

CUREH MAIN MARKET RELOCATION STRATEGY, BIREUEN REGENCY

Nabila Utari Siregar

Universitas Muhammadiyah Sumatera Utara

Email: nabilautarisiregar@gmail.com

Abstract

This study aims to determine the relocation strategy of the Cureh main market in Bireuen Regency. The method used is descriptive research method with qualitative data analysis, which is a type of research through problem solving procedures that are investigated by describing the circumstances surrounding the research object based on facts and the data collection technique used is interview technique. Based on the results of this study, it is known that the relocation strategy of the Cureh Main Market, Bireuen Regency has been running effectively, such as the responsibilities of the Office of Investment, Trade, Cooperatives and SMEs which have been implemented properly. Supervision carried out by the Office of Investment, Trade, Cooperatives and SMEs of Bireuen Regency is carried out by monitoring the relocated traders in the Cureh Main Market and confirming the traders who are still selling in the old market. Then the facilities provided by the Office of Investment, Trade, Cooperatives and SMEs have a level of equality and can meet the needs of traders, but there is no coordination between the service and local companies. It is hoped that the Office of Investment, Trade, Cooperatives and SMEs will be more responsible for the traders who were relocated to the Cureh Main Market so that there are no more complaints from traders. The Office of Investment, Trade, Cooperatives and SMEs will maximize supervision of traders who have been relocated to the Cureh Main Market, especially for traders who are still in the old market. has been provided, the Bireuen Regency Government to be able to form a regional company that can coordinate with the existing market in Bireuen Regency so that it can run effectively.

Keywords: Strategy, Market Relocation.



This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

1. INTRODUCTION

Traditional Markets are markets that are built and managed by local governments, private sector, State-Owned Enterprises and Regional-Owned Enterprises, including collaboration with the private sector and business places in the form of figures, kiosks, IOS and tents owned/managed by small, medium, and non-government traders. or cooperatives with small-scale businesses, small capital and with the process of buying and selling merchandise through bargaining.

In the policy of the presidential regulation of the republic of Indonesia Number 112 of 2007 concerning the arrangement and development of traditional markets, it is stated that in the context of fostering traditional markets, the government prioritizes the opportunity to obtain a place of business for traditional market traders who have previously renovated or relocated traditional markets. In accordance with the regulation, local governments can relocate traditional markets in order to properly organize traditional markets. Traditional markets have advantages that modern shopping centers do not have in their bargaining system that shows the intimacy between the seller and the buyer. Traditional markets have a communication that will not be found in modern shopping centers. The bargaining system in buying and selling transactions in traditional markets creates a separate relationship between the seller and the buyer. In contrast to modern shopping centers where the price of goods is fixed and there is no communication between the seller and the buyer.

Aceh province is a province that has the potential for human resources and fairly developed economic growth. One of them is Bireuen Regency with a population in 2016 of 443,627 people with a composition consisting of 217,105 males and 226,522 females. Most of the rest of the population is in the fisheries sector, self-employed, civil servants, TNI/POLRI, service and trade workers. Therefore, Bireuen Regency opens wide opportunities for markets, especially traditional markets. One of the markets in Bireuen Regency is the morning market which was relocated because the area inhabited by traders now looks slum. disturbing the residents around the market with an unpleasant smell, so the government took the initiative to make a wholesale market so that the slum area became a clean place, therefore the traders moved to a new location in the village of cureh to become the main market of cureh which was built in in 2018 from the relocation of traditional markets in Bireuen Regency.

The purpose of implementing this market relocation is to organize traditional markets for the better, of course also as an effort to improve the welfare of the community, especially traders, but the Cureh main market has a worrisome condition where the relocated market is still divided into two, namely the morning market and the Cureh main market so that the main market cureh still lacks buyers because the morning market is still active while the government has promised that the morning market will be closed, with a bad relocation strategy. kiosk provided. However , the strategy carried out by the regional government did not work well so that the Cureh wholesale market in Bireuen Regency did not work effectively .

2. METHODOLOGY

The type of research that will be used in this research is descriptive method with qualitative data processing, namely the method used to dissect a phenomenal in the field and describe the findings in the field. Qualitative descriptive method only describes situations and events. Research with this method does not seek or explain relationships, does not test hypotheses, or make predictions and only analyzes the

truth based on the facts obtained. Qualitative research aims to reveal qualitative information so that it emphasizes the problem of process and meaning by describing a problem. The research conducted is descriptive in nature, namely to find out or describe the reality of the events under study, making it easier for the author to obtain objective data.

