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REVITALIZING THE ROLE OF REGIONAL GOVERNMENTS IN EMPOWERING TRADITIONAL MARKET TRADERS IN DKI JAKARTA

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Abstract

The focus of this paper is the Role of the City Government of South Jakarta in Empowering Traditional Market Traders. In the implementation of empowerment of traditional market traders, several roles can be carried out, as stated by Ife (1998) who says that empowerment can be done through the role of facilitator, educational role, role of representation and technical role. The method used in this study is a qualitative method, and through In this design, the purpose of the research is to obtain a description of phenomena, facts or empirical data, the nature and phenomenal relationships of the role of empowerment carried out by the government towards traditional market traders in South Jakarta City in fact in the field. The role of local government in empowering traditional market traders has been implemented but has obtained optimal results. The obstacles faced in carrying out these four roles stem from the government and from traditional market traders. The implementation of empowerment of traditional market traders is not only seen in the process but also in the form of government institutions. Benuk institutions show the government's paradigm in viewing the market as a place for economic transactions to become a public space where

1.INTRODUCTION

The position and role of the government apparatus is of concern, because most social life is regulated and determined by the government through its apparatus. The position and role of the apparatus is interesting to discuss because the position and role have not been as expected. Along with the large role of the government in the life of society, nation and state, the hopes of the community are getting bigger. This hope must be immediately answered and realized by the government, so that government relations can be maintained (Do et al., 2016).

Through hope and optimization of government functions, people can expect a wider sense of justice (Arif & Maksum, 2017), a higher level of independence in developing themselves and solving various problems, and the better their level of welfare (De Sousa Santos, 1998; Rawls, 1971).

Increasingly, people demand that government officials show their best abilities. This ability does not only refer to technical abilities and knowledge, but more than that there is a high commitment and a clear vision of increasing community empowerment. Community empowerment referred to in this case is empowerment in a social, economic, political and cultural context (Lee et al., 2019).

No less important in the government process is community involvement in policy making (Ansell, 2012). The presence of the community is not only due to their ability to participate in the policy-making process but at the same time they have the desire and commitment of the government to increase community participation (Ansell, 2012; Emerson & Nabatchi, 2015; Westerink et al., 2017). This is community empowerment. Empowerment is not only associated with the existence of various projects but is more focused on simultaneous, comprehensive and continuous action. In society there are many social groups whose classification is based on several things, such as employment, economy, education and others. Among these groups there are groups of traditional traders who often interact with government officials. Such interactions can be seen, among others, in the obligation to pay levies, curbing traditional market traders and other arrangements.

In this regard, small businesses (including traditional market traders) are an integral part of the business world which has a very important and strategic position, potential, and role in economic development, both on a regional and national scale. In fact, traditional markets are locations for carrying out business activities that are able to expand employment opportunities and provide broad economic services to the community, which can play a role in the process of equalization and increase community income, and promote economic growth. The reality shows that traditional markets have not yet been able to realize their capabilities and roles optimally in the regional economy. This is due to the fact that traditional markets are still facing various obstacles and constraints, both external and internal, in the fields of production and processing, marketing, capital, human resources, and technology, as well as a business climate that is not yet supportive for their development (Storbacka & Nenonen, 2015).

The powerlessness currently experienced by traditional market traders is also inseparable from several factors, including market management that is still bureaucratic, the physical condition of market buildings as business places that are not well maintained and even seem to be heavily damaged, high prices / rents for lods and kiosks (Granovetter, 2018; Storbacka & Nenonen, 2015). In addition, efforts to obtain assistance are hampered by a complicated licensing process, financial institutions such as credit institutions that seem indifferent and so on. There is even an impression that local governments as policy makers and implementers are considered to have paid less attention to the fate of traditional markets, including in the South Jakarta area.

The increasing number of traditional markets that have turned into modern markets, the existence of traditional markets whose physical conditions are very poor, as well as the absence of agencies that handle traditional markets (Calvo-Porrall & Lévy-Mangin, 2015; Olson, 2013; Venkatraman et al., 2015). Market management is based on regional companies supported by the Cooperatives and Small and Medium Enterprises Office and the Economy section, making traditional market traders seem to be the object of increasing Regional Original

Income. The various conditions and problems shown above ultimately make the role of the government in empowering traditional market traders important (Calvo-Porrá & Lévy-Mangin, 2015). In this regard, to build traditional markets it is necessary to carry out restructuring through the help of the government as a whole and continuously so that it is hoped that traditional markets can foster a trade system that is more stable, smooth, efficient, effective and sustainable in one strong national trade chain.

