

## The Strategy of Developing Weekly Markets into Daily Markets for Archipelago Region as an Effort to Increase Revenue (SWOT Analysis Approach)

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### Abstract

*This study aims to formulate a strategy for developing the weekly market into a daily market for the archipelago as an effort to increase income. This research method uses a descriptive qualitative research design. Then a SWOT analysis also needs to be carried out to map the strengths, weaknesses, opportunities, and threats. This research was conducted in the Kulingkari, Lebiti, Ketupat, and Kabalutan. Based on the results of the SWOT analysis identification, only Kulingkinari Market and Kabalutan Market are eligible to be developed into daily markets. Then the results of the formulation of the strategy for developing the weekly market into a daily market for the archipelago include: (1) optimizing market development by utilizing the potential and amount of the available Village Budget, (2) providing more adequate land transportation access, (3) increasing market promotion, (4) procurement of waste management systems and provide education to traders and buyers regarding waste management systems, (5) procurement of weather and disaster warning information systems, (6) improve cellular communication network facilities around the Kulingkari market, (7) partnerships between village governments, market managers, traders, and banks or cooperatives, (8) improving the quality of adequate market physical facilities and infrastructure to support market activities.*

### Keywords

market development strategy; weekly market; daily market; traditional market; island territory market



## I. Introduction

Traditional markets or people's markets have a function as a means that can improve the welfare of the community, especially for people who are far from the city center, namely people who are in sub-district areas. The market is also a place to exchange goods or services and serves to encourage the activities of an area (Aliyah, Setioko, & Pradoto, 2017). Furthermore, Yasa (2019) stated that traditional markets in Asia are closely related to life or social-cultural interactions so that the market is also a place of recreation and also as a city service center that has economic facilities.

According to PERMENDAG Number 21 of 2021, the People's Market is managed by the government, local government, private sector, State-Owned Enterprises, or Regional-Owned Enterprises. People's Markets consist of shops/kiosks, stalls, and tents owned or managed by small, medium-sized traders, non-governmental organizations, or cooperatives.

Then in (Permendag No. 70/M-DAG/PER/12/2013) it is stated that the village market is a traditional market located in the village. Where the community and the village government have a hand in managing and developing the market. The Tojo Una-una Regency has 46 village markets located in 12 sub-districts (there are 6 sub-districts in the archipelago and 6 sub-districts in the mainland). Of the total markets, there are 22 markets that operate weekly (weekly markets) and are spread across several village.

Touna Regency BPS data for 2020 shows that there was a decline in trade facilities in 2016-2019 or as many as 248 trade infrastructure facilities which fell for 4 years. Therefore, a budget is needed for the maintenance of public market trading facilities and village markets so that the market does not look shabby.

The explanation above is in accordance with the statement in the research of Aliyah et al. (2017) where market development can change land use, road patterns, building types and circulation paths which of course will also affect the development of urban space. In addition, market development and improvement is influenced by the quality of services provided by sellers to buyers.

Based on the results of a survey conducted by Rosida (Bappeda, 2021) there is a potential consumption of the archipelagic community with a total of 35,332 people or 7,066 households. /household in the islands as much as Rp. 21.19 M/month or household consumption expenditure for a year is Rp. 254.39 M. The potential for market-based economic activity in the Kulingkinari market area, Batudaka District has the potential for economic activity of Rp. 2.455 billion per month or Rp. 81.84 million per day, or an average income of Rp. 1.63 million per day per trader. Then the Lebity and Ketupat markets in Togean District have an economic potential of Rp. 3.77 billion per month or Rp. 125.75 million per day, or an average income of Rp. 2.51 million per day per trader and if the two markets (Lebity and Ketupat) are divided on average, then the average income is Rp. 1.25 million per trader. For the Kabalutan market, Talatako District has an economic potential of Rp. 2.48 billion per month or Rp. 82.90 million per day, or an average income of Rp. 1.10 million per day per trader. From the survey results, the daily market is feasible. Therefore, it is necessary to take appropriate steps or strategies in the process of developing the weekly market into a daily market for the archipelago as an effort to increase income.

## II. Research Methods

This study aims to describe the development of the weekly market into a daily market for the archipelago. Therefore, this study uses a descriptive qualitative research design. Then a SWOT analysis also needs to be carried out to map the strengths, weaknesses, opportunities, threats and determine market development strategies. This research was conducted in the Kulingkari, Lebity, Ketupat, and Kabalutan markets.

