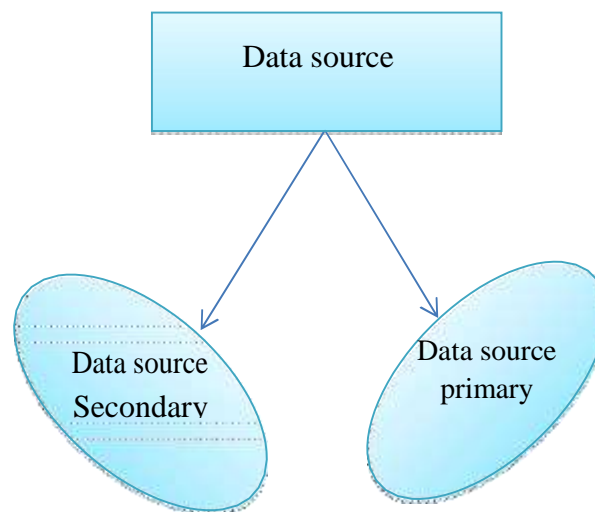


Figure 1. Data Source

Source: Bungin Burhan (2015: 129) *Social Research Methods*

3.4. Data Collection Technique

Data collection is information obtained through certain measurements to be used as a basis in compiling logical arguments into facts. While the fact itself is a fact that has been empirically tested for truth. Data collection is done to obtain the information needed in order to achieve the research objectives. The purpose expressed in the form of a hypothesis is a temporary answer to the researcher's question. In this data collection technique, the author uses a technique that can be seen in the following figure:



Figure 2. Qualitative Data Collection Procedure

3.5. Data Analysis

According to Miles and Huberman in the book Sugiyono (2015: 246) "Activities in data analysis are data reduction, data display, and conclusion drawing/verification". In this study, the data analysis technique used can be seen in the following figure:

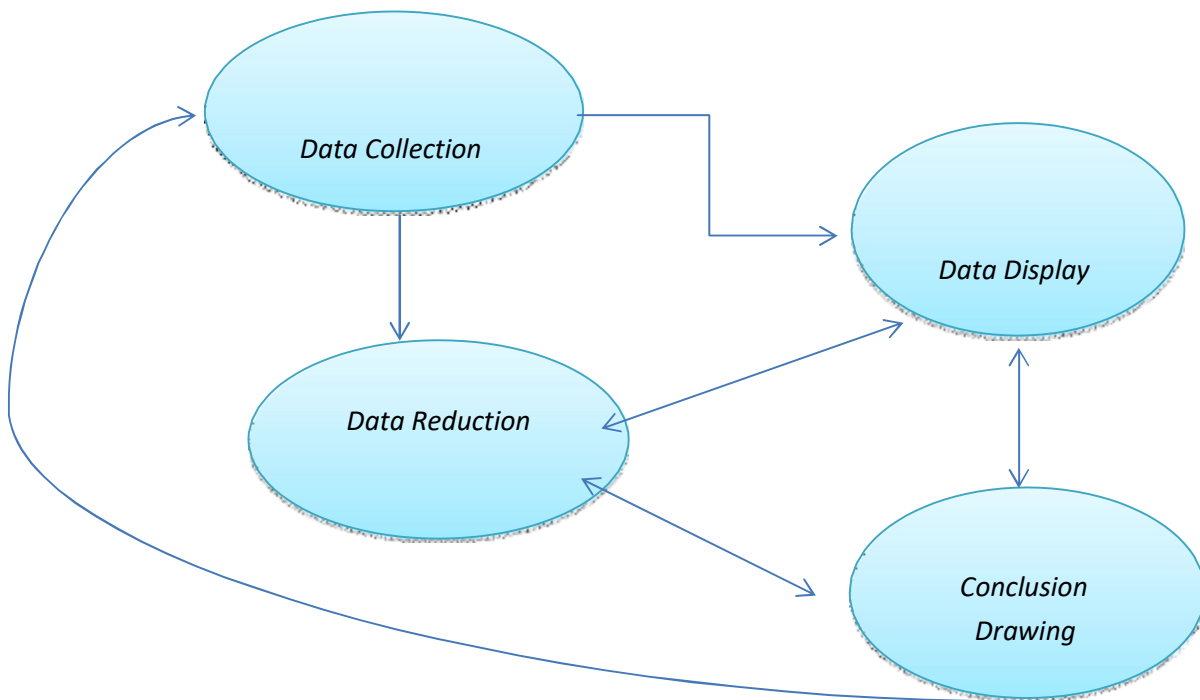


Figure 3. Data Analysis Steps

Source: Business Research Methods Analysis based on Qualitative Research

3.6. Data Validity

Checking the validity of the data really needs to be done so that the resulting data can be trusted and scientifically justified. Checking the validity of the data is a step to reduce errors in the process of obtaining research data which of course will have an impact on the final results of a study. There are four criteria, namely: (1) credibility (internal validation), (2) transferability (external validation), (3) dependability (reliability), and (4) confirmability (objectivity) which can be described as follows:

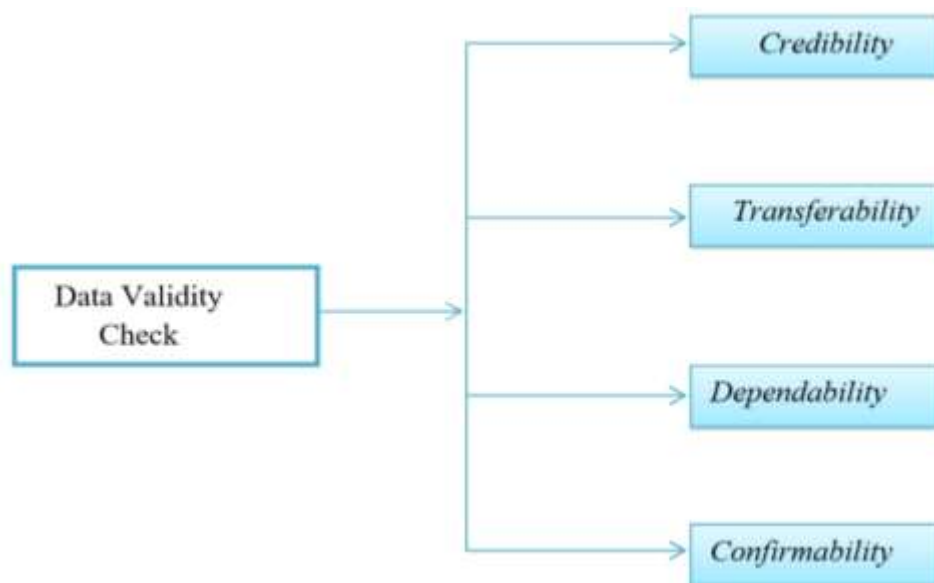


Figure 4. Data Validity Check

Source: Qualitative Research Data

IV. Result and Discussion

Before the construction of the Kahayan Modern Traditional Market and the Pasar Kahayan Baru Shopping Building, the Kahayan Inpres Market was located in the Palangka Raya village, Jekan Raya district. Based on the Right of Use Certificate No. 1711 Land area 43,158m². The Inpres Kahayan Market was built in 1980 with a total of 597 blocks. The fire accident occurred on Tuesday, July 26, 2005 as many as 309 blocks, 48 blocks of fish, 100 blocks of vegetables, 12 blocks of fruit, 13 blocks of pork, 27 blocks of basic food (LX), 88 blocks of grocery and household items. So the Palangka Raya City Government plans to rebuild Kahayan Market to accommodate traders after the fire. The Modern Traditional Kahayan Market was built with the Palangka Raya City APBD funds of Rp. 11, 4 billion adopted the Modern Traditional Market in Sepong Damai (BSD) in Tangerang (the best managed Modern Traditional Market in Indonesia). The number of shops/kiosks/shanties is 592 with details of 192 shops, 208 kiosks and 192 stalls. The construction of the Pasar Kahayan shopping building in Palangka Raya City is intended to accommodate traders who are still not accommodated in the Modern Traditional Kahayan Market. The physical development of the Modern Traditional Kahayan Market shops was carried out by the Public Works Office of the City of Palangka Raya through the International Bank For Reconstruction and Development (World Bank) Loan Fund of Rp. 20,7551,346,500 and as project implementer is PT. WASKITA WORKS. Pasar Kahayan Shopping Mall was inaugurated on July 12, 2011 by the Mayor of Palangka Raya. With the number of shops/blocks/kiosks/shanties as many as 279 units. With the breakdown of store level 2 = 46 units. Non-storey shops = 145 units, Los PKL = 50 units, namely vegetable shops 57 blocks with 47 operating blocks and 10 non-operating blocks, grocery stores 57 blocks with 47 operating blocks and 10 not operating, fish shops 37 blocks with 27 blocks operating and 10 blocks not operating, clothing stores 32 blocks with 22 blocks operating and 10 blocks not operating, shoe stores 28 blocks with 19 operating blocks and 9 blocks not operating, fruit shops 20 blocks with 10 operating blocks and 10 blocks not operating, shops Pig 18 blocks with 15 operating blocks and 3 blocks not operating and a basic food store 32 blocks with 27 operating blocks and 5 blocks not operating.

