



Cik Puan Pekanbaru's traditional market management strategy in dealing with the existence of a super market

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Article Info

Article history:

Received Jan 19, 2022

Revised Feb. 20, 2022

Accepted March 30, 2022

Keywords:

Traditional Market;
Market Management;
Management Strategy;
Supermarkets.

ABSTRACT

The results of this study explain that the development of the Cik Puan Pekanbaru Traditional Market faces the existence of a Super Market: Not Developing, it is caused by the position of Traditional Market Traders getting squeezed, being run over by unbalanced Business competition, where Super Market is a comfortable place to shop, while the position of Traditional Market Traders Miss Puan Pekanbaru is rundown, dirty. Cik Puan Pekanbaru's Market Management Strategy, in the form of actions that must be taken by the Managers of the Pekanbaru Cik Puan Traditional Market, so the business strategy is important so that the Cik Puan Traditional Market Trading business can survive even in the face of competition. In addition to meeting economic needs, it also reduces unemployment and poverty.

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1. INTRODUCTION

Islam encourages its people to seek blessed sustenance, encourages production and pursues economic activities in various business fields, such as agriculture, plantations, industry and trade. Along with the development and course of human history, the economic aspect has also developed and become more complete. Human needs that are increasingly becoming and cannot be fulfilled alone cause them to carry out exchange activities in various forms. Nature, which previously provided many commodities, can no longer be relied upon. Finally, various transactions appeared, ranging from bartering to the most modern ones, as is felt today. Namely the market, the market according to experts, is a meeting place between sellers and buyers, or the meeting of forces and demand and supply to form a price.

Every member of society always longs for peace and balance in their lives. All human desires in life, including the desire to live in peace, can be realized if there is an instrument capable of realizing this desire. trade transactions carried out on the basis of honesty and avoiding fraud and cheating such as reducing sizes, measurements, weights. Traditional markets are now very critical due to the existence of modern markets such as supermarkets, department stores and malls. Although traditional markets are getting squeezed, their existence still exists.

Most of the traders who sell in traditional markets are women, their way of selling is very simple without using modern marketing strategies. Such as giving discounts, gifts, let alone payment via money transfer. Traditional traders always say that they gain little if there are buyers who offer their wares at low prices. They did not hesitate to say that they dared to swear that their fingers would

bend if they lied to buyers. Idioms like this are impossible to find in supermarkets or malls. In the modern market, making profits is reasonable, big or small, without bending your fingers. But this really exists in traditional market life.

Today's market competition is getting stronger, resulting in a dilemma. With the increasing diversity of actors involved in the market economy, two generations of markets, namely traditional markets and modern markets or shops, compete for strength. Each of these markets has its own mass base. Reluctant traditional markets are the markets of lower strata of society that tend to be disadvantaged by the presence of modern shops. The opening of modern shopping places in big cities raises doubts about the fate of small and medium scale traditional markets in urban areas.

In Islam, the principle of doing business is done and intended by making decisions with the motivation to get rewards both in this world and in the hereafter. The implementation and determination of business activities determined by business people is usually based on the consideration that it is worth seeing from a certain point of view. Business people with an Islamic character are inseparable from chronology and intentions in the context of the hereafter dimension. With a business mentality that is based on belief, his behavior will always reflect the behavior of trying to carry out actions that are harmful to oneself and others.

Business ethics defines as a set of values about good, bad, right and wrong in the business world based on the principles of morality. In another sense, business ethics means a set of principles and norms that business people must commit to in transactions, behavior, and relationships in order to reach land or business goals safely.

2. RESEARCH METHOD

As for the subjects in this study, the managers and traders of the Cik Puan Traditional Market, so that it can be expected to provide valid data regarding the management strategy and development of the Cik Puan Traditional Market. While the object of research is the Strategy of Cik Puan Pekanbaru's Traditional Market Traders in facing the existence of the Super Market. The population in this study were Cik Puan Pekanbaru traditional market traders, managers and traders, 570 traders were taken then 10% were taken, namely 57 traders and 3 market managers, as a research sample, this study used a random sample.

