

Market Management (Study of Implementation of East Kutai Regency Regional Regulation Policy Number 4 of 2012 Concerning Market Management in East Kutai Regency, East Kalimantan Province)

MM. Darmawati

Magister of Administration Public, University of Merdeka Malang, Indonesia

Corresponding Author: E-mail: mm.darmawati76@gmail.com

ABSTRACT

The local Government of East Kutai Regency is committed to optimizing the existence of traditional markets as part of the regional economic resources. The problem that arises is how to implement the East Kutai Regency Regulation number 4 of year 2012 concerning Market Management. The purpose of this study is to know the implementation of policy of of the East Kutai Regency Regulation number 4 of year 2012 concerning Market Management and find an influencing factor. This study uses a qualitative method with descriptive approach. The data used in this research are primary and secondary data. Data collection used interview technique, documentation and observation. The researcher used measure of policy implementation according George C. Edward III, there are four policy implementation indicators such as, communication, resources, disposition, and bureaucratic structure. The result of this study showed that the East Kutai Regency Regulation number 4 of year 2012 concerning Market Management was implemented well in accordance with stated goals. Supported factors are communication, disposition, and bureaucratic structure. The inhibiting factors for the implementation of the market management is resources: human, budgets, equipment, and authority resources especially in the determination of market traders. The researcher recommendations that can be offered the local government of East Kutai Regency needs to establish specific policies governing the technical guidelines of implementation public markets.

Keywords: Management of public market; Policy implementation; Public market

©2020 Published by University of Merdeka Malang

1. INTRODUCTION

Law No. 7 of 2014 on Trade Article 12, 13 and 14 that local and central governments are obliged to protect and support the people's market to be managed professionally, highly competitive, and contribute to economic development. After the enactment of Law No. 7 of 2014 on Trade, the use of the term "traditional market" changed to "public market". In Article 12 Paragraph (1) it is stated that: The Government, Local Government, and/or Business Actors themselves or jointly develop trading facilities in the form of: (1) people's markets; (2) shopping malls; (3) convenience stores; (4) warehouse; (5) whosaler; (6) commodity auction market; (7) commodity futures market; or (8) other means of trade. One of the targets of president Joko Widodo and Jusuf Kalla's Government Work Cabinet during the period 2014-2019, related to efforts to achieve the principle of "Career in economics" in the target number 15 (fifteen) mentioned that the policy of renovation and revitalization of 5000 people's markets aged more than 25 years. Such a large target requires a comprehensive preliminary understanding of legal products related to the development of the people's market.

Traditional markets have a special position as regional and national assets and are one of the most basic forms of people's economic applications. Where economic transactions are carried out by the people mostly independently by managing available economic resources, which include the agricultural sector, livestock, handicrafts, food, and so on. All of these economic activities are community-based aimed at supporting and meeting the needs of life without exploiting existing natural resources. The existence of public market is very strategic to move the economy compared to other economic institutions. In crisis conditions, the people's market is proven to remain able to survive and be able to serve the needs of the

wider community both the lower and upper middle class and has contributed jobs and provided life for many people.

The Government of East Kutai Regency realizes that the empowerment of the people's market is expected to improve the economy of the community, Local Own Source Revenue (PAD) and absorb jobs so as to provide life for many people who can ultimately improve the standard of living of the community with a heavy point on economic development. The Government of East Kutai Regency has the authority to manage the market must be in accordance with the norms, standards, procedures, and criteria set by the government. This requires a comprehensive preliminary understanding of legal products related to the management of the people's market.

The Government of East Kutai Regency has the authority to manage the market, of course, in accordance with the norms, standards, procedures, and criteria set by the government. This requires a comprehensive preliminary understanding of legal products related to the management of the people's market. Responding to this, information related to the implementation of market management policies in East Kutai Regency becomes increasingly important. The information can be used as a foundation and benchmark in building market management indicators, as well as a program of renovation and revitalization of the people's market in the next five years in order to maximize the market potential of the people as the wheel of the people's economy.

2. METHODS

This study uses a qualitative method with descriptive approach. This study analyzes existing data and describes the field conditions when the research took place. This research took place in the Pasar Induk Sangatta managed by UPT. Pasar Sangatta Utara, East Kutai Kalimantan Province, because the Main Market is the largest government-owned people's market of East Kutai Regency and has long been in carrying out market management services in East Kutai Regency.