### General Market Conditions in Tojo Una-una Regency

#### 2. 1 Market Profile in Batudaka Subdistrict

In meeting their needs, humans are very dependent on economic activities that take place simultaneously. Therefore, buying and selling activities are carried out to complement each other's needs. Places to carry out buying and selling activities are usually carried out in markets or the like, such as restaurants, food and beverage stalls, and grocery stalls. Batudaka sub-district has 3 markets located in the villages of Kulingkinari, Bomba and Siatu. These markets operate periodically, namely: weekly. For more details can be presented in the following table.

**Table 1.** Market Existence by Marketing Frequency and Villages in Batudaka District, 2016 – 2018

Village	Daily	Weekly	Monthly
1	2	3	4
Kulingkinari	-	1	-
Molowagu	-	-	-
bomba	-	1	-
Tumbulawa	-	-	-
patoyan	-	-	-
Malino	-	-	-
Siatu	-	1	-
kambutu	-	-	-
Lindo	-	-	-
Total 2018	-	3	-
2017	-	3	-
2016	-	3	-

Source: BPS, Batudaka District in Figures, 2019

## 2. 2 Market Profile in Togeian District

Togeian District as a well-known tourism destination has 4 markets located in Lebiti village as the capital of the District, Pulau Enam, Popolii, and Bangkagi. These markets operate periodically, namely weekly. For more details can be presented in the following table.

**Table 2.** Market Existence by Marketing Frequency and Villages in Togeian District, 2017 – 2019

Village	Daily	Weekly	Monthly
1	2	3	4
Kololio	-	-	-
Awo	-	-	-
Urulepe	-	-	-
Lebiti	-	-	-
Pulau Enam	-	1	-
Bungayo	-	-	-
Benteng	-	-	-
Bangkagi	-	1	-
Tongkabo	-	-	-
Katupat	-	1	-
Lembanato	-	-	-
Tobil	-	-	-
Baulu	-	-	-
Matobiyai	-	-	-
sampobae	-	-	-
Titirii	-	-	-
Popolion	-	-	-
Total 2019	-	3	-
2018	-	2	-
2017	-	3	-

Source: BPS, Togeian District in Figures, 2020.

### 2.3 Market Profile in Talatako Kecamatan District

Talatako District as a well-known tourism destination area has 3 markets located in the villages of Kabalutan, Pautu, and Malenge. These markets operate periodically, i.e. weekly. details can be presented in table

**Table 3.** Market Existence by Marketing Frequency and Villages in Talatako District, 2016 – 2018

Village	Daily	Weekly	Monthly
1	2	3	4
Kabalutan	-	v	-
Pautu	-	v	-
Kalia	-	-	-
Tumotok	-	-	-
Malenge	-	v	-
Kadoda	-	-	-
Total 2018	-	3	-
2017	-	2	-
2016	-	2	-

Source: BPS, Talatako District in Figures, 2019

## III. Discussion

### 3.1 SWOT Analysis

From the results of the identification of the advantages and disadvantages of each market in three sub-districts, namely Batudaka District, Togean District, and Talatako District, it can be seen explained as follows:

#### a). Kulingkinari Market:

<b>Strengths:</b>	
1	Availability of permanent market buildings
2	Lots of sellers and buyers
3	Cleanliness of the market is maintained
4	buildings
5	Sells various types of clothing and food as well as culinary
6	Affordable prices
7	The motivation to trade is quite high, so there is time sharing, for local people , takes Wednesday, while a combination of a small number of local people and traders from outside (option)
8	The motivation of traders is quite high, to operate as a daily market
9	Especially for clothing traders, provides convenience in installments to consumers and will be paid off in the next market schedule