II. METHOD

The author uses a qualitative approach to examine in depth how the role of local government in empowering traditional market traders in South Jakarta. As a consequence of the use of qualitative methods in this study, the author from the beginning conducted an analysis of the collected data and then throughout the research, the analysis automatically arises when interpreting the data obtained (Creswell, 2009; Saldaña, 2011). The purpose of selecting a qualitative approach is to understand how the problem solving process is supported by the theory and framework developed.

The design of this research is to obtain a description of the phenomena, facts, nature and phenomenal relationship between the role of government and the empowerment of traditional market traders as they are fully and multidimensional. The data analysis technique was carried out qualitatively (Maxwell, 2012). The technique used is functional analysis. The analysis is focused on the ability of the DKI local government to empower traditional market traders. In addition, it also analyzes conflicts of interest that occur between levels of government in the implementation of regional autonomy. The analysis used will use qualitative data supported by numbers.

This study obtained information from several key informants, including the Chairman of the management of traditional merchant organizations in South Jakarta traditional markets, the Manager of the Pasar Jaya Regional Company for the South Jakarta Region, the Head of the Sub-Department for Cooperatives, Micro, Small, Medium Enterprises and Trade (KUMKMP), Head of the Government's Economic Section The administrative city of South Jakarta; and the Association of Indonesian Market Traders in the DKI Jakarta area. Qualitative data collection techniques are tentative because their use is determined by the context of the problem and the description of the data obtained. The research processed and discussed data and phenomena in the field obtained at the research location, so the researcher conducted data analysis using two analysis models, namely a qualitative descriptive strategy model and a qualitative verification analysis strategy model.

III. RESULT AND DISCUSSION

In brief, it can be described the condition of traditional markets in South Jakarta City. The number of markets managed by PD Pasar Jaya, initially (1966/1967) was 84 markets with an area of approximately 26.4 hectares. The current condition of PD Pasar Jaya manages 152 markets, including 96 non-Inpres markets and 56 Inpres markets. In addition, there are 6 (six) shops as assets of PD Pasar Jaya which are still managed by other parties. Currently, there are 152 traditional markets managed by PD Pasar Jaya, scattered throughout the capital city. In 2000, out of 96,115 rooms / kiosks owned by PD Pasar Jaya, 82,667 units were occupied and the remaining 13,488 units were declared inactive. Of the 152 markets mentioned above, it can be classified based on activities and services according to the nature of the activity and type of trade, scope of service, level of potential and time of activity. When viewed from the nature of activities and types of trade, markets are categorized into retail markets, wholesale markets, wholesale markets, and special markets. Meanwhile, based

on the scope of service, the market is divided into environmental markets, regional markets, urban markets and regional markets. In terms of potential, the market is divided into market potential A, market potential B, and market potential C. And based on the time of activity, the market is divided into daytime markets, night markets and daytime markets. PD Pasar Jaya land in five areas of Jakarta has a total area of 1,003,164.93 square meters with a total market of 152 units. Of the aforementioned total, 1 169,694.93 square meters) divided into 28 units are located in the administrative area of South Jakarta

The role played by the South Jakarta City government in empowering traditional market traders is carried out in various forms, including the role of facilitation, the role of education, the role of representation and the role of technical skills (Avelino, 2016). If viewed from the implementation of the facilitation role, it can be stated that the government is trying to carry out the facilitation role as part of the implementation of government functions. However, there is an unbalanced pattern of government relations which causes these roles to be unable to be implemented optimally. The use of support, consensus, communication, and group facilitation techniques can be hampered by government behavior that creates distance between the government and the community, in this case traditional market traders (Avelino, 2016; Rappaport, 1987). These obstacles make traders also reluctant to approach the government. Optimizing the use of the facilitation role can also be linked to the weaknesses of local government institutions in establishing relationships with non-governmental institutions that are stake holders of traditional markets (Avelino, 2016). The institutions in question include non-governmental organizations, banking institutions and other financial institutions. In addition, the role of facilitation is carried out by several work units, such as the Office of Cooperatives and Small and Medium Enterprises, the economy and the Regional Revenue Service, as well as Regional Owned Enterprises, in this case the Pasar Jaya regional company that makes empowerment less optimal. This phenomenon shows that the coordination process is a problem point in empowering traditional market traders (Arif & Primastuti, 2019). The not optimal role of facilitation in empowering traditional market traders can also be seen from the involvement of parties outside the government, even though in the empowerment process, there are other elements that can play a role, including social and private parties. The social parties in question are community social institutions and financial institutions such as banking institutions and small and medium sector financing institutions. The large number of banks and microfinance institutions around traditional markets, but they do not play a role in facilitating traditional market traders, also shows the weakness of government capacity in the context of community participation.