The data collection method that the author uses in this research is the interview, namely the data collection technique carried out by direct question and answer with key informants in depth who are considered to understand the problems studied. Interviews will be conducted by certain people related to the research.

The data analysis technique used in this research is categorization analysis technique. The data obtained will be sorted based on the existing categories and each category is given a conclusion, so this research is drawn from the conclusions of each category.

3. RESULT

Description of Interview Results Based on Categorization

Responsibilities of the Office of Investment, Trade, Cooperatives and SMEs

Based on the results of an interview on Monday, March 11, 2020 with Mrs. Yus Edarni, SH. As the Trade Business Development Section, it is stated that the responsibilities given by the investment, trade, cooperative and SME services are monitored until the traders occupy the main market and are regulated according to their respective business fields. for traders who already have hgb (right to build) are given top priority in choosing a place of sale in the market so as not to feel disadvantaged due to the relocation of the market, after that the second priority for traders who only rent is given to choose a place after the first priority, namely traders who have have a place first in the old market that already has HGB and the third for traders who are just starting their business in the market. In carrying out its duties, the investment, trade, cooperative and SME offices do not have the right to sabotage, all traders are given full rights because the service prioritizes the interests of traders.

Based on the results of an interview on Monday, March 13, 2020 with Ms. Riza Fitriani, ST always stated that the Consumer Protection section has full responsibility in relocating because under the auspices of the agency, it is the responsibility of all traders to move to a new location on time. pre-determined by the service and the traders whose time has been agreed upon. And the service prioritizes the interests of traders so that there is no conflict because previously the traders in the old market had been previously recorded so that the service knew how many kiosks were provided for the traders.

Based on the results of the interview on Monday, March 13, 2020 with Mr. Agus as the wholesale market traders, he stated that the responsibility given to the traders was responsible and had provided proper buildings for traders in the main market and provided comfort to buyers. Such as proper buildings built by the Office of Investment, Traders, Cooperatives and SMEs for traders in the CUREH Main Market.

Based on the results of the interview on Monday, March 13, 2020 with Mrs. Yani as the wholesale market traders, the responsibility given by the service is already responsible and the responsibility is like building a proper building for traders in the CUREH Main Market.

The existence of supervision carried out by the Office of Investment, Trade, Cooperatives and SMEs in Relocating the Market

Based on the results of an interview on Monday, March 13, 2020 with Mrs. Yus Erdarni, SH as the Trade Business Development section, stated that the supervision carried out by the Bireuen Regency Dispemdagkop was monitored continuously from the time the relocation was carried out until the relocation was completed and until the traders actually occupied the main market, During periods of relocation, the office cooperates with the relevant agencies to carry out continuous supervision until the traders actually occupy the market according to the wishes of the traders, in this case those who assist in the supervision are the PP Satpol, Camat, Polsek, and the Transportation Service.

Based on the results of an interview on Monday, March 13, 2020 with Mrs. drh. Nanda Dewi as the head of the trade sector stated that the form of supervision was by monitoring the traders until the buildings given by the service to traders were finished and could be occupied by traders. The hope is that traders will feel more comfortable in trading and make it easier for buyers. Mainly Satpol PP, sub-district head, police and transportation service.

Based on the results of an interview on Monday, March 13, 2020 with Mrs. Yani as a trader at the main market, she stated that I was aware of the service supervision program because the agency prior to carrying out renovations made a visit to the market to supervise traders. In my opinion, the supervision carried out by the service is not optimal because there are still many traders who sell in the old market. In order for the supervision to run effectively, the Office should be stricter on traders who are still selling in the old market to move to Induk CUREH.

There are Adequate Facilities for Merchants

Based on the results of the interview on Monday, March 13, 2020 with Mrs. drh. Nanda Dewi as the Head of the Trade Division stated that the facilities provided by the service to traders were in the form of kiosks, prayer rooms, water, electricity. The facilities provided by traders have been fulfilled by the service. The level of equality for traders is in accordance with the wishes.

Based on the results of an interview on Monday, March 13, 2020 with Ms. Riza Fitriani, ST as consumer protection stated that the facilities provided for traders have been fulfilled such as kiosks, PDAM, prayer rooms, public bathrooms and the service has given awards as appreciation for traders in the form of scales. The 2 kilos, 5 kilos and 10 kilos of appreciation were given because the traders moved voluntarily without any coercion from the investment, trade, cooperative and SME offices. Market facilities already have the same level of equality because every year the agency provides a budget to repair the market if any facilities are damaged.

Based on the results of an interview on Monday, March 13, 2020 with Mrs. Yani as a trader at the wholesale market, she stated that the facilities provided by the service had been fulfilled. The facilities provided by the service are good. The facilities provided by the service are very suitable for use by traders at the CUREH Main Market.