Primary data: data obtained from the managers and traders of Cik Puan's Traditional Market. Secondary data: data obtained from books related to this research. The method used in data collection is Observation, namely collecting data by direct observation at the research location, Interview, namely collecting data by means of dialogue and question and answer parties related to research. Questionnaire is data collection by distributing or asking questions that have been prepared by research to respondents or sources to be studied. In this study, questionnaires were distributed to traders and the Cik Puan traditional market.

3. RESULTS AND DISCUSSIONS

Research result

a. Geographical Location of Cik Puan Market, Pekanbaru

Pasar Cik Puan Pekanbaru was built on land owned by the Regional Government of Pekanbaru Municipality, with a land area of 1965m. At present the Cik Puan Pekanbaru Market has 570 Kiosks, 235 Stalls and 75 Street Vendors consisting of various traders such as: Clothing, Shoes, Daily goods, Food, Drinks, Fish, Chicken pieces of all types of goods that are generally available in traditional market.

Asar Cik Puan Pekanbaru is one of the markets in Pekanbaru City, apart from Cik Puan Market, Pekanbaru City has seven large markets that are developing as centers for people's shopping. The seven markets are located separately and spread across the sub-districts in Pekanbaru City.

b. Market Management System

The market management system in Pekanbaru City is generally managed by the Market Service, namely since the existence of the Pekanbaru Level II Market Service, based on the Decree of the Mayor of KDH Level II Pekanbaru No.SK.130.30/HOT-3/1982 dated 13 September 1982 and concerning the organizational structure and work procedures of the Pekanbaru City Level II Regional Service No.SK.06.2/HOT-36/1982, also confirmed by Regional Regulation (PERDA) No. Cik Puan Market is managed directly by the Market Service.

From the management system, Pasar Cik Puan Pekanbaru currently refers to new regulations issued by the Level II Regional Government of Pekanbaru City, while the Regional Regulations issued by the Mayor of Pekanbaru include, namely. Regional Regulation (PERDA) No.04 of 2000, Regarding Cleanliness Retribution, Regional Regulation (PERDA) No.06 of 2000, Regarding Market Retribution, Regional Regulation (PERDA) No.05 of 2001, Regarding Public Order, Regional Regulation (PERDA) No.11 of 2001, Concerning K-5

c. Socio-Economy of the Cik Puan Market Community

The market is one of the meeting places between traders and buyers, as a place that brings sellers and buyers together, of course the market is a gathering place for people consisting of various ethnic groups. As found in the Cik Puan Traditional Market in Pekanbaru, the condition of the community is very diverse, consisting of various ethnic groups, including Malay, Minang, Batak and Javanese. The Minang language is a language that is used in daily life, this is because the majority of the merchant community at the Cik Puan market in Pekanbaru are of the Minang ethnic group, even though other ethnic groups are actually there, but the number is small when compared to the Minang ethnic group.

As a market manager, the UPTD head has the function of overseeing and coordinating the implementation of market levies within his area of authority, then submits periodic reports on financial income and is responsible for market security, order and beauty.

Discussion

a. Market Management Strategy

One of the muhtasib's main tasks is to oversee the market. He must maintain harmony among the merchants in the Market and oversee the activities within it. The aim is to prevent tyranny by controlling weighing instruments, measures, measures, and various other trading tools. He also has the right to prohibit price manipulation and prevent trade in illicit goods. In addition to overseeing trading practices. The Muhtasib must prohibit various methods of trading that are forbidden, and prevent excessive profits due to price manipulation. muhtasib's authority in conducting trade supervision.

Creating Traditional Markets that are able to compete with modern shops and shopping centers; as well as knowing the importance of the role of traditional markets so that participants understand the problems of traditional markets and are able to determine management strategies and policies, in order to maintain the existence and increase the potential of traditional markets as a driving force for the economy of the common people, a traditional market development model is needed, in which the government plays a role in allocating the role of the stakeholders and regulators. Regulations regarding Traditional Markets and Modern Markets must regulate the distribution of business zones, opening hours, prices of goods, and types of retailers.