The role of facilitation is carried out through the funding aspect, meaning that the government seeks to expand funding sources, increase access to funding sources, and provide convenience in funding. The government fostering a business climate in the aspect of competition is carried out by increasing cooperation among Small Businesses in the form of cooperatives, associations and business group associations to strengthen the bargaining position of Small Businesses (Arif & Primastuti, 2019). In addition, the government, the business world and the community provide support in terms of financing or capitalizing traditional market traders. The support can be in the form of bank loans, loans from non-bank financial institutions, venture capital, loans from funds set aside for a portion of the profits of state-owned / regional BUMN enterprises, grants, and other types of financing (Sartika, 2011).

Still in the context of the role of facilitation, it is carried out through efforts to foster a business climate in the infrastructure aspect by providing public

infrastructure that can encourage and develop the growth of Small Businesses and provide certain infrastructure tariff relief for Small Businesses (Arif & Primastuti, 2019). Government empowerment for traders is carried out by fostering a business climate in the information aspect of forming and utilizing data banks and business information networks as well as organizing and disseminating information about markets, technology, design and quality.

Another thing that is no less important is empowerment by fostering a business climate in the aspect of business licensing through simplifying the procedures and types of licensing by striving for the realization of a one-stop service system and providing easy requirements for obtaining permits. Cuadrado-Ballesteros, Isabel-Mari'a Garcí'a-Sánchez and José-Manuel Prado-Lorenzo stated that "On the one hand, governments believe more in private initiative, so they are more receptive to decentralization processes based on the adoption of private management techniques. It is commonly assumed that these governments seek to reduce public expenditure and to lighten the tax burden" (Cuadrado-Ballesteros et al., 2016).

The implementation of the educational role shows that the South Jakarta City Government has tried to carry out its roles, but there are still various obstacles that create gaps between traditional market traders, especially in terms of non-formal education. This is due to the relatively rigid government relations. The government and traditional market traders seem to keep their distance. In addition, the meaning of empowerment in the dimension of capital assistance becomes a perspective that disrupts other dimensions of empowerment such as empowerment efforts that can be carried out through changes in mindset, changes in lifestyle and changes in perceptions of themselves and their environment. This is the meaning of empowerment which has been distorted and often carried out by the government, which has always made empowerment a project. In the context of empowering the human resources of traditional market traders, the Government, the business world, and the community try to improve the technical and managerial skills of traders, establish and develop educational, training and consulting institutions for Small Businesses and provide extension workers and consultants for Small Businesses for traditional traders.

When viewed from the perspective of implementing the representative role, the South Jakarta City Government has performed a representational role, namely an advocacy role quite well (Djuyandi, 2016; Organizing et al., 2007). The reality on the ground shows that the availability of regional regulations and policies does not yet exist. Likewise, regional action plans in empowering traditional market traders are not yet available. Apart from that, traders are still in a weak position when faced with modern markets and traders who have bigger capital. This indicates that the role of advocacy carried out by the government has not been able to encourage motivation and commitment from policy makers and community leaders realizing empowerment of traditional market traders. The conflict between traditional market traders and managers and the government is caused by two things, namely (1) the Market Management Institution as the leading sector does not have a clear concept regarding the traditional market revitalization model, so it is highly dependent on the design offered by the developer, especially because limited funds also weaken the position. City Government bargaining in negotiating with developers (Djuyandi, 2016; Korten, 1995). As a result, in a number of cases, the City Government is in fact disadvantaged when it turns out that the design applied by the developer is not successful and the developer finally returns the revitalization project to the City Government; and (2) there is no political will from the City Government to build an understanding between the government

and traders in traditional markets regarding the revitalization model to be applied (Djuyandi, 2016).

