

Influence of Sei Rampah People's Market on Regional Development in Sei Rampah District of Serdang Bedagai Regency

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Abstract

The objectives of this research are to: 1) Analyze the factors that affect the income of the traders of the Sei Rampah People's Market, Sei Rampah District, Serdang Bedagai Regency and 2) To analyze the impact of the Covid-19 virus pandemic on the income of traders of the Sei Rampah People's Market, Sei Rampah District, Serdang Regency Bedagai. The research was conducted in Sei Rampah District about the Effect of the Sei Rampah People's Market on Regional Development in Sei Rampah District, Serdang Bedagai Regency. The analysis method used in this research is multiple regression analysis and t test analysis. The results showed that the variable capital has a positive and significant effect on the income of the traders of the Sei Rampah People's Market in Sei Rampah District, Serdang Bedagai Regency. Meanwhile, the variables of the diversity of business premises, formal education, informal education, building renovation, and coaching have a positive but insignificant effect on the income of the Sei Rampah People's Market traders in Sei Rampah District, Serdang Bedagai Regency. The Covid 19 virus pandemic has a negative impact (change in decline) on the income of the Sei Rampah People's Market traders. This is due to a decrease in the income of the Sei Rampah People's Market traders due to the emergence of the Covid 19 virus pandemic.

Keywords

capital, diversity of business premises; formal education; informal education; building renovation; coaching; income; the impact of the Covid-19 pandemic



I. Introduction

Facing the unbalanced competitive conditions between traditional markets and modern markets, the Serdang Bedagai Regency Government has actually been trying to improve the appearance of traditional markets that have been imaged as muddy, rundown, and chaotic, and there is no certainty of price. The Government of Serdang Bedagai Regency has been working to improve the appearance of traditional markets by renovating market buildings to attract buyers to shop in traditional markets. By establishing cooperation with investors, the Serdang Bedagai Regency Government has carried out physical renovations in Sei Rampah Market, to look more modern. However, this effort turned out to lead to new problems because many old traders were eliminated due to not being able to buy new kiosks. There are also traders who choose to sell outside the market complex because inside does not sell, especially in markets where the building is more than one floor.

Problems related to the management of traditional markets and the negative image of traditional markets generally occur due to: a) lack of discipline of traders, unprofessional market managers, and not firm in implementing policies or rules related to the management of market operations; b) traditional markets generally have poor design, including lack of

supporting facilities, the number of wild levies and the roaming of "thugs" and operational systems and management procedures are less clear; c) internal market problems such as poor market management, very minimal market facilities and infrastructure, traditional markets as cash cows for levy receipts, the proliferation of street vendors (street vendors) that reduce market trader customers.

Even in some places in many other areas, traditional markets can actually play a role in meeting daily necessities at relatively affordable prices for low-income people. The Government of Serdang Bedagai Regency has revitalized the Sei Rampah people's market by renovating the people's market and showing a positive impact on the income of traditional market traders. But the policy of the Serdang Bedagai Regency Government in empowering people's market traders has not fully worked well, especially with the Covid-19 virus pandemic. This condition is behind the need for an assessment of what factors affect the income of Sei Rampah People's Market traders and how the impact of the Covid-19 virus pandemic on traders' income.

II. Review of Literature

2.1. Regional Development

Regional development basically means increasing the value of regional benefits for the people of a particular region able to accommodate more residents, with the level of community welfare that on average many facilities / infrastructure, goods or services available and community business activities that increase, both in the sense of type, intensity, service and quality (Sirojuzilam, 2005). Regional development is any government action that will be carried out together with the perpetrators with a view to achieving a goal that is beneficial for the region itself as well as for the administrative unity of which the territory is a part, in this case the Unitary State of the Republic of Indonesia (Mulyanto, 2008). Regional development at least needs to be supported by 6 pillars / aspects, namely (1) biogeophyic aspects, (2) economic aspects, (3) socio-cultural aspects, (4) institutional aspects, (5) location aspects, and (6) environmental aspects (Budiharsono, 2005).

2.2. Concept of Public Policy

According to Anderson (in Rakhmad, 2002) public policy is a series of actions that have a specific goal that is followed and implemented for a person or a group of perpetrators to solve problems. Meanwhile, according to Thomas R. Dye (in Suminar, et al, 2007) government policy is: public policy is whatever government chooses to do or not to do. If the government chooses to do something, then there must be an objective and public policy must include all government actions so that it is not merely a statement of the wishes of the government or government officials only. This is because something that is not done by the government will have the same impact as something done by the government. According to Dunn (1995) public policy can also be a series of more or less related choices (including decisions not to do) made by government agencies or offices, formulated in the areas of issue areas that are the actual or potential direction of government action in which conflicts between community groups are contained. Islamy (1997) further proposed four important characteristics of public policy, as follows: a. that public policy is in the form of the determination of government action; b. that public policy is not sufficiently stated but implemented in a tangible form; c. that public policy whether to do or not to do something has and is based on a specific purpose and purpose; d. that public policy should always be aimed at the interests of all members of society.

