

The Role of Traditional Markets in Improving the Economy of the Muliorejo Village Community, Deli Serdang Regency

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ABSTRACT

This study aims to determine the role of traditional markets in improving the community's economy in Muliorejo Village. The method applied was a qualitative approach with in-depth interview techniques to 10 traders and 10 buyers. The results show that traditional markets directly contribute to increasing community income, especially for small businesses. The available market facilities are sufficient to support smooth and comfortable buying and selling activities. However, there is no utilization of digital technology both in terms of promotion and payment systems; all transactions are still carried out in cash. The government also has a role to play through support such as coaching and efforts to improve market facilities. Overall, traditional markets remain an important part of driving the local economy.

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1. INTRODUCTION

Traditional markets play a very important role in the economy and social life of the Indonesian people. Although modern markets are growing, the existence of traditional markets, especially people's markets, still has a significant place for many traders and consumers. Apart from being a place for goods transactions, traditional markets function as social spaces that bring together traders and buyers and strengthen relationships between fellow traders. Traditional markets have a deeper meaning, because they are not only a place to trade, but also a social space that supports the preservation of local cultural values and community life. Traditional markets also function as distribution centers for goods and services that connect producers with consumers directly. Traditional markets are an integral part of the economic life of the Indonesian people, especially in rural areas. As the center of buying and selling activities, traditional markets not only serve basic daily needs, but also become places of social and cultural interaction that strengthen the cohesion of local communities. The existence of traditional markets provides opportunities for people to increase their income through trade and other services. However, traditional markets have retained their unique characteristics, and have become very meaningful places for small traders in carrying out their daily economic activities. The study by (Dima, 2023) shows that traditional market activities contribute significantly to improving the community's economy, by

providing a platform for people to fulfill their needs and improve their economy. Similarly, research by (Wahyudi & Fauzi, 2024) emphasizes the important role of traditional village markets in improving the economy towards the welfare of village communities, despite facing the challenges of competition in the world of trade.

The traditional market in Muliorejo Village is one of the most important centers of economic and social activity for the local community. Muliorejo Village, which is located in a rural area with the majority of the population earning a living as traders, makes the traditional market the main place to fulfill their daily needs, as well as a space for close social interaction. This traditional market is known for its distinctive atmosphere, ranging from bargaining activities, the diversity of local products, to the close relationship between traders and buyers. The products sold in this market include agricultural products such as vegetables, fruits, and spices, as well as other household needs. Most of the goods traded come from local harvests, so the market is also one of the economic drivers of the Muliorejo community. In addition to its economic function, the traditional market in Muliorejo also has a deep social meaning. Many traders in the market are the second or third generation to continue their family's business. The market is a place to exchange information, strengthen family ties, and maintain local traditions, such as gotong royong in market management and the use of traditional payment systems. However, traditional markets face significant challenges amid modernization and the development of large markets that are more attractive to some consumers. Some of these challenges include inadequate infrastructure, competition from modern markets, and changes in people's consumption patterns that are increasingly shifting to online shopping or in large shopping centers. Nevertheless, people's markets still survive because there are deeper aspects than just buying and selling transactions, such as the social relationships that are established in them.

In Muliorejo Village, the traditional market is still the center of economic activity for most of the community. However, not many studies have explored in depth how the role of this traditional market is perceived and felt by its main actors, namely traders and buyers, in the context of improving the community's economy. A qualitative approach is needed to deeply understand this phenomenon based on the views and experiences of the informants.

Therefore, this research aims to investigate the role of traditional markets in developing the economy of the Muliorejo Village community using qualitative methods, through exploring the perspectives, experiences, and interpretations of the community regarding the existence of traditional markets. The results of this research are expected to present a comprehensive picture of the importance of preserving and advancing traditional markets as the driving force of a sustainable people's economy.

2. METHODS

The approach applied in this research is qualitative, because it aims to deeply understand the role of traditional markets for traders in Muliorejo Village. This approach focuses on the experiences, views, and meanings expressed by the research subjects. Data were obtained through interviews, observation, and documentation.

This research was conducted at Muliorejo Village Traditional Market, located in Deli Serdang Regency, North Sumatra. This market plays an important role in the social and economic life of the local community, especially for traders who rely on the market for their daily buying and selling activities.

The population in this study were all traders operating in the Traditional Market of Muliorejo Village, Deli Serdang Regency, including various types of traders such as groceries, vegetables, and other products. And the sample used is purposive sampling consisting of 10 traders who have been running a business in the market for at least 2 years and 10 buyers.