Or strategy is the most important factor in the planning process, if the company's mission is formulated usually for quite a long time (rarely changed) and goals for a rather long time, otherwise the strategy is usually changed more often. Strategy is an art, even though an analytical tool is provided to identify and evaluate strategies, the process of formulating strategies is still more dominated by intuitive thoughts, feelings, perceptions and individual income.

b. Definition of Market

The market is an economic element that can realize the problems and welfare of human life besides that the market is an economic step and activity carried out by an individual to achieve a problem, reflecting a problem for society, because by reason of the problem that an individual wants to achieve actually reflects the problem of society .26 The definition of a market in a simple way can be interpreted as a meeting place for sellers and buyers to carry out transactions. sale and purchase transactions of both goods and services.

1. Traditional market

Traditional markets are places where sellers and buyers meet and are marked by direct seller-buyer transactions and usually there is a bargaining process. The building usually consists of stalls or outlets, stalls and an open platform opened by the seller or a market manager. Most sell daily needs such as food ingredients in the form of fish, fruit, vegetables, eggs, meat, cloth, clothing, electronic goods, services and others. In addition, there are also those who sell pastries and other items.

2. Super Market / Modern Market

Not much different from traditional markets, however, in this type of market, sellers and buyers do not transact directly, but the buyer sees the price tag listed on the goods (barcode), is in the building and the service is carried out independently (self-service) or served by a salesperson. Items sold, other than food ingredients such as; fruit, vegetables, meat; most of the other goods that are sold are goods that can last a long time.29 And indeed it must be admitted, the modern market is indeed more profitable for consumers. Although the price is more expensive, the quality of goods is clearly better. In fact, for some types of goods, the price is cheaper than in traditional markets.

3. Market competition

In business activities, it is certain that there will be competition between business actors. Business actors will try to create, package, and market their products, both goods and services as best as possible so that they are in demand and purchased by consumers. Competition in business can have positive implications, preferably, it can become negative if it is carried out with negative behavior and an economic system that causes uncompetitiveness. Competition in Markets and Market mechanisms can form several types of Markets.

Market competitiveness refers to the historical extent to which each company is able to influence the market, i.e. the ability to influence the prices or other conditions under which their products are sold the less ability a company has to influence the market where it sells its products the more competitive the market is, the extreme form This competitiveness is encountered when each firm cannot influence the market in such a case there are so many firms that each must accept a price set by the forces of supply and demand. This extreme form of market is called a perfectly competitive market structure. companies do not need to actively compete with each other because neither of them can influence the Market.

From this quote it is clear that traditional markets inevitably have to face competition, with the spread of Super Markets. Thus traditional markets must be extra in the face of competition, and

traditional markets should be superior in competition. Talking about competition in Islam, healthy trading procedures have been regulated.

4. Definition of Trade

Trade is the activity of buying and selling, namely bartering (swapping) of goods for prices of goods, both domestic trade, namely bartering that takes place within the country and is subject to state power. ³⁵ Trade is one of the most important veins of the economy. Since the time Sir Stamford Raffles came to power in Saan (1819), until now.

Islamic teachings explicitly instruct mankind to hold the values of Islamic teachings in a kaffah (total), comprehensive and intact manner. Trade as one aspect of life which is horizontal in itself can mean worship. In addition, trading business in Islamic Economics is an effort which gets special emphasis, because of its connection, apart from being related to eschatological meanings, trade in Islam is one of the important concepts that refers to the transfer of ownership rights to the assets it owns. However, the recognition of individual rights is accompanied by binding provisions.

In trading matters the Prophet was always polite and kind, the Prophet also avoided being excessive in trading, such as swearing a lot. The Prophet really hated people who used false oaths in their trade, because in selling Muhammad never exaggerated the product with the intention of increasing buyers, Muhammad emphatically stated that a seller must abstain from excessive oaths in selling an item, Muhammad also never made an oath to sell his trade, even if someone made an oath, Muhammad gave that person not to be able to make the oath excessively.