There is coordination carried out by internal parties

Based on the results of an interview on Monday, March 13, 2020 with Mrs. Yus Edarni, SH as the section for Trade Business Development, stated that in Bireuen Regency there are no regional companies related to market relocation.

Based on the results of the interview on Monday, March 13, 2020 with Mrs. drh. Nanda Dewi as the Head of the Trade Division stated that the agency had no connection with regional companies. The obstacles faced are not because the agency does not cooperate with regional companies. There are none involved in the coordination.

Based on the results of an interview on Monday, March 13, 2020 with Ms. Riza Fitriani, ST as consumer protection stated that the agency coordinates with the PDAM company for traders who need water, the service provides a PDAM meter but that's all between traders and the PDAM company.

4. DISCUSSION

Analysis of Interview Results

Responsibilities of the Office of Investment, Trade, Cooperatives and SMEs

Based on the results of interviews from the Office, it is stated that the responsibilities given by the Investment, Trade, Cooperative and SME Service are monitored until the traders occupy the main market and are regulated according to their respective fields of business. For traders who already have HGB (right to build) given top priority in choosing a place of sale in the market so as not to feel disadvantaged due to the relocation of the market. The agency has full responsibility for relocating because under the auspices of the agency, all traders are directed to move to a new location with a time that has been determined previously by the service and the traders who have agreed on the time. And the service prioritizes the interests of traders so that there is no conflict because the traders in the old market have been previously recorded so that the service knows how many kiosks are provided for the traders. In addition, the wholesale market traders also stated that the responsibility that had been given to the traders had been responsible and had provided a proper building for the traders in the main market and provided comfort to the buyers. Such as proper buildings built by the investment, trade, cooperative, and SME offices for traders in the CUREH main market.

There is supervision carried out by the investment, trade, cooperative and SME services

Based on the results of interviews by the agency, it was stated that the supervision carried out by the Dispendagkop of Bireuen Regency was monitored continuously since the relocation was carried out until the relocation was completed and until the traders actually occupied the main market. until the traders actually occupy the market according to the wishes of the traders, in this case those who help with supervision are the Satpol PP, sub-district, police, and the Department of Transportation by observing the traders so that the traders really have left the old market clean and monitored CUREH main market that the traders have no problems when occupying a new kiosk, the service hopes that everything will run smoothly according to the wishes of the service that organizes Bireuen Regency into a clean district and can revive the new market.

Meanwhile, traders in the main market stated that the supervision program provided by the agency was not optimal because the old market was still active. In order to be more effective, the department will affirm market traders who are still selling in the old market, so that traders move to the CUREH Main Market.

There are adequate facilities for traders

Based on the results of interviews by the agency, it was stated that the facilities provided for relocation purposes had been equipped and had the same equality for all traders such as kiosks, prayer rooms, water, electricity, public bathrooms and market supporters according to their designation such as vegetable markets and markets. fish. Market facilities already have the same level of equality because every year the agency holds a budget to rehabilitate the market if any facilities are damaged. In addition, the traders stated that the facilities provided had been fulfilled and the facilities provided by the agency were good for use and very suitable for use by the Cureh Main Market traders.

There is Coordination Conducted by Internal Parties

Based on the results of interviews by the agency, it was stated that in Bireuen Regency there were no regional companies related to market relocation. There are no obstacles because the agency does not cooperate with regional companies. stated that the agency coordinates with the PDAM company for traders who need water, the agency provides a PDAM meter but that is all between the traders and the PDAM company.

Cureh Main Market Relocation Strategy, Bireuen Regency

Based on the above opinion, it can be concluded that the relocation strategy of the Cureh Main Market, Bireuen Regency, which is based on categorizations such as the responsibilities of the Office of Investment, Trade, Cooperatives and SMEs has been implemented properly. Supervision carried out by the Office of Investment, Trade, Cooperatives and SMEs of Bireuen Regency is carried out by monitoring the traders who are relocated in the Cureh main market and confirming the traders who are still selling in the old market. Then the facilities provided by the Office of Investment, Trade, Cooperatives and SMEs have a level of equality and can meet the needs of traders, but there is no coordination between the service and local companies.

5. CONCLUSION

Based on the results of research and discussion and analysis that the author has carried out, the relocation strategy of the Cureh Main Market, Bireuen Regency has been running effectively based on categorizations such as the responsibilities of the Office of Investment, Trade, Cooperatives and SMEs that have been implemented properly. Supervision carried out by the Office of Investment, Trade, Cooperatives and SMEs of Bireuen Regency is carried out by monitoring the traders who are relocated in the Cureh main market and confirming the traders who are still selling in the old market. Then the facilities provided by the Office of Investment, Trade, Cooperatives and SMEs have a level of equality and can meet the needs of traders, but there is no coordination between the service and local companies.