<b>Weaknesses:</b>	
1	Market management is not well managed, especially market levies (which accept individuals) who manage cleanliness
2	Cleanliness of the market environment
3	The market has not accommodated all traders, so there are still those who make their own tents on the shoulder of the road
4	There are no market support facilities (electricity, water) and Toilets, Parking)
5	Worship Facilities
6	Not yet temporary garbage disposal available
<b>Opportunities:</b>	
1	Very close access to the port and market location
2	Access to several villages and to the market, accessible by road, and 4-wheeled vehicles (cars)
3	High population (9 villages) 5 villages adjacent to the market location and a distance of 0-7 km
4	The potential in the agricultural and plantation sectors is quite high, especially Malino Village which supplies food
5	The amount of APBD-Village is quite large, each village, which can stimulate the village economy
6	Government regulations support to lead to market formation which can be managed by the village, so that it can become a source of PAD-Village
7	Income or purchasing power of the community is large enough to meet per capita consumption standards that can be met in the market
8	Business credit opportunities through KUR loans for traders/MSMEs/Agriculture
<b>Threats:</b>	
1	Climate and Weather (especially in September, October, November and December) making it difficult for traders (options) to move.
2	Limited cellular communication network and weak signal
3	Threats of natural and non-natural disasters
4	Most local traders have not taken advantage of the Bank's services and the unavailability of cooperatives

### b). Lebiti Market:

<b>Strengths:</b>	
1	Availability of permanent market buildings
2	Sells various types of clothing and food
3	Affordable prices
4	Quite a lot of buyers and sellers
<b>Weaknesses:</b>	
1	Management The market is not well managed, especially the market retribution levy (which accepts individuals) which manages cleanliness
2	Buildings are not well maintained
3	Cleanliness of the market
4	Cleanliness of the market environment
5	Not yet available market support facilities (Electricity, water and toilets, parking)
6	Facilities of worship
7	There is no temporary waste disposal site
<b>Opportunities:</b>	
1	Access to the port and market location is very close
2	Access several villages and to the market, can be passed by road, and 4-wheeled vehicles (cars)
3	High population (16 villages) and several villages close to the market location
4	Potential in the agricultural and plantation sectors is quite available
5	Amount of APBD-Village is quite large , each village, which can drive the village economy
6	Government regulations support to lead on the formation of daily markets that can be managed by the village, so that it can become a source of PAD-Village
7	Income or purchasing power of the community is large enough to meet per capita consumption standards that can be met in the market
8	Opportunities to take advantage of KUR for traders/MSMEs/Agriculture
<b>Threats:</b>	
1	Climate and Weather (especially in September, October, November and December) making it difficult for traders (options) to move.

2	Ports of sea docks that have not been partially repaired, making it difficult for boats and motorboats to dock
3	Limited cellular communication networks and weak signals
4	Threats of natural and non-natural disasters
5	Access to banking is still limited, and market cooperatives/Village cooperatives are not yet available

### c). **Ketupat Market:**

<b>Strengths:</b>	
1	Availability of a permanent market building
2	Selling various types of clothing and food
3	Affordable prices
4	Quite a lot of buyers and sellers
<b>Weaknesses:</b>	
1	Management The market is not well managed, especially the market retribution levy (which accepts individuals) which manages cleanliness
2	Buildings are not well maintained
3	Cleanliness of the market
4	Cleanliness of the market environment
5	Not yet available market support facilities (Electricity, water and toilets, parking)
6	Facilities of worship
7	There is no temporary waste disposal site
<b>Opportunities:</b>	
1	Access to the port and market location is very close
2	Access several villages and to the market, can be passed by road, and 4-wheeled vehicles (cars)
3	High population (16 villages) and several villages close to the market location
4	Potential in the agricultural and plantation sectors is quite available
5	Amount of APBD-Village is quite large , each village, which can drive the village economy

6	Government regulations support to lead on the formation of daily markets that can be managed by the village, so that it can become a source of PAD-Village
7	Income or purchasing power of the community is large enough to meet per capita consumption standards that can be met in the market
8	Opportunities to take advantage of KUR for traders/MSMEs/Agriculture
<b>Threats:</b>	
1	Climate and Weather (especially in September, October, November and December) making it difficult for traders (options) to move.
2	Limited cellular communication network and weak signal
3	Threats of natural and non-natural disasters
4	Bank operations are not yet optimal and Market Cooperatives/Village Cooperatives have not been established

#### **d). Kabalutan Market:**

<b>Strengths:</b>	
1	Availability of permanent market buildings
2	Lots of sellers and buyers
3	Cleanliness of the market is maintained
4	buildings
5	Sells various types of clothing and food and culinary
6	Affordable prices
8	The motivation of traders is quite high, to operate as a daily market
<b>Weaknesses:</b>	
1	Market management is not well managed, especially market levies (which accept individuals) who manage cleanliness
2	Cleanliness of the market environment
3	The market has not accommodated all traders, so there are still those who make their own tents on the shoulder of the road
4	There are no market support facilities (electricity, water) and Toilets, Parking)
5	Facilities for Worship
6	There is no temporary waste disposal site yet.