Muhammad said "Oaths that are spoken to promote commerce, can damage profits", (HR. Muslim, from Abu Hurairah ra) exaggerated oaths in promotion have long been recommended to be avoided, why? because excessive swearing is done only to get more sales, will not foster customer trust, maybe when we make excessive vows we get sales that are above average, but when consumers realize that the vows we say are only a lie they consumers will not buy again from us. Not only that, he will be very happy to tell anyone not to buy the goods we are going to sell, an excessive oath will threaten the continuity of the merchant's own business.

5. Business Ethics

In simple terms, studying ethics in business means learning what is good/bad, right/wrong in the business world based on the principles of morality. The word ethics comes from the Greek word *ethos* which means habit. Ethics is a critical reflection or process of examining the moral norms of a person or a society to determine whether these norms make sense or not to be applied in concrete situations or issues, thus, business ethics or ethics in doing business enable business people to choose various moral teachings and apply them responsibly in the area of economic or business activity. Business ethics also provides an orientation to business people, especially contemporary business people to be able to act appropriately and responsibly in facing economic transformation.

c. **The Development of Cik Puan Pekanbaru's Traditional Market Against the Existence of a Super Market**

It cannot be denied, the development of Cik Puan's Traditional Market is now less advanced, this is caused by the emergence of the Super Market, the position of traditional traders is increasingly squeezed, unequal business competition is crushed, where shopping is comfortable, while the position of traditional traders Cik Puan Pekanbaru, whose capital is only with a little money of tens of millions, competing with Super Market franchises whose capital is hundreds of millions plus an excellent goods distribution network, supported by operational procedures and technological sophistication systems.

Table 1. Respondents' Responses To The Development Of Traditional Markets With The Existence Of Super Markets

No	Alternative Answers	Respondents	Percentage
1	Develop	6 people	10.52%
2	Do not develop	42 People	73.69%
3	Don't know	9 People	15.79%
	Amount	57 People	100 %

From the table above it can be concluded that as many as 6 people or 10.52% of the respondents from the questionnaire they distributed stated that the development of Cik Puan Pekanbaru's traditional market with the existence of a super market is developing, while 42 people or 73.69% of respondents stated the development of traditional markets Ms. Puan Pekanbaru with the Super Market, namely Not Developing, and 9 people or 15.79% of respondents stated that they did not know about the development of the Cik Puan Pekanbaru Traditional Market with the Super Market.

Table 2. Respondents' Responses about Traditional Markets with Super Markets

No	Alternative Answers	Respondents	Percentage
1	Feeling Lost	33 People	57.90%
2	Don't Feel Lost	9 People	15.79%
3	Don't know	15 People	26.31%
	Amount	57 People	100

From the table above it can be concluded that as many as 33 people or 57.90% of respondents' responses from the questionnaire they distributed stated that Cik Puan Traditional Market Traders felt disadvantaged by the Super Market, while 9 People or 15.79% of respondents stated that Traditional Market Traders With the existence of the Super Market, they did not feel disadvantaged, and 15 people or 26.31% of respondents stated that they did not know about the development of the Cik Puan Pekanbaru Traditional Market with the existence of the Super Market.

d. Strategy for Traditional Market Management in Facing Super Market Existence

The results of interviews regarding the duties of the manager of the Cik Puan Traditional Market in Pekanbaru, namely: At the Cik Puan Traditional Market in Pekanbaru, the manager is the UPTD, the UPTD Market has the task of carrying out billing and receipt of Retribution as well as renting places to sell, fostering and assisting the smooth running, order and security of the Market, carrying out cleaning activities and maintenance of physical facilities as well as carrying out other tasks given by the Head of Service in accordance with their field of work.

The Super Market is known as a comfortable, clean shopping place so that visitors feel more comfortable shopping at the Super Market,²⁴ the strategy carried out by managers in maintaining the Cik Puan Market so that visitors feel comfortable shopping at the Cik Puan Market, namely: Providing cleaning facilities every day so that the Cik Puan Market Puan is clean and visitors also feel comfortable shopping at Cik Puan Market, and traders also feel comfortable when trading. For this reason, traders are quoted, levies, collecting Cik Puan Market levies, namely: traders are charged a fee, namely Rp. 1,000 for a kiosk; Loss IDR 750; and street vendors 650; and each of these costs is taken 250; for market cleanliness, so that the market remains clean so that buyers are comfortable shopping at the Cik Puan Traditional Market.