In the midst of the current Covid-19 pandemic, Pasar Kahayan Command Post, Jalan Djilik Riwt Km. 1.5 Palangka Raya massively and intensively disseminated the circular from the Mayor of Palangka Raya on preventing the spread and accelerating the handling of Covid-19 to traders and buyers at Kahayan Market. The city government of Palangka Raya continues to try to break the chain of the spread of the corona virus outbreak which continues to increase in cases, one of which is by issuing a circular letter from the Mayor. In the Mayor's circular, one of the things that was emphasized was the limitation of business operating hours for market traders. In response to this, one of the traders at Kahayan market, Mrs. Yulita said she really appreciated the city government's efforts in an effort to break the chain of the spread of the corona virus in Kahayan market because there were some people who did not follow the covid-19 protocol. Given that the market is currently very vulnerable to the spread of the corona virus, the government is trying to bring order to the community when interacting with fellow traders, especially interactions with buyers. As one of the shopping centers for the people of Palangka Raya City, Kahayan Market serves various types of goods ranging from vegetables, basic necessities, grocery, meat, fruits, clothes, shoes to ice cubes. Kahayan Market consists of a wet market block and a dry market block. Wet market blocks are used for selling ice cubes, fish, meat, vegetables, and other products of a wet nature while the dry market block is used for the location of kiosks selling household furniture and selling grocery store clothing. The location is in the Kahayan Market complex

so that it is easily accessible to the public to meet their needs. When you visit Kahayan market you can meet directly with market traders and if you want to buy something you can offer the desired item but still follow the current protocols such as wearing a mask and keeping a distance when interacting with traders.

4.1. The Role of the Kahayan Traditional Market in Improving the Community's Economy in Covid-19 Pandemic

The existence of Kahayan Market received positive attention for the people of Palangka Raya City and its surroundings. It is proven by the increasing number of visitors every week and the turnover that can be achieved by a number of traders in the market. Although currently traditional markets are no exception, Kahayan Market is a place that is vulnerable to being exposed to COVID-19, but the local government has issued a circular to bring order to the community, especially for sellers and buyers passing through the market. As a result of the COVID-19 pandemic changing the market order, sellers and buyers must follow protocols such as having to wear masks and keep their distance in the era of social distancing and the new normal era. Until now, traders are still wary of the spread of COVID-19 even though it has entered the new normal era. Kahayan Market provides economic development for the community, it can be seen through the increase in the income of traders and the interest of the public (buyers) to shop at Kahayan Market. Besides that, what spurred people's interest to visit was also because the place was clean so that it made consumers comfortable plus the people were friendly. Kahayan Market is managed by the Palangka Raya City government, namely through the Department of Industry and Trade, Central Kalimantan. Then it is fostered by the head of the government market UPTD and the head of the Sub. TU section. The UPTD of the Palangka Raya City government market, along with their staff. This economic business was chosen because it really helps the community in the household economy. Considered to have good prospects, especially supported by public awareness of participating in developing Traditional markets in the midst of Modern Markets and the covid-19 pandemic. The City Government of Palangka Raya is trying to make Pasar Kahayan into a Modern Traditional Market after the 2005 fire. The City Government of Palangka Raya made the Pasar Kahayan building more modern, namely with a concrete building, there is a prayer room, there is a Cleaning Service and a Security Post. Kahayan Market has a geographical location that is not far from the highway, making it easier for people to visit the market. The business units developed in Kahayan Market are buying and selling products/goods for household needs. For example, vegetables are offered Rp. 2,000, - up to Rp. 5000,- Per bunch, chicken meat is offered Rp. 28.000,- to Rp. 30.000,- Per kg, beef offered Rp. 100.000, - up to Rp. 120.000,- Per kg, pork Rp. 65.000, - up to Rp. 68.000,- Per kg, Onion Rp. 20.000, - up to Rp. 22.000,- Per kg, various types of fish such as catfish are offered Rp. 23,000; - Rp. 25.000,- Per kg, Tilapia Rp. 32.000,- Rp. 35.000,- Per kg, catfish Rp. 48.000,- Rp. 50.000,- Per kg, Cork fish Rp. 63.000,- Rp. 65.000,-, Baung fish Rp. 63.000,- Rp. 65.000,-. Various types of potions such as Bajakah potions are offered for Rp. 25.000,- Rp. 50.000,- Per pack, and offered Rp. 23,000,- Rp. 25.000,- per stick. For the price of each shirt - each according to the quality of the goods. For example, starting at Rp. 50.000,- Rp. 90.000,- per pcs. The price of shoes is almost the same as the price of clothes starting from Rp. 45.000,- Rp. 150.000,-. For the price of fruits such as watermelon Rp. 5.000,- Rp. 6.000,- Per kg, Apple Rp. 45.000,- Rp. 50,000, oranges Rp. 8.000,- Rp. 10,000,-, etc.