<b>Opportunities:</b>	
1	Access to the port and market location is very close
2	Access to several villages and to the market, can only be passed by sea and only 1 village can be accessed either by sea or by land.
3	The high population (6 villages) and the Kabalutan village as a market location is very densely populated, and the distance between 6 villages is quite close (1-17 km distance)
4	The potential for the agricultural and plantation sectors is quite high
5	The number of APBD-Desa is quite large, each -each village, which can drive the village economy
6	Government regulations support to lead to the establishment of a daily market that can be managed by the village, so that it can become a source of PAD-Village
7	The income or purchasing power of the community is large enough to meet per capita consumption standards that can be met in the market
8	Opportunity to take advantage of KUR for Traders/MSMEs/Agriculture
<b>Threats:</b>	
1	Climate and Weather (especially in September, October, November and December) making it difficult for traders (option) to carry out their activities.
2	Limited cellular communication network and weak signal
3	Threats of natural and non-natural disasters
4	Bank services are not optimal and the number of cooperatives is limited (only 1 in Malenge Village) and the Market Cooperative/Village Cooperative has not been established.

### 3.2 Identification of SWOT Analysis and Potential Activities

Based on the results of the identification of several markets that were sampled and analyzing the strengths/ weaknesses and opportunities/ threats of each market, those deemed feasible can be presented in the following table.

**Table 4.** Strengths/Weaknesses and Opportunities/Threats

Market	Number of Indicators				Description
	Strengths	Weaknesses	Opportunities	Threats	
Kulingkinari	9	6	8	4	Eligible Daily market
Lebiti	4	7	8	5	Not eligible Daily market

Ketupat	4	7	8	4	Not eligible Daily market
Kabalutan	8	6	8	4	Eligible Daily market

Source: Results of the identification survey, 2021.

It can be seen from the table above that after considering the feasibility of supporting the identification of SWOT analysis, there are 2 markets that deserve to be revitalized or developed into a daily market, namely the Kulingkinari Market and the Kabalutan Market. community, so that rural economic growth can be increased.

Looking at some of the phenomena and problems above, several strategies are needed to revitalize or develop the traditional weekly market into a daily market. Sentanu et al. (2021), states that it is necessary to provide guidance in market revitalization both in terms of infrastructure and an integrated regulatory system without ignoring local wisdom and the uniqueness of traditional markets. If the traditional market can be managed properly it will attract consumers.

### 3.3 Matrix SWOT Analysis

Based on the results of the SWOT analysis identification, only Kulingkinari Market and Kabalutan Market are feasible to be developed into daily markets. For this reason, the determination of the development strategy for the two markets will be carried out using a SWOT analysis matrix.

### 3.4 Market Analysis SWOT Matrix Circle

INTERNAL FACTORS	<b>STRENGTH (S)</b>	<b>WEAKNES (W)</b>
	<ol style="list-style-type: none"> <li>1. Availability of permanent market buildings</li> <li>2. Many sellers and buyers</li> <li>3. Maintained market cleanliness</li> <li>4. Well maintained building</li> <li>5. Selling various types of clothing and food items as well as culinary</li> <li>6. Affordable Price</li> <li>7. The motivation to trade is quite high</li> <li>8. The motivation of traders is quite high,</li> <li>9. Especially for clothing traders, providing</li> </ol>	<ol style="list-style-type: none"> <li>1. Market Management is not well managed</li> <li>2. Cleanliness of the market environment</li> <li>3. The market has not accommodated all traders</li> <li>4. Not yet available market support facilities</li> <li>5. Facilities of Worship</li> <li>6. There are no temporary garbage dumps available.</li> </ol>