The achievement of the objectives of the relocation strategy has been achieved with the formation of the current Cureh main market. In addition, the results achieved are in line with the expectations of the Bireuen district government. By always monitoring and developing deficiencies that may arise in order to find solutions to solve them. However, the relocated market is still quiet because the old market is still active.

6. REFERENCES

- Adhani, A., Anshori, A., & Mahardika, A. (2022). Public Attitudes towards the Government's Policy Communication in Preventing COVID-19. *Jurnal ASPIKOM*, 7(1), 61-70.
- Anshori, A., Sos, S., Kom, M. I., Mahardika, A., Sos, S., MAP, A. S. S. S., ... & Tanjung, Y. (2021). *Isu-Isu Global & Kontemporer Analisis dan Fakta Lapangan* (Vol. 1). umsu press.
- Ali, K., & Saputra, A. (2020). Tata Kelola Pemerintahan Desa Terhadap Peningkatan Pelayanan Publik Di Desa Pematang Johar. *Warta Dharmawangsa*, 14(4), 602-614.
- ALI, K. (2018). *ANALISIS KUALITAS PELAYANAN PENCAIRAN DANA DI KANTOR PELAYANAN PERBENDAHARAAN NEGARA (KPPN) PERCONTOHAN YOGYAKARTA* (Doctoral dissertation, Universitas Gadjah Mada).
- Ali, K., & Rizky, R. N. (2021). *ANALISIS KUALITAS PELAYANAN PENCAIRAN DANA DI KANTOR PELAYANAN PERBENDAHARAAN NEGARA (KPPN) MEDAN I*. *Dinamika Governance: Jurnal Ilmu Administrasi Negara*, 11(2).
- Hajar, S., & Tanjung, I. S. (2020). Aplicación de un enfoque participativo en el empoderamiento de las aldeas costeras. *Dilemas contemporáneos: Educación, Política y Valores*.
- Hajar, S., Tanjung, I. S., & Yenni, E. (2017, October). Empowerment of Coastal Community Through Village Potential. In *International Conference on Public Policy, Social Computing and Development 2017 (ICOPOSDev 2017)* (pp. 297-299). Atlantis Press.
- Hajar, N. K. D. S., Amrizal, D., Izahrsyah, J. R., & Mahardika, A. (2022). *Perencanaan Pembangunan & Pembuatan Kebijakan Daerah: Dari Teori Ke Praktik* (Vol. 1). umsu press.
- Hajar¹, S., Ali, K., & Saputra, A. (2021). Optimalisasi Pelayanan Publik dalam Tata Kelola Pemerintahan Desa di Desa Pematang Johar. *Jurnal Ilmiah Muqoddimah: Jurnal Ilmu Sosial, Politik dan Hummanioramania*, 6(1), 136-142.
- Hartanto, D., & Siregar, S. M. (2021). Determinants of overall public trust in local government: Meditation of government response to COVID-19 in Indonesian context. *Transforming Government: People, Process and Policy*.
- Hartanto, D., Hidayat, N., & Sazali, H. (2019, January). The Leadership of Head of the Medan City Police Department in Strengthening Community Systems. In *1st Aceh Global Conference (AGC 2018)* (pp. 205-209). Atlantis Press.
- Izahrsyah, J. R., & Lubis, F. H. (2020). Analysis of Masterplan in Medan City Determining the Strategic Area (KSK) Social Culture Fields in Medan. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 3(4), 2821-2834.
- Izahrsyah, J. R. (2020). Analisis Strategis Pemko Medan Dalam Melakukan Sistem Pengelolaan Sampah Berbasis Open Dumping Menjadi Sanitary Landfill. *Jurnal Ilmiah Muqoddimah: Jurnal Ilmu Sosial, Politik dan Hummanioramania*, 4(2), 109-117.
- Izahrsyah, J. R. (2022, February). Community Social Phenomenon as A Preventive Action and Disaster Mitigation of Longsor Disasters in Simalungun District. In *PROCEEDING INTERNATIONAL CONFERENCE ON LANGUAGE, LITERATURE AND CULTURE* (Vol. 1, p. 397). umsu press.
- Martinelli, I. (2021). Menilik Financial Technology (Fintech) dalam Bidang Perbankan yang dapat Merugikan Konsumen. *Jurnal SOMASI*, 2(1), 32-43.
- Khairiah, N., Rahmi, A., & Martinelli, I. (2021). Management of Overseas Refugees in North Sumatra in the Perspective of Human Security. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(4), 12077-12089.
- Khairiah, N., Rahmi, A., & Martinelli, I. (2021). Management of Overseas Refugees in North Sumatra in the Perspective of Human Security. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(4), 12077-12089.
- Kusnita, N., Wibowo, Y. S., Tanjung, I. S., & Nugroho, R. (2021). Analisis Kebijakan Pengelolaan Pulau-pulau Kecil Terluar dalam Mendukung Potensi Bisnis Transportasi Laut Kepulauan Riau. *Cerdika: Jurnal Ilmiah Indonesia*, 1(6), 724-734.