The data used in this research are primary and secondary data. Data collection used interview technique, documentation and observation. Data validation using triangulation techniques that include time triangulation and source triangulation. The researcher used measure of policy implementation according George C. Edward III.

3. RESULTS AND DISCUSSION

According to data from the Office of Industry and Trade, the public market amounts to 11 (eleven) people's markets with a Market UPT amounting to three UPT, with a working area of; UPT. Pasar Sangatta Utara, UPT Pasar Sangkulirang, and UPT Pasar Muara Wahau.. East Kutai Regency has 11 (eleven) markets spread across 3 (three) UPT. Pasar. In the working area of UPT. Pasar Sangatta Utara there are Pasar Induk Sangatta, Beringin Market, South Sangatta Market, and Rantau Pulung Market in Rantau Pulung District. In the working area of UPT. Pasar Sangkulirang consists of Sangkulirang Morning Market, Bangun Jaya Market, Karangan Market. In the working area of UPT Pasar Muara Wahau consists of Landasan Market, Telen Market in Telen District, Kombeng Market, Muara Bengkal Market.

The market community in East Kutai Regency that has become accustomed to multi- ethnic associations and takes place calmly, safely and peacefully provides its own advantages for the local government. This condition should be utilized as best as possible by the local government to develop the people's market as an effort to empower the economy of the community, especially the lower middle class. By building a representative market, healthy and comfortable will increase people's buying interest in the people's market and develop public interest to trade in the people's market, as well as be able to overcome street vendors that have been a disturbance of order and cleanliness of the environment by providing access to selling in the market.

Paying attention to the social environment as described above can be said that basically socio-cultural market participants are very supportive of the implementation of people's market management policies. Just how the local government manages that potential so that people's market management policies can be realized properly.

Policy implementation is one of the stages of public policy, between policy formation and policy consequences for the affected communities. If a policy is not appropriate or unable to mitigate the problem that is the target of the policy, the policy may fail even if the policy is implemented very highly. Meanwhile, a policy that has been very well planned, may also be a failure, if the policy is less well-communicated by the implementer of the policy.

East Kutai District Regulation Number 4 Year 2012 on Market Management stated pasar has a very important function in order to improve public services in the field of trade facilities and infrastructure and

Local Own Source Revenue (PAD). The market managed by local government was built with a view to supporting the improvement of services to the community in the field of provision and regulation of trading facilities. While the purpose of development and market management is to Local Own Source Revenue (PAD in order to strengthen regional finances and to increase the number of workers.

The management, regulation and maintenance of the Market is carried out by the UPTD, the Office of Industry and Trade of East Kutai Regency. UPT. Pasar, The Office of Industry and Trade as the implementer of policies as well as the market manager. Market management activities not only focus on the physical aspect but more importantly on how to manage the market for the better.

Market Management based on Regional Regulation Kutai Timur Regency Number 4 Year 2012, includes: (1) Utilization, maintenance and development of market buildings and market facilities; (2) Management of parking and market cleanliness; (3) Structuring, structuring and securing the market; (4) Market development and empowerment; (5) Control and development of the economy and trade in the market; (6) Determination and voting of retribution and other levies; (7) Deposit of the proceeds of the retribution on the Regional Treasury; (8) Management of market areas; (9) Type and utilization of the facility.

UPT. Pasar Sangatta Utara has carried out management activities based on local regulations, although in the field there are still obstacles and problems. Parking management activities in 2019 have been carried out and run for about 2 months through cooperation with third parties, but due to criticism from traders and the community the management of the parking is temporarily suspended.

Management activities related to the determination and collection of levies (market service retribution) have been carried out with the support of SIMDA acceptance and cooperation with Bank Kaltimara, and since September 2020, Sangatta Main Market as a pilot Project e-retribution. With this breakthrough, it is expected that the management of market service retribution can be more transparent and accountable.

Until now related to the name of the market and the type of building for each market, market class, determination as a market trader, procedures, and administrative requirements to become a trader, Procedure and the terms of Administration extension of KBP (Kartu Bukti Pedagang) and KIP (Kartu Identitas Pedagang), the procedure of administrative sanctions violations against prohibitions and obligations have not been contained in the Decree of the Regent.