EXTERNAL FACTORS	convenience in instalments to consumers and will be paid off in the next market schedule	
<b>OPPORTUNITY (O)</b>	<b>STRATEGY SO</b>	<b>STRATEGY WO</b>
<ol style="list-style-type: none"> <li>1. Access to the port and market location is very close</li> <li>2. Access to several villages and to the market, can be passed by road, and 4-wheeled vehicles (cars)</li> <li>3. High population (9 villages) 5 villages adjacent to the market location and a distance of 0-7 km</li> <li>4. The potential in the agricultural and plantation sectors is quite high</li> <li>5. The number of APBD-Villages is quite large, each village, which can move the village economy</li> <li>6. Government regulations support to lead to the establishment of a daily market that can be managed by the village, so that it can become a source of PAD-Village</li> <li>7. People's income or purchasing power is large enough to meet per capita consumption standards that can be met in the market</li> <li>8. Business credit opportunities through KUR loans for traders/MSMEs/Agriculture</li> </ol>	<ol style="list-style-type: none"> <li>1. Optimizing market development by utilizing the available potential</li> <li>2. Increase market promotion circle</li> <li>3. Carry out market development by utilizing the available Village Budget</li> <li>4. Education of traders and buyers regarding the waste management system</li> </ol>	<ol style="list-style-type: none"> <li>1. Improving market management and governance</li> <li>2. Provide supporting facilities such as electricity, water, toilers, parking, and religious facilities</li> <li>3. Expand market area</li> <li>4. Procurement of waste management, clean water and waste systems</li> </ol>
<b>THREATS (T)</b>	<b>STRATEGY ST</b>	<b>STRATEGY WT</b>
<ol style="list-style-type: none"> <li>1. Climate and weather (especially in September, October, November and December) make it difficult for traders (options) to carry out their activities.</li> <li>2. Limited cellular communication network and weak signal</li> <li>3. Threats of natural and non-natural disasters</li> <li>4. Most of the local traders have not taken advantage of the Bank's services and the unavailability of cooperatives</li> </ol>	<ol style="list-style-type: none"> <li>1. Procurement of weather and disaster warning information systems</li> <li>2. Improve cellular communication network facilities around the Kulingkari market</li> <li>3. Partnership between village government, market managers, traders, and banks or cooperatives</li> </ol>	<ol style="list-style-type: none"> <li>1. Improve the quality of adequate market physical facilities and infrastructure to support market activities</li> </ol>

### 3.5 Kabalutan Market Analysis SWOT Matrix

<p style="text-align: center;">INTERNAL FACTORS</p> <hr style="position: absolute; top: 50%; left: 50%; transform: translate(-50%, -50%);"/> <p style="text-align: center;">EXTERNAL FACTORS</p>	<p style="text-align: center;"><b>STRENGTH (S)</b></p>	<p style="text-align: center;"><b>WEAKNES (W)</b></p>
	<ol style="list-style-type: none"> <li>1. Availability of permanent market buildings</li> <li>2. Many sellers and buyers</li> <li>3. Maintained market cleanliness</li> <li>4. Well maintained building</li> <li>5. Selling various types of clothing and food items as well as culinary</li> <li>6. Affordable Price</li> <li>7. The motivation of traders is quite high, to operate as a daily market</li> </ol>	<ol style="list-style-type: none"> <li>1. Market Management is not well managed</li> <li>2. Cleanliness of the market environment</li> <li>3. The market has not accommodated all traders</li> <li>4. Not yet available market support facilities</li> <li>5. There are no temporary garbage dumps available.</li> </ol>
<p style="text-align: center;"><b>OPPORTUNITY (O)</b></p>	<p style="text-align: center;"><b>STRATEGY SO</b></p>	<p style="text-align: center;"><b>STRATEGY WO</b></p>
<ol style="list-style-type: none"> <li>1. Access to the port and market location is very close</li> <li>2. Access to several villages and to the market, can only be passed by sea and only 1 village can be accessed both by sea and land</li> <li>3. The high population (6 villages) and Kabalutan village as a market location are very densely populated, and the distance between 6 villages is quite close (1-17 km distance)</li> <li>4. The potential in the agricultural and plantation sectors is quite high</li> <li>5. The number of APBD-Villages is quite large, each village, which can move the village economy</li> <li>6. Government regulations support to lead to the establishment of a daily market that can be managed by the village, so that it can become a source of PAD-Village</li> <li>7. People's income or purchasing power is large enough to meet per capita</li> </ol>	<ol style="list-style-type: none"> <li>1. Optimizing market development by utilizing the available potential</li> <li>2. Provide access to more adequate land and sea transportation</li> <li>3. Increase market promotion circle</li> <li>4. Carry out market development by utilizing the available Village Budget</li> <li>5. Education of traders and buyers regarding the waste management system</li> </ol>	<ol style="list-style-type: none"> <li>1. Improving market management and governance</li> <li>2. Provide supporting facilities such as electricity, water, toilets, parking, and religious facilities</li> <li>3. Expand market area</li> <li>4. Procurement of waste management, clean water and waste systems</li> </ol>