Data collection techniques in this study were interviews, observation and documentation. This research variable focuses on access to business opportunities, trader income, market facilities and infrastructure, technology utilization, the role of government and improving the community's economy. The research data analysis techniques are data reduction, data presentation and conclusion drawing and verification.

3. FINDINGS AND DISCUSSION

3.1. Geography of Muliorejo Village People's Market

Muliorejo Village People's Market is located in Deli Serdang Regency, North Sumatra Province, Indonesia. The geographical location of this market is very strategic and influences the social and economic dynamics of the local community. Muliorejo Village is in an area surrounded by several other villages which makes it the center of economic activity for the surrounding community. The People's Market is located in the center of the village which provides easy access for residents from neighboring villages such as Tanjung Morawa Village, Sumber Mulyo Village and Pematang Johar Village.

This position allows the market to attract visitors from various regions thus increasing the volume of transactions and social interaction. Proximity to major cities such as Medan, which is about 30 kilometers away, also benefits the market. People from suburban areas often come to Muliorejo People's Market to shop, thus expanding the market's reach and increasing economic potential. The accessibility of Muliorejo Village People's Market is very good, thanks to the road network that connects the village to the surrounding areas. The main road connecting Muliorejo with other towns in Deli Serdang and Medan allows motorized vehicles, both two-wheeled and four-wheeled, to easily reach the market. In addition, there is public transportation that serves the route to the market, making it easier for people to visit.

The availability of this good transportation access contributes to the high volume of visitors and transactions in the market. People from surrounding villages can easily come to shop while traders can also carry their merchandise more efficiently. The environment around Muliorejo People's Market is dominated by residential areas, agricultural land and green areas. The existence of agricultural land around the market supports the supply of fresh food which is one of the main attractions for visitors. In addition, the presence of green areas and parks around the market creates a comfortable and attractive atmosphere for the community.

3.2. History of Muliorejo Village People's Market

Muliorejo Village was established in the early 20th century when people began to settle and develop agricultural land in the area. With fertile land and a favorable climate the population initially focused on agriculture as the main livelihood. Along with population growth and the need for a place to sell agricultural products came the idea of establishing a market. The Muliorejo Village People's Market was established in the 1970s in response to the community's need to have an organized place to conduct buying and selling transactions. At first, the market was just simple stalls set up by farmers and local traders in an open area. They sold agricultural products such as vegetables, fruits, and processed products, as well as daily necessities. As the number of traders and visitors increased, the market management began to make efforts to improve the market facilities and infrastructure.

In the 1980s the market underwent renovation and reorganization to create a more comfortable and organized environment. Stalls were built to provide more permanent space for vendors and facilities such as trash bins and public toilets were introduced. In the 2000s markets began to adopt information technology to promote products and attract more visitors. The use of social media and digital marketing became part of the strategy to increase market competitiveness. To date, the Muliorejo Village People's Market continues to operate and is an integral part of community life. The market manager and the local community are committed to maintaining the sustainability of the market with the hope that it will continue to thrive and provide benefits for future generations.

The vision of the muliorejo village people's market is "To become a leading and sustainable traditional market that provides easy access for the community to meet their daily needs and become a center of social and cultural interaction that strengthens local identity.

While the mission of the muliorejo village people's market is:

1. Presenting friendly and professional services to visitors and traders.
2. Provide support to local traders through training, counseling and access to market information.
3. Promote local products and agricultural products from the surrounding community.

4. Improve market facilities and infrastructure to create a better environment for traders and visitors including cleanliness, safety and comfort.
5. Implement environmentally friendly practices in market operations.

3.3. The Role of the People's Market in Serving Employment

The People's Market is one of the important pillars in the economic structure of the community, especially in rural areas such as Muliorejo Village. In addition to functioning as a place for buying and selling transactions, the people's market also plays a significant role in providing employment opportunities for the local community. Traditional markets are not only economic centers, but also contribute to improving community welfare through the creation of employment opportunities.

1. Main Source of Income

For most market traders, the market is their main source of income. They rely on the sale of merchandise such as vegetables, fruits, meat and basic necessities to fulfill their family's daily needs. Interviewees said that "I have been selling in this market for 10 years. From here, I can support my family and send my children to school. Without the market, I don't know where to work." This shows that public markets provide opportunities for individuals to become entrepreneurs and create income.