Reporting and supervision

Every trader who has the right to use kios or los or plots or stalls is obliged to submit a report that includes: (1) Number of trading eyes and types of business; (2) Sales turnover of each store; (3) Number of UMKM' partnering; (4) Amount of labor absorbed; (5) Complaints and opinions of any Permission.

Reporting activities by traders who have the right to use kios los or plots or stalls to the Office of Industry and Trade East Kutai Regency, then the Office to the Regent cannot be implemented that should be delivered every semester. However, merchant data collection is done by the UPT. Pasar Sangatta Utara.

Coaching

Development of market actors on human resources, consultation, facilities, cooperation and market infrastructure based on The East Kutai Regional Regulation No. 4 of 2012 was carried out by the office dealing with the district trade, namely, the Trade Sector of the Office of Industry and Trade of East Kutai Regency. Based on the results of research coaching activities that have been carried out, among others: (1) Facilitating the establishment of market trader association namely Asosiasi Pedagang Pasar Induk Sangatta (APPISTA), availability of capital access through cooperatives, and socialization and banking in introducing banking products in the form of business credit for traders to access trading capital; (2) Facilitating the improvement of the quality of service to consumers by traders regarding the measure in cooperation with the field of meteorology. But there has been no facilitation of product quality, hygiene, packaging, presentation / arrangement of goods and in the utilization of market facilities; (3) Facilitating the improvement of the quality of traders' human resources through education, training and counseling; (4) Give priority rights to old traders to obtain a new place of business as a result of development; (5) Facilitating the provision of machine tool assistance for traders in order to increase trading efforts. This activity has never been implemented but there have been assistance activities in the form of carts for culinary traders, in the form of tents, tables and chairs; (6) Socialization of regularity and cleanliness throughout the market area. Comprehensive socialization activities are not carried out because the manager considers that maintaining regularity and cleanliness of the market environment is a obligation trader, so that this activity is carried out through a personal approach from the market manager to the trader concerned.

Supporting and inhibiting factors affecting public services.

Implementing the policy of public market management in East Kutai Regency, then in this research will be used the policy implementation model offered Model developed by Edward III called Direct on Implementation there are four variables that greatly determine the success of implementation, namely: (1) Communication; (2) Resources; (3) Disposition; (4) Bureaucratic structure. Because the four factors that affect policy implementation work simultaneously and have an effect on each other to help and inhibit policy implementation, the ideal approach is to reflect this comolexity by discussing all these factors at once.

Supported factors

Communication

There are socialization activities conducted by UPT Pasar Sangatta Utara. There is a disclosure of information from the implementers with the availability of Front Office services.

Resources

Staff at UPT. Pasar is sufficient and competent because some people have followed the technical training of market management organized by the Ministry of Trade of the Republic of Indonesia.

Disposition

UPT. Pasar has a commitment to improve services in market management by continuously implementing innovation in services, for example by the implementation of e-retribution and market facilities improvement activities.

Bureaucratic structure

The organizational structure of the Market Technical Management Unit. UPT. Pasar has compiled and established Standard Operating Procedures (SOP's)

Inhibitory factors

Resources

Limited budgets, equipment, and authority resources especially in the determination of market traders

4. CONCLUSION

Based on the results of research shows the quality of services provided by government officials in the management of the people's market is still found some weaknesses both in the provision of facilities, especially supporting facilities, as well as in the construction and arrangement of traders.

The result of this study showed that the East Kutai Regency Regulation number 4 of year 2012 concerning Market Management was implemented well in accordance with stated goals. Supported factors are communication, disposition, and bureaucratic structure. The inhibiting factors for the implementation of the market management is resources: human, budgets, equipment, and authority resources especially in the determination of market traders.

Public market management must be implemented professionally in order to be able to develop the people's market as a place of business that promises economic improvement so as to be able to compete with modern markets. Market management agencies can be regional companies or if handed over to government agencies such as agencies or UPTD, must be completely independent with the target set.

The researcher recommendations that can be offered the local government of East Kutai Regency needs to establish specific policies governing the technical guidelines of implementation public markets.

5. ACKNOWLEDGEMENT

Thank God, this paper is an output of the science project Market Management, Study of Implementation of East Kutai Regency Regional Regulation Policy Number 4 of 2012 concerning Market Management in East Kutai Regency, East Kalimantan Province submitted for the International Journal organized ICONISS.