consumption standards that can be met in the market 8. Opportunities to take advantage of KUR for traders/MSMEs/Agriculture		
<b>THREATS (T)</b>	<b>STRATEGY ST</b>	<b>STRATEGY WT</b>
<ol style="list-style-type: none"> <li>1. Climate and weather (especially in September, October, November and December) make it difficult for traders (options) to carry out their activities.</li> <li>2. Limited cellular communication network and weak signal</li> <li>3. Threats of natural and non-natural disasters</li> <li>4. Most of the local traders have not taken advantage of the Bank's services and the unavailability of cooperatives</li> </ol>	<ol style="list-style-type: none"> <li>1. Procurement of weather and disaster warning information systems</li> <li>2. Improve cellular communication network facilities around the Kuringkari market</li> <li>3. Partnership between village government, market managers, traders, and banks or cooperatives</li> </ol>	<ol style="list-style-type: none"> <li>1. Improvement of the quality of adequate market physical facilities and infrastructure to support market activities</li> </ol>

### 3.6 Strategy for Developing Weekly Markets into Daily Markets

From the results of the identification and SWOT analysis matrix approach, several strategies are obtained in developing the weekly market into the following weekly market:

#### a. Optimizing market development by utilizing the potential and amount of available Village Budget

From the results of the SWOT analysis that has been carried out, it can be seen that Kulingkinari Market and Kabalutan Market have permanent and well-maintained market buildings, in addition to that there are many buyers and sellers who offer various types of goods (clothing), food, and culinary) at affordable prices. Another interesting thing is that the potential of the agricultural and plantation sectors in the area around the market is quite high and the amount of APBD-Village is quite large. Therefore, one of the strategies that needs to be done is to optimize market development by utilizing the potential and amount of available Village Budget.

Sukresno et al. (2019) states that traditional markets are centers of people's activities based on local natural resources. The existence of traditional markets makes it easier for people to meet their daily needs independently. In addition, traditional markets also make it easier for people to sell their products such as agricultural products, livestock, fisheries, crafts, to the results of small and medium enterprises.

According to Sentanu et al. (2021), the main problem in the development of traditional markets today lies in the character of entrepreneurs or traders and the inadequate physical quality of the market. For example, the level and skill of traders in maintaining good relations with customers, the layout and cleanliness of which are not paid attention to, to inadequate market conditions which have an impact on the weak ability and competitiveness of

traditional market traders. The existence of certain goods that are only found in traditional markets. Therefore, in traditional market governance, market managers, kiosk owners or traders need a development strategy that is based on the conditions and needs of the community. products that promote other local wisdom. (Suwitri & Indarti, 2016).

#### **b. Providing Access to More Adequate Land Transportation**

From the results of the SWOT analysis, it can be seen that Kulingkinari Market and Kabalutan Market have port access and the market location is very close, but there are still some villages that can only be passed by sea. Therefore, the availability of land transportation access is very necessary. This is intended so that market activities can run optimally so that the market is able to carry out its function as a supporter of economic growth for the community.

Putra & Rudito, (2015) stated that traditional markets are one of the supporting factors for the nation's economy. Then (Susanti, Jaswita, Novianti, Fauziah, & Pamulang, 2021) also emphasizes if the existence of traditional markets is able to support economic growth. This means that the market has a role in creating jobs, increasing income, and reducing the number of unemployed in the community.

#### **c. Increasing Market Promotion**

From the results of the SWOT analysis that has been carried out, it can be seen that Kulingkinari Market and Kabalutan Market have many traders. Both markets also provide various types of goods sold including clothing, food, and culinary. public purchases that are large enough to meet per capita consumption standards that can be met in the market.

Handayani et al.(2019) mention that promotions in stores greatly affect consumers' impulse buying. According to Merlinda & Widjaja(2020), one of the efforts to increase the number of buyers is through promotional activities. Promotion can be done by introducing products through local media such as newspapers, television programs, magazines, or other social service networks. Then to increase people's enthusiasm for shopping at traditional markets, cooperation with the government is needed to spread public advertisements, cover market activities, and update commodity prices in the market. promotion of Kulingkinari market and Kabalutan market.

