

Exploitation of Stall Owners at Bangkok Pinang Market

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Abstrak

Traditional markets have an important role in the local economy, including in the Pinang Bangkok Market, which is the center of the community's trade activities. However, stall owners in this market face various challenges, such as competition with modern retail, limited capital, and lack of managerial and marketing skills. This study aims to analyze the empowerment strategy of stall owners to increase the competitiveness and sustainability of their business. The research method used is a qualitative approach with data collection techniques through observation, in-depth interviews, and documentation studies. The results of the study show that empowerment can be carried out through business management training, access to capital, marketing digitalization, and the formation of a community of traders as a forum for sharing experiences and capacity building. In addition, the role of the government and related parties in providing supportive regulations and adequate infrastructure is also an important factor in the success of empowering kiosk owners. In conclusion, empowerment based on strengthening individual and collective capacity can improve the business sustainability of stall owners in the Bangkok Pinang Market.

Keywords: Empowerment, stall owners, traditional markets, business sustainability, competitiveness

Introduction

Traditional markets have a strategic role in the local economy as the center of trade and distribution activities of goods that connect producers, traders, and consumers. This market is the main place for people to obtain daily necessities at relatively affordable prices and provides space for micro, small, and medium enterprises (MSMEs) to develop their businesses (Kowalczyk & Kubal-Czerwińska, 2020a). In addition, traditional markets play a role in creating jobs, both directly through traders and indirectly through supporting sectors such as transportation, loading and unloading services, and market waste management. Thus, the existence of traditional markets not only has an impact on the economy of individual traders, but also on the welfare of society at large. In addition to its contribution to the local economy, traditional markets also have strong social and cultural values (Baikady et al., 2023). The market functions as a space for social interaction that allows for the establishment of relationships between traders and buyers directly, thus creating close social bonds within the community. In contrast to modern retail, which prioritizes transactions based on automated systems and minimal interaction, traditional markets still maintain a buying and selling pattern based on negotiation and trust. However, in recent years, traditional markets have faced significant challenges due to competition with modern shopping malls and changes in people's consumption patterns. Therefore, an appropriate empowerment strategy is needed so that traditional markets are able to survive and make a sustainable contribution to the local economy.

The Bangkok Pinang Market is one of the main trading centers in the region that plays an important role in meeting the economic needs of the local community. This market is a place for various types of traders, ranging from sellers of food such as vegetables, fruits, meat, and fish, to traders of daily necessities such as clothing, household appliances, and small business supplies. The diversity of products offered reflects the dynamics of the local economy that depends on trading activities in this market. In addition, the Bangkok Pinang Market is also a place for local producers, including farmers and fishermen, to distribute their produce directly to consumers, thereby creating a more efficient supply chain and supporting the regional economy. In addition to its economic function, the Bangkok Pinang Market also has a significant social and cultural role in people's lives (Poeze et al., 2024). This market is not only a place for buying and selling transactions, but also a space for social interaction for traders and buyers, who often establish relationships based on trust and loyalty. As a center of vibrant economic activity, this market becomes a meeting point for various levels of society and strengthens social relations between citizens. However, with the development of modern retail and changes in people's consumption patterns, the Bangkok Pinang Market faces various challenges, including competition with minimarkets and supermarkets as well as limited infrastructure that can affect its competitiveness. Therefore, comprehensive empowerment efforts are needed so that this market remains a sustainable trading center and is able to compete in the modern economic era.

Traditional markets, including the Bangkok Pinang Market, face major challenges due to competition from modern retailers such as convenience stores and supermarkets. The ease of access, shopping convenience, and fixed price system offered by modern retail are attractive to consumers, causing a decrease in the number of customers in traditional markets. In addition, the aggressive promotions carried out by modern retailers, such as discount programs and technology-based services, further strengthen their competitiveness compared to traditional market traders. As a result, many kiosk owners experience a decrease in income, which has an impact on their ability to maintain their business in the long run. This competition is also exacerbated by the limited business capital experienced by market traders, where access to formal capital sources is still difficult to reach due to strict administrative requirements and limited guarantees that can be provided by small traders.

In addition to external factors, internal constraints such as lack of managerial and marketing skills are also obstacles in the sustainability of the stall owner's business. The lack of understanding in financial management, effective marketing strategies, and the use of digital technology cause traders to be less able to adapt to changing market trends. For example, there are still many merchants who have not leveraged digital platforms to increase their market reach, while modern retail has adopted e-commerce technology and digital payments. In addition, inadequate market infrastructure, such as poorly maintained building conditions, minimal sanitation facilities, and lack of stall arrangements, also affect the attractiveness of traditional markets for consumers. Regulations that have not fully supported the development of traditional markets are also an important factor, where policies related to levies, land management, and business licenses are still a challenge for kiosk owners in running their businesses sustainably. Therefore, comprehensive

empowerment efforts are needed to increase the competitiveness and sustainability of traditional market traders' businesses.