The writer expresses the deepest appreciation to all officials of Universitas Merdeka Malang. Also, this paper would not have been possible without the help, support, and patience of advisor, Prof. Dr. Bonaventura Ngarawula, M.Si, and Dr. Tommy Harianto for his supervision, advice, and guidance from the

early stages of this research and gave me an extraordinary experience to complete this paper. Then especially thanks to Dr. Roos Widjajani, M.Si, she always give us supports and guide to us how to do our assignment in purpose to produce a good outcome from research that been studied. Also, thank the Head of UPT. Pasar Sangatta Utara and staf for allowing the writer to do research there. For all the informants who allow me to do my research in their office. the writer could never have done this without your great guidance. Finally, the writer would like to thank everyone important to the successful realization of this International Journal paper. This paper is far from perfect, but it is expecting to be useful not only to the researcher but also to readers. For this reason, constructive thoughtful suggestions and critics are welcome.

REFERENCES

- Anggara, S. (2018). *Public Policy, Formulation*. Second Print. Bandung: Setia Library.
- Peraturan Bupati Kabupaten Kutai Timur Nomor 9 Tahun 2017 Tentang Pembentukan UPT Pasar.
- Peraturan Daerah Kabupaten Kutai Timur Nomor 4 Tahun 2012 tentang Pengelolaan Pasar.
- Peraturan Menteri Dalam Negeri Republik Indonesia Nomor 20 Tahun 2012 tentang Pengelolaan dan Pemberdayaan Pasar Tradisional.
- Peraturan Menteri Perdagangan Nomor 48/M-DAG/PER/8/2013 tentang Pedoman dan Pengelolaan Sarana Distribusi Perdagangan.
- Peraturan Menteri Perdagangan Republik Indonesia Nomor 53/M-Dag/PER/12/2008 tentang Pedoman Penataan dan Pembinaan Pasar Tradisional, Pusat Perbelanjaan dan Toko Modern.
- Peraturan Menteri Perdagangan RI No. 70/MDAG/ PER/12/2013 tentang Pedoman Penataan dan Pembinaan Pasar Tradisional, Pusat Pembelian dan Toko Modern sebagaimana telah diubah dengan Peraturan Menteri Perdagangan RI No. 56/MDAG/ PER/9/2014 tentang perubahan atas Peraturan Menteri Perdagangan RI No. 70/MDAG/PER/12/2013 tentang Pedoman Penataan dan Pembinaan Pasar Tradisional, Pusat Perbelanjaan, dan Toko Modern.
- Peraturan Menteri Perdagangan Republik Indonesia Nomor 02 Tahun 2019 tentang Pedoman Pembangunan dan Pengelolaan Sarana Perdagangan.
- Peraturan Presiden Republik Indonesia Nomor 112 Tahun 2007 tentang Penataan dan Pembinaan Pasar Tradisional, Pusat Perbelanjaan dan Toko Modern.
- Purwanto, E. A., & Sulistyawati, D. R. (2015). *Implementation of Public Policy (Concept and Application)*. Print II. Yogyakarta: Gava Media.
- Pusat Kebijakan Perdagangan Dalam Negeri, Kementerian Perdagangan Republik Indonesia. (2015). *Final Report of the Study of People's Market Development Direction Analysis*. Jakarta.
- Rakhmat. (2009). *Theory of Public Administration and Management*. Jakarta: Pusaka Arief.
- Riant, N. (2003). *Public Policy Formulation, Implementation, Evaluation*, Jakarta: PT. Elex Media Komputindo.
- Sadhana, K. (2011). *The Reality of Public Policy*. Malang: UM PRESS.
- Samudra, W. (1994). *Public Policy, Process and Analysis*. Jakarta: Intermedia.
- Sugiyono. (2008). *Qualitative and Kualitatif R&D Kuntitative Research Method*. Fourth Printing. Bandung: CV. Alfabet.
- Undang-Undang Nomor 7 Tahun 2014 tentang Perdagangan (Lembaran Negara Republik Indonesia Tahun 2014 Nomor 45, Tambahan Lembaran Negara Republik Indonesia 5512).
- William, D. (2003). *Introduction to Public Policy Analysis*, Second Edition. Fifth Print. Yogyakarta: Gadjah Mada University.
- Winarno, B. (2007). *Public Policy Theory and Process*. Revised Edition. Yogyakarta: Media Pressindo.