The existence of the market gives them the opportunity to earn money and improve their family's economic welfare. Although income from trading can fluctuate the market provides economic stability for traders. With markets they can sell their products directly to consumers which helps reduce dependence on middlemen.

2. Creating Opportunities for Support Workers and Other Services

In addition to traders, public markets also provide opportunities for support workers such as porters, stall guards, and cleaning service providers. Their existence is very important to support market operations. These support workers are often hired by traders to assist in daily activities such as transporting goods, maintaining stalls and keeping the market area clean. This creates additional employment opportunities that are accessible to the local community. Interviewees said that "Every day I help traders transport goods. This job really helps me to fulfill my daily needs. I can earn enough income for my family." This shows that public markets not only provide jobs for traders but also for people who need work.

3. Stable Income

The income generated from working in a public market can provide economic stability for families. Although income can vary depending on the season and demand many traders are able to make enough money to fulfill basic needs. Income from public markets is often the main source for many families. With markets, people can sell their products directly to consumers which allows them to get a better price compared to selling to middlemen. An interviewee said that "My income can reach Rp 1,500,000 per month. Although it is sometimes erratic, I can manage my finances well." This shows that despite fluctuations, income from the people's market can make a significant contribution to family welfare.

4. Economic Independence

With jobs in the market, people can achieve economic independence. They are no longer dependent on formal employment, which may be difficult to obtain in rural areas. This economic independence is very important, especially in areas where employment is limited. Public markets provide opportunities for individuals to create their own businesses and manage their income. Interviewees said that "I feel more independent now. I don't need to look for work outside the village, because the market is enough to fulfill my needs." This shows that public markets provide a sense of confidence and independence for the community.

3.4. Contribution of People's Markets to Local Product Distribution

1. Provision of Fresh and Quality Products

People's markets are often the main source for people to get fresh and quality local products. These products usually come from local farmers, fishermen and craftsmen. In public markets, consumers can find various types of local products such as vegetables, fruits, fish and handicrafts. These products are usually fresher compared to those sold in supermarkets because they are sold directly by producers or traders who get their supplies from local farmers and fishermen. Interviewees said that "I get my vegetables from farmers around the village. The products I sell are always fresh because I pick them up every morning." This shows that community markets play a role in ensuring the availability of quality local products for consumers.

2. Supporting Local Farmers and Fishermen

Public markets provide an opportunity for farmers and fishermen to sell their products directly to consumers without going through intermediaries. This not only increases their income but also strengthens the relationship between producers and consumers. By selling their products in the market, farmers and fishermen can get a better price for their crops. It also reduces the risk of loss that is often experienced when selling to middlemen. Interviewees said that "I prefer to sell my vegetables at the market. I can get a better price and directly interact with buyers." This shows that community markets contribute to the distribution of local products by providing direct access to producers.

3. Price Comparison with Modern Markets

Public markets often offer more competitive prices compared to modern markets or supermarkets. This makes local products more affordable for the community. By eliminating the middleman, public markets can offer lower prices. This is especially important for people with limited budgets so that they can buy local products without having to pay a high price. Interviewees said that "I prefer shopping at traditional markets because the prices are cheaper. I can get fresh vegetables at a more affordable price." This shows that community markets contribute to the distribution of local products by keeping prices competitive.

4. Impacting the Local Economy

Competitive prices in public markets not only benefit consumers, but also have a positive impact on the local economy. When people can buy local products at affordable prices they are more likely to support local farmers and producers. With increased sales of local products farmers and producers can increase their income which in turn can be used for reinvestment in their businesses. This creates a positive cycle that supports local economic growth. An interviewee said that "When people buy local products, they help us to continue producing. This is very important for the sustainability of our business." This shows that community markets contribute to the distribution of local products by creating a mutually supportive economic ecosystem.

5. Building Local Brands

Public markets also help in building local brands. When local products are recognized and accepted by the community this can increase the reputation and demand for the product. With increased demand, local producers can expand their business and increase production capacity. This can also open up opportunities for expansion to a wider market. Interviewees said that "When our products are known in the market, many people start looking for them. This helps us to grow and expand our business." This shows that community markets contribute to the distribution of local products by helping to build brands and reputation.

3.5. Social and Economic Interactions in People's Markets

People's markets are not just a place to conduct buying and selling transactions, but also a social space rich in interactions between various elements of society. In Muliorejo Village, the people's market functions as a center of social and economic interaction that connects traders, buyers and the community as a whole. Social and economic interactions in traditional markets have a significant impact on people's lives in both economic and social aspects.