Research Methods

This study uses a qualitative approach with a case study method, which aims to deeply understand the dynamics of empowerment of stall owners in the Bangkok Pinang Market. This method allows researchers to explore various factors that affect the sustainability of traditional market traders' businesses, including the challenges they face as well as strategies that can be implemented to improve their competitiveness. Data collection was carried out through direct observation, in-depth interviews, and documentation studies. Observation is used to see the physical condition of the market, the interaction between traders and customers, and the trading patterns that occur. Interviews were conducted with stall owners, market managers, local governments, and market customers to explore their perspectives on the factors that affect the competitiveness of traditional markets. The documentation study was carried out by reviewing government policies, market reports, and literature related to the empowerment of micro and small businesses in the traditional trade sector.

The data obtained was analyzed using thematic analysis, which involved the stages of data reduction, categorization of findings, and interpretation of emerging patterns. Data reduction is carried out by filtering information relevant to the focus of the research, while categorization is carried out by grouping findings into key themes such as access to capital, managerial skills, competition with modern retail, and infrastructure support and market regulation. To ensure the validity of the data, this study applied triangulation of sources and methods, by comparing the results of various informants and using more than one data collection technique. In addition, the validity of the findings is strengthened through member checking, which is confirmation of the findings to the informants who have been interviewed. With this method, the research is expected to produce strategic recommendations in empowering stall owners in the Bangkok Pinang Market to increase the competitiveness and sustainability of their businesses in the midst of modern economic challenges.

Result and Discussion

The majority of stall owners in the Bangkok Pinang Market are micro and small businesses that have been operating for a long time, showing resilience and consistency in running their businesses. The dominating types of businesses include the trade in groceries, household needs, and clothing, which are the main products needed by the local community. Despite having considerable experience in entrepreneurship, many stall owners still face various challenges in managing their businesses effectively. One of the main obstacles found was the lack of systematic financial records, which made it difficult to monitor cash flow, manage stock of goods, and optimize profits (Kowalczyk & Kubal-Czerwińska, 2020b)

In addition to the problem of financial records, other challenges faced are the lack of effective marketing strategies and limited access to business capital. Many kiosk owners still rely on conventional marketing methods and have not leveraged digital technology to expand customer reach. On the other hand, limited capital makes it difficult for them to develop their business or increase their stock of goods in large quantities, especially when demand increases. Difficulties in accessing formal financial institutions, both due to strict requirements and a lack of information regarding available funding options, further complicate the situation. (Baikady et al., 2023) Therefore, empowerment efforts are needed which include business management training, introduction to digital marketing strategies, and increased access to capital sources so that kiosk owners can develop and compete in the midst of dynamic economic changes.



Figure 1. Pasar Bangkok Jl. Kh. Mas Mansyur

Increasing managerial and marketing capacity for stall owners in the Bangkok Pinang Market is a crucial factor in strengthening their competitiveness in the midst of increasingly fierce competition. Good business management includes systematic financial records, stock planning, and efficient cash flow management. The results of the study show that many kiosk owners have not implemented structured financial records, so they often experience difficulties in controlling profits and managing working capital. Through the training program provided, traders began to understand the importance of financial recording and better business management strategies. Most of them have started implementing a simple record-keeping system, both manually and digitally, to increase transparency and efficiency in their business operations.



Figure 2. Fruit Stalls

In addition to managerial improvements, more modern marketing strategies are also a focus in empowering kiosk owners. Many merchants still rely on conventional marketing methods, such as waiting for customers to come to the stall without making more proactive promotional efforts (Poeze et al., 2024). Therefore, digital-based marketing training was introduced to help them leverage social media and e-commerce platforms in increasing market reach. Some kiosk owners who have implemented this strategy have reported an increase in the number of customers, especially from the younger consumer segment. With the adoption of digital marketing and more professional business management, stall owners in the Bangkok Pinang Market are expected to be able to face business challenges more adaptively and competitively.

Conclusion

This research shows that the empowerment of stall owners in the Bangkok Pinang Market is indispensable to increase the competitiveness and sustainability of their business. Most of the stall owners are micro and small businesses that have been running their businesses for more than five years, but still face various challenges, especially in financial records, marketing, and access to capital. Competition with modern retail further exacerbates this condition, resulting in a decrease in the number of customers and turnover. Through empowerment programs that include managerial training, digital marketing strategies, and increased access to business capital, kiosk owners can develop better skills in managing their businesses effectively. In addition, infrastructure conditions and market regulations also play an important role in supporting the sustainability of traders' businesses. Improvements in market facilities and policies that are more in favor of small businesses can help increase the attractiveness of the Bangkok Pinang Market as a community trading center. The results of this study recommend synergy between the government, financial institutions, and the merchant community to create a more inclusive and competitive business ecosystem. With continued support, it is hoped that stall owners can survive and thrive in the midst of economic challenges, as well as remain an important part of the local economy.

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