#### **d. Procurement of a Waste Management System and Providing Education to Traders and Buyers Regarding the Waste Management System**

Although cleanliness in Kulingkinari Market and Kabalutan Market is maintained, there are still many problems in waste management and market support facilities. Sukresno et al. (2019), states that market management requires cleaning facilities at each market location, increasing human resources in waste management, increasing awareness of traders and visitors to maintain cleanliness at market locations. In an effort to separate waste, education is also needed for traders and market visitors so that both organic and inorganic waste can be utilized or recycled again. As the results of research conducted at the Traditional Market in the city of Hue, Vietnam where this market produces an average total waste of 17.0 tons/day. This waste will be 4.6 tons (27.1%) used as animal feed. 0.6 tons (3.6%) were recycled. 55.2% is used as compost material. With the recycling of waste, the amount of waste sent to the landfill will be reduced by about 8.8-69.2%.

#### **e. Provision of Weather and Disaster Warning Information Systems**

One of the problems faced by the Kulingkinari Market and Kabalutan Market is climate and weather problems which have an impact on traders' activities, especially in September, October, November and December.

According to Merlinda & Widjaja (2020), disaster prevention systems, especially fire disasters, really need to be implemented. This is aimed at anticipating losses for traders. Merlinda & Widjaja (2020) also mentioned that the use of technology-based services can increase competitiveness and attract public interest.

#### **F. Improve Cellular Communication Network Facilities around the Kuringkari Market**

One of the problems faced by Kulingkinari Market and Kabalutan Market is the limited cellular communication network and weak signal. Even though one of the advantages possessed by the two markets is the large number of sellers and buyers. If you look at the changes in the social interaction system in the era of technological development, of course in the future the use of telecommunication facilities is increasingly needed. This is as mentioned by Putra et al., (2022) who explained that since the growing growth of electronic commerce and the COVID-19 pandemic, the concept of online traditional market interaction patterns is now increasingly being considered for the development of digital-based activities. Sihombing (2020) state that Covid-19 pandemic caused everyone to behave beyond normal limits as usual. The outbreak of this virus has an impact especially on the economy of a nation and Globally (Ningrum, 2020). The problems posed by the Covid-19 pandemic which have become a global problem have the potential to trigger a new social order or reconstruction (Bara, 2021).

#### **g. Partnership between Village Government, Market Managers, Traders, and Banks or Cooperatives**

From the results of the SWOT analysis that has been carried out, it can be seen that most of the local traders in Kulingkinari Market and Kabalutan Market have not utilized bank services and there are no cooperatives available. Merlinda & Widjaja (2020) stated that social capital, human capital, institutional capital, and financial capital Shody et al., (2019) revealed that one of the main problems of traditional markets in Indonesia is the pattern of development and funding. Therefore, building partnerships between village governments, market managers, traders, banks or cooperatives is very necessary in supporting market development, especially for traders.

#### **h. Improve the Quality of Adequate Market Physical Facilities and Infrastructure to Support Market Activities**

Traditional markets are the driving force of the people's economy. The sustainability of the market is strongly supported by environmental factors. The provision of building infrastructure to waste management is very necessary so that the growth of traditional markets is not inferior to the rapidly growing growth of modern shopping centers (Utari, Soesilo, & Agustina, 2021).. Meanwhile, for the development of physical strengthening of traditional markets, the role of managers is needed, especially from government officials who have an important position in formulating strategies (Suwitri & Indarti, 2016).

From the results of the SWOT analysis that has been carried out, it can be seen that there are still some problems in the Kulingkinari Market and Kabalutan Market, such as market management has not been managed properly, the market has not accommodated all traders, so there are no market support facilities. Therefore, from these problems, it is necessary to improve the quality of adequate market physical facilities and infrastructure to support market activities

## IV. Conclusion

Based on the description in the discussion and analysis section, it can be concluded that there are encouraging and inhibiting factors in the development of the weekly market into the daily market. Then, after a SWOT analysis has been carried out, strategies for developing the weekly market into a daily market for the archipelago can be formulated including:

- 1) Optimizing market development by utilizing the potential and amount of available Village Budget
- 2) Provide access to more adequate land transportation
- 3) Increase market promotion
- 4) Procurement of a waste management system as well as providing education to traders and buyers regarding the waste management system
- 5) Provision of weather and disaster warning information systems
- 6) Improve cellular communication network facilities around the Kuringkari market
- 7) Partnership between village government, market managers, traders, and banks or cooperatives
- 8) Improve the quality of adequate market physical facilities and infrastructure to support market activities

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