However, the price can be negotiated by the buyer until an agreement is reached between the two parties in a mutually beneficial context. In fact, Kahayan Market has a role for the movement of the wheels of the community's economy, where the community takes part in the development and progress of the market. Therefore, a careful analysis is needed to

strengthen the economy of the community around Kahayan Market, so as not to make a wrong move. The final target of economic development is the independence of the community because it has a large enough role in promoting the entrepreneurial economy even though Traditional Markets are being hit by the COVID-19 pandemic. However, this is not an obstacle for the community in developing a better level of economy but still following the protocols made by the regional government.

Based on the results of interviews with researchers with several traders, buyers and market managers. Kahayan Market is open from 06.00 WIB - 18.00 WIB in the afternoon. Kahayan market has a vital role for the economy of some people. Through Kahayan Market, people are able to fulfill their daily needs. In the midst of the covid-19 pandemic, traders have additional work, namely being able to promote their products online in addition to opening stalls in the market to increase their income. Goods offered online are basic necessities, spices, meat, chicken, beef, fish. As stated in the previous discussion, Kahayan Market has a role to play in improving the economy of the people of Palangka Raya City. In practice, Kahayan Market has received a very positive response from the community, many people from outside also met the market management to join and trade at Kahayan Market, but the market is committed and will focus on empowering merchandise, buying and selling cheap products, handicrafts, traditional food, plus traditional snacks. The market said that we cannot limit those who want to seek fortune, but we give priority to the people of Palangka Raya City and its surroundings, especially to the people of Jekan Raya. there are also many people from outside who meet the market management to join and trade at Kahayan Market, but the market is committed and will focus on empowering the sale and purchase of cheap products, traditional handicrafts, plus traditional snacks. The market said that we cannot limit those who want to seek fortune, but we give priority to the people of Palangka Raya City and its surroundings, especially to the people of Jekan Raya.

The role of the market, has a strategic and significant value in contributing and its role as an increase in self-reliance, independence, and community participation. Community welfare in the form of joint business activities, this has actually become a characteristic of markets, economic development and the process of transmission or replication as well as supervision assistance. With the program, strengthening and developing the economic role of the community, this is also a provision for the community to be able to develop traditional markets and local products. Based on the results and qualitative analysis of the Kahayan Market managers, traders, and buyers, it can be described the role of Traditional Markets in improving the community's economy in the midst of the COVID-19 pandemic with conclusions that can be seen in the following figure:

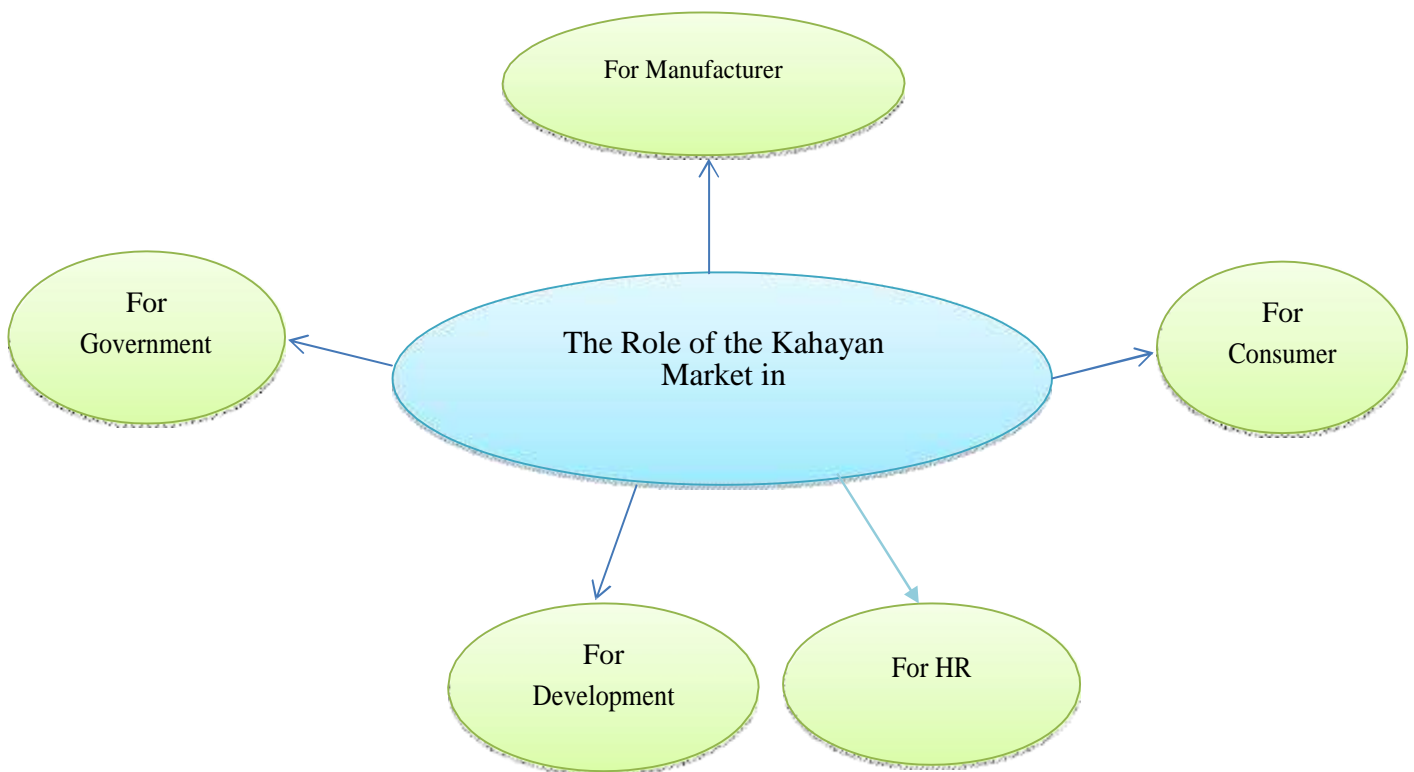


Figure 5. *The Role of the Kahayan Market in Economic Improvement*

4.2. Information

1. The role of Kahayan Market for traders:
 - a) As a place of livelihood
 - b) Local product promotion place
 - c) Development of traditional businesses
2. The role of Kahayan Market for buyers, a place to find household needs.
3. The role of the Kahayan Market for human resources is to absorb informal sector workers.
4. The role of Kahayan Market for Development, through the collection of taxes and user fees for building stalls/kiosks/blocks and for regional development.
5. The role of the Kahayan Market for the Government is to bring in foreign exchange for the State.

V. Conclusion

Based on the results of research and discussion that have been stated in the previous chapter, namely the role of Traditional markets in improving the economy, the following conclusions can be drawn: 1) The role of Traditional Markets (Pasar Kahayan) for traders: a place of livelihood for the community, a place for promoting local products, a place for development traditional businesses. 2) The role of the Traditional Market (Pasar Kahayan) for buyers: a place to find household needs. 3) The Role of Traditional Markets (Pasar Kahayan) for HR: providing jobs in the informal sector. 4) The role of Traditional Markets (Pasar Kahayan) for development: assisting the development of better stalls/kiosks/blocks and assisting regional development. 5) Role of Traditional Markets (Pasar Kahayan) for the government.

Based on the results of this study, several suggestions can be submitted as follows: 1) For the Department of Industry and Trade, Palangka Raya City can increase its role in managing traditional markets so that they are able to compete in the midst of the rise of modern markets. 2) For the UPTD of the Palangka Raya City market to increase blusukan and go directly to the field to review Kahayan Market so that they always know where the shortcomings of the market are so that they can be improved by following the covid-19 protocol. 3) For the whole community, both traders and buyers, to always follow the covid-19 protocol and be vigilant, such as always wearing a mask when going anywhere, especially when selling, shopping, and other contact rates.

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