There is a fact of difficulty in building consensus between the government and traditional market traders. This is due to the unequal position between the government and those being governed. The position of traditional market traders at the bottom makes obedience and submissive patterns more prominent than consensus. This indicates that any policy that is adopted after the deliberation process does not mean that it is approved and benefits the traditional market traders. The existing conditions show that traders are in a depressed position in facing competition from outside parties and there are policies that are considered to be impartial to additional market traders. Referring to Bookman's opinion which says that empowerment as a concept that is currently popular refers to efforts to foster a desire for someone to self-actualize, perform upward mobility, and provide psychological experiences that make someone feel empowered. It is further argued that the desire to change the situation that comes from within can arise if a person feels that he is in a depressed situation and then realizes or knows the source of the pressure (Bookman & Woolford, 2013).

In addition, efforts are made to prevent the formation of market structures that can give rise to unfair competition in the form of monopoly, oligopoly, and monopsony that are detrimental to Small Businesses and prevent market control and business concentration by certain individuals or groups that are detrimental to Small Businesses. The government protects traditional market traders by fostering a business climate in the aspect of partnerships and preventing things that are detrimental to traders in conducting business transactions with Medium and Large Enterprises. The government also fosters a business climate in the context of determining the designation of business premises which includes providing locations in the market and providing legal advice and advocacy assistance.

The South Jakarta City Government has not optimally carried out the role of technical skills. Although the technical role needed in empowering traditional market traders is not exactly the same as the technical skills in empowerment for other communities. In that context, David Craig and Doug Porter are quoted Matondang as stating that:

As part of this re-embedding of markets, many governments take on an increased role in the social sphere through the activation of capacities of their citizens, the provision of human and social capital and social investments more broadly, which it is hoped would make it easier for citizens to be included in and benefits from market transactions. Nevertheless, this promotion of opportunity, empowerment and security of its citizens by the "capable state" is severely circumscribed as liberal decentralized forms of governance are joined powerfully to macroeconomic disciplinary frames (Matondang, 2017).

The limited number of technical personnel in traditional markets is suspected to be the problem with the weak implementation of this technical skill function. Another thing is the limited understanding of the technical implementers because the technical implementers view that their duties in traditional markets are merely to receive or collect retribution for the use of traditional market facilities. What is no less important is the opening of access to traditional market traders to finance through efforts to increase the ability to raise their own capital, increase the ability to prepare feasibility studies, improve financial management capabilities, grow and develop guarantee institutions. All these businesses are guaranteed by a guarantee institution owned by the Government and / or the private sector.

Besides the need for empowerment through the various aspects mentioned above, empowerment efforts are also needed by the government, the business world, and the community through research and studies on marketing, increasing management capabilities and marketing techniques, providing facilities and support for promotion and market trials, and development of marketing agencies and distribution networks.

Apart from the quantity aspect, the constraints faced are also related to the quality of the implementing organs where the existing staff, especially market officers, have relatively rarely received training on market management, especially on how to deal with or serve traders. This training is actually very important because the market officers are always dealing with traders who generally have strong character.

Paying attention to the availability of very limited human resources. So it is difficult to expect market officers to carry out their duties properly, therefore it is imperative for local governments to pay attention to the adequacy of human resources. The availability of human resources (HR) of the organization is very important in empowering traditional market traders. These human resources include, among others, employees who are directly related to empowering traditional market traders who must have the expertise and ability to carry out tasks, orders and recommendations from their superiors (leaders).

IV. CONCLUSION

The local government of the city of South Jakarta has performed the function of empowering traditional market traders. The implementation of the empowerment function is carried out through a number of roles, including the role of the facilitator, the role of education, the role of representation and the role of technical. The four roles cannot be separated from the position of the role of the regional government which carries out other government functions, namely the service function and the development function. The implementation of this role requires adjustment and adaptation according to the characteristics of the community groups. This means that the empowerment approach to heterogeneous community groups is different from the community approach which is homogeneous, such as the empowerment approach to farmers, empowerment of groups of workers or laborers, empowerment of women and others. Based on the description above, it appears that the implementation of the role carried out by the government lies in the implementation of the role of technical skills. In the context of traditional market traders, the technical role required does not take the form of presentation and publication skills.

In theory, Ife's opinion can be used as a reference for implementing empowerment, but it still requires adaptation to suit different contexts. Based on these circumstances, a study or research is needed that makes Ife's opinion a theoretical reference. There is a need for institutional / institutional engineering that carries out the management and empowerment of traditional markets. If viewed from an empowerment perspective, an institution deemed appropriate to carry out this function is the need to immediately establish a Market Service as a substitute for the Pasar Jaya Regional Company. Meanwhile, the management of the market can be appointed by traders in the traditional market itself to provide a sense of trust which will have an impact on the future sustainability of the traditional market itself.

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