According to Daryono in Dewi, E. et al. (2018), the policies made by the government must have a clear strategy, ideally covering the following four things: (1) Policies to promote opportunities, (2) community empowerment policies, (3) capacity building policies, (4) Social protection policies. Besides having a clear strategy, a policy must contain the following principles: siding with the poor, based on the demand of the poor (demand driver), a policy made not to be kept secret, accountability, sustainable responsive, competent, participatory, integrated, targeted, decentralized, democratic, collaborating through networks, and law enforcement.

2.3. Revitalization

Revitalization is a process, a way, an act of reviving or reviving. Revitalization is literally reviving, meaning not just holding or reactivating what has previously existed, but perfecting its structure, mechanism of work, and adjusting to new conditions, its spirit and commitment (Moeliono, 2007). The basic assumption of market revitalization that traditional markets must be transformed into modern in order to be able to compete with modern markets. According to Laretna (in Febriyani, 2011) revitalization itself is not something that is only oriented towards the completion of physical beauty, but must also be complemented by the economic improvement of its people and the introduction of existing culture. To carry out revitalization, there needs to be community involvement. As a very complex activity, revitalization occurs through several stages and takes a certain period of time and includes the following: Physical intervention, economic rehabilitation, social/institutional revitalization.

2.4. Understanding traditional markets

Traditional market is a meeting place for sellers and buyers and is characterized by the transaction of buyer sellers directly and there is usually a bargaining process, the building usually consists of stalls or outlets, los and open foundations opened by sellers and a market manager. Most sell daily necessities such as foodstuffs in the form of fish, fruit, vegetables, eggs, meat, cloth, electronic goods clothing, services and others. In addition, there are also those who sell cakes and other items. Markets like this are still widely found in Indonesia, and are generally located near residential areas to make it easier for buyers to reach the market (Wikipedia in Hadiwiyono, 2011).

III. Research Methods

This research according to the type of data and its analysis can be grouped quantitative data. Quantitative data is data in the form of numbers or qualitative data that is estimated (scoring). (Rusiadi,et al, 2014). The analytical techniques used in this study are multiple regression analysis and different test analysis. The research site was conducted in Sei Rampah District of Serdang Bedagai Regency. Researchers set a sample of 80 traditional market traders. The data collection tools used in this study are interviews and questionnaires.

IV. Result and Discussion

4.1. Capital Factor, Diversity of business premises, Formal Education, Informal Education, Building Renovation, and Construction of Sei Rampah People's Market Traders Income in Sei Rampah District of Serdang Bedagai Regency.

The capital used by Sei Rampah People's Market traders has a positive and significant effect on the income of Sei Rampah People's Market traders in Sei Rampah District of Serdang Bedagai Regency. This result is in accordance with Cobb-douglas's theory that

production output is influenced by capital. These results show that with high capital it will increase the amount of production, because in the production process it takes costs used for the purchase of materials, equipment and paying employee salaries. The diversity of business premises, formal education, informal education, building renovation, and construction used by Sei Rampah People's Market traders had a positive and insignificant effect on the income of Sei Rampah People's Market traders in Sei Rampah District of Serdang Bedagai Regency. These results show that the diversity of places of business, formal education, informal education, building renovation, and construction is able to increase the income of Sei Rampah People's Market traders, but has not been able to significantly affect the income of Sei Rampah People's Market traders.

4.2. Impact of Covid-19 Virus Pandemic on Income of People's Market Traders Sei Rampah District Sei Rampah Serdang Bedagai Regency

The results showed that the average income of Sei Rampah People's Market traders after the Covid-19 Virus Pandemic was lower than the average income of Sei Rampah People's Market traders before the Covid-19 Virus Pandemic. The results mean that the Covid-19 Virus Pandemic has a negative impact (decreased change) in affecting the income of Sei Rampah People's Market traders where the average value of sei rampah people's market traders' income after the Covid-19 Virus Pandemic is Rp. 4.28 million per month and the average income value of Sei Rampah People's Market traders before the Covid-19 Virus Pandemic is Rp. 5.37 million per month. These results show a difference of Rp. 1.09 million per month. The strategy of traders in the market to break the chain of the Covid-19 pandemic is to use masks when selling in the market, providing hand washing and hand sanitizer and maintaining distance between traders and other traders. While the strategy to reduce losses is to reduce the supply of merchandise sold in the market, there are also those who sell the merchandise online, there are even traders who sell not every day. The market is a place where crowds and the danger of exposure to the Covid-19 virus is greater. Therefore, many consumers are afraid to come to the market and also the government's advice to stay at home only makes a decrease in visitors in the market.

V. Conclusion

1. Capital has a positive and significant effect on the income of Sei Rampah People's Market traders in Sei Rampah District of Serdang Bedagai Regency.
2. Capital, diversity of business premises, formal education, informal education, building renovation, and construction together have a positive and insignificant effect on the income of Sei Rampah People's Market traders in Sei Rampah District of Serdang Bedagai Regency.
3. The Covid-19 virus pandemic has a negative impact (decreased change) on the income of Sei Rampah People's Market traders. This is due to a decrease in the income of Sei Rampah People's Market traders due to the emergence of the Covid-19 virus pandemic.

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