- Mavianti, M., & Rizky, R. N. (2019, October). Upaya Pemanfaatan Bonggol Pisang Dalam Meningkatkan Ekonomi Keluarga Pada Ibu-Ibu Di Dusun 2 Desa Tanjung Anom. In Prosiding Seminar Nasional Kewirausahaan (Vol. 1, No. 1, pp. 138-143).
- Mujahiddin, M., & Mahardika, A. (2018). Analisis Potensi Konflik antara Pemerintahan Desa dan Masyarakat Pasca Berlakunya UU No. 6 Tahun 2014 (Studi Kasus pada Desa Paya Geli Kecamatan Sunggal Kabupaten Deli Serdang). *Warta Dharmawangsa*, (55).
- Ramadhani, R., & Ramlan, R. (2019). Perjanjian Build Operate And Transfer (Bot) Lapangan Merdeka Medan Dalam Pandangan Hukum Administrasi Negara Dan Hukum Bisnis. *DE LEGA LATA: Jurnal Ilmu Hukum*, 4(2), 255-270
- Rizky, R. N., & Mavianti, M. (2019, October). Keripik Kelapa: Peluang Usaha Baru di Dusun 3 Tanjung Anom, Deli Serdang. In Prosiding Seminar Nasional Kewirausahaan (Vol. 1, No. 1, pp. 311-318).
- Rizky, R. N. (2017). Lembaga Swadaya Masyarakat, Media Massa dan Hak Anak. *JURNAL SIMBOLIKA: Research and Learning in Communication Study (E-Journal)*, 3(2), 87-96.
- Roziqin, A., Adejaya, M. S., & Ali, K. (2019, October). Strengthening local economy through tourism village: Case study in Dukuh Dalem, Sleman Regency. In Iapa Proceedings Conference (pp. 173-179).
- Saputra, A., & Ali, K. (2020). ANALISIS KEBIJAKAN PARIWISATA TERHADAP PENGELOLAAN OBJEK WISATA DI KABUPATEN SAMOSIR. *Warta Dharmawangsa*, 14(4), 564-584.
- Syahputra, B. P., & Tanjung, I. S. (2019). Membangun Sinergi Pusat Karir dan Program Studi Melalui Program Tracer Study dan Pengembangan Karir Lulusan. *Proceeding Indonesian Carrier Center Network (ICCN) Summit*
- Syahreza, M. F., & Tanjung, I. S. (2018). Motif dan Pola Penggunaan Media Sosial Instagram di Kalangan Mahasiswa Program Studi Pendidikan Ekonomi UNIMED. *Jurnal Interaksi: Jurnal Ilmu Komunikasi*, 2(1), 61-84.
- Tanjung, H., Handoko, Y., Tanjung, I. S., & Yuniarsa, S. O. (2022, March). CREATIVITY AND INNOVATION IN SMALL BUSINESS: A DIGITAL SYSTEM LITERATURE REVIEW WITH ROUND MAP NEW NORMAL. In *Proceeding International Seminar of Islamic Studies* (Vol. 3, No. 1, pp. 795-802).
- Tanjung, E. F., Harfiani, R., & Sampedro Hartanto, H. (2021). Formation of Soul Leadership Model in Indonesian Middle Schools. *Educational Sciences: Theory And Practice*, 21(1), 84-97.
- Tanjung, I. S., & Putri, S. P. (2022). Penanggulangan Pandemi Covid-19 Melalui Tindakan Preventif Untuk Mewujudkan Desa Tangguh Covid-19. *ABDI SABHA (Jurnal Pengabdian kepada Masyarakat)*, 3(1), 119-123.
- Tanjung, I. S., Tanjung, H., & Wibowo, Y. S. (2021). Development of Tourism Communication Model Based on Local Wisdom in Padangsidempuan. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(4), 9877-9885.