Table 3. Respondents' Responses to Traders in Selling Merchandise So as Not to be Lost by the Super Market

No	Alternative answers	Respondents	Percentage
1	chat	0 People	0%
2	Subscribe	53 People	92.90%
3	Usual transaction	4 People	26.31%
	Amount	57 People	100 %

From the table above it can be concluded that as many as 0 people or 0% of respondents from the questionnaire that was distributed they stated that Cik Puan Traditional Market Traders sell merchandise so they are not inferior to the Super Market, namely chatting, while 53 people or 92.90% of respondents stated that Traditional Market traders in selling merchandise were not inferior to the existence of Super Markets, namely subscriptions, and 4 people or 26.31% of respondents said ordinary transactions.

Table 4. Respondents' Responses in Defending Traditional Markets Against the Existence of Super Markets.

No	Alternative answers	Respondents	Percentage
1	provide quality goods the good one	46 People	80.70%
2	Add items for household use	6 people	10.52%
3	Just normal	5 People	8.78%
	Amount	57 People	100 %

From the table above it can be concluded that as many as 46 people or 80.70% of respondents from the questionnaire they distributed stated that traditional market traders in maintaining traditional markets faced the existence of a super market, namely providing good quality goods, while 6 people or 8.78% of respondents stated that Traditional Market Traders in defending Traditional Markets against the existence of Super Markets, namely adding goods for household needs, while 5 people or 10.52% of respondents stated that Traditional Market Traders in defending Traditional Markets against the existence of Super Markets, namely Normal.

Table 5. Respondents' strategies regarding explaining the quality of the goods being sold

No	Alternative answers	Respondents	Percentage
1	Did not explain	33 People	57.90%
2	He explained	6 people	10.52%
3	Sometimes explained	18 People	31.58%
	Amount	57 People	100 %

From the table above it can be concluded that as many as 33 people or 57.90% of the respondents from the questionnaire that was distributed they stated that the respondent's trade about explaining the quality of the goods being sold, namely not explaining, while 6 people or 10.52% of respondents stated that the respondent's trade about explaining the quality of the goods being sold, while 18 people or 31.58% of respondents stated that trading the respondents about explaining the quality of the goods being sold, namely sometimes explaining.

e. How to Analyze Business Ethics in Islam in Traditional Market Management Strategies to deal with the existence of the Super Market.

In order to maintain the continuity of the market normally and still be able to realize the misadventures of people's lives, an institution is needed that oversees activities optimally. The institution is obliged to observe the market mechanism and protect it from hoarding practices (Ihktikar), fraud and ribawi practices as well as actions that cause market distortions. In addition, the institution has the authority to impose sanctions on market players who violate established rules and regulations.

The practice of market supervision has been carried out by Rasulullah by plunging into the market. In his operations he toured the market while making corrections to various irregularities in the market. In a history it is explained that the Prophet's prohibition against cheating and manipulation in the market was continued by Khulafa Rasidin by establishing an institution namely: al-hisbah. Until today.

The findings from the qualitative method show that the main causes for the competition between traditional markets and supermarkets are weak management and poor infrastructure for traditional markets, not solely due to the existence of supermarkets. Supermarkets actually take advantage of the bad conditions that exist in traditional markets. Traders, Market Heads, and all stakeholders in Traditional Markets should have said that

4. CONCLUSION

After the many explanations that have been described in the previous chapter, the authors draw the following conclusions. It is undeniable that the development of the Cik Puan Traditional Market is now very underdeveloped. which is not balanced. For this reason, traditional market managers must have a strategy so that traditional markets do not feel competitive with the existence of a super market. cleaning facilities, strategies for regulating opening hours, strategies for monitoring prices at the Cik Puan Traditional Market, so that consumers are not harmed by traders,

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