1. Social Interaction in the People's Market

a. Relationship Between Traders and Buyers

One of the most visible forms of social interaction in the people's market is the relationship between traders and buyers. This relationship is often intimate and personal which creates a comfortable atmosphere for both parties. In public markets, many merchants have been selling for years and have built good relationships with regular customers. Buyers often know the traders by name and vice versa creating strong social bonds. Interviewees said that "I have known many of my customers for years. We often talk about daily life, not just buying and selling." This shows that social interaction in public markets is not only limited to transactions but also includes the exchange of information and experiences.

b. Social Activities in the Market

Public markets are also places where various social activities take place. Apart from shopping, people often gather at markets to interact, exchange information and build social networks. Markets are often the location for community meetings where villagers gather to discuss local issues, plan events or simply socialize. This creates a sense of community and solidarity among community members. An interviewee said that "I like coming to the market not only to shop, but also to meet friends and talk. It is part of our social life." This shows that public markets serve as an important social space for the community.

c. Markets in Cultural Preservation

Public markets also play a role in local cultural preservation. Products sold in markets often reflect local traditions and culture and interactions in the market help to maintain this cultural heritage. By selling local products, public markets help introduce and maintain local culinary traditions, crafts and arts. It also provides opportunities for the younger generation to learn about their culture. An interviewee said that "I sell handicrafts that are part of our culture. When people buy our products, they are also preserving our culture." This shows that social interaction in the people's market contributes to the preservation of local culture.

2. Economic Interaction in the People's Market

a. Buying and Selling Transactions

Economic interaction in the people's market is most clearly seen in the form of buying and selling transactions. Traders sell their products to buyers and this process involves price negotiation, product selection and money exchange. This transaction process often involves bargaining where buyers and traders try to reach a mutually beneficial agreement. This creates an active economic dynamic in the market.

Interviewees said that "Bargaining is part of the market culture. We often negotiate with buyers to reach a fair price." This shows that economic interactions in public markets involve strong social elements.

b. Local Economic System

Public markets function as an integral part of the local economic system. With a market, local products can be distributed directly to consumers supporting the village economy. Public markets help reduce dependence on products from outside the region thereby strengthening

the local economy. When people buy local products they contribute to the income of local farmers, fishermen and artisans. An interviewee said that "When people buy vegetables from me, they help the farmers in this village. It's a cycle of mutual support." This shows that the economic interactions in the community market have far-reaching impacts on the local economy.

c. Job Creation

Economic interactions in public markets also contribute to job creation. With the presence of traders and support personnel, markets create employment opportunities for the local community. Many people work in the market as traders, porters or other service providers. This helps reduce the unemployment rate in the village and provides income for families. An interviewee said that "I get a job in this market. It really helps me to fulfill my family's needs." This shows that economic interaction in the people's market contributes to community welfare. An interviewee said that "The market helps us to get fresh food at an affordable price. This is very important for our family." This statement shows that interaction in the people's market contributes to community welfare.

3. Impact of Social and Economic Interaction in the People's Market

a. Improving Community Welfare

Social and economic interactions in people's markets contribute to improving community welfare. With the presence of markets, people can fulfill their daily needs at affordable prices and gain access to quality local products. When people are able to buy local products at reasonable prices they can save on expenses and improve their quality of life. In addition, the income generated from selling at the market helps families to fulfill basic needs. An interviewee said that "The market helps us to get fresh food at an affordable price. This is very important for our family." This statement shows that interactions in public markets contribute to people's welfare.

b. Strengthening Communities

Social interactions in public markets also contribute to strengthening communities. When people gather at the market, they build stronger relationships and support each other. Public markets become places where villagers can get to know each other, share information and build social networks. This creates a sense of togetherness and solidarity among community members. Interviewees said that "We help each other at the market. When anyone needs help, we are always ready to help." This shows that these social interactions at the people's market strengthen community ties.

3.6. Traders' and Buyers' Perceptions of the Role of People's Markets

1. Traders' Perceptions of People's Markets

For many traders, people's markets are a very important main source of income where they rely on selling products in the market to fulfill their daily needs. Traders who have been selling for many years in public markets have often built strong relationships with their customers so that the income generated from selling in the market becomes very important for their survival and that of their families. For example, an interviewee who is a vegetable trader explained that she has been selling in this market for 10 years and that the income from this market really helps her to support her family and send her children to school. This clearly shows that public markets play an important role in providing a stable source of income for traders.

In addition, traders also see public markets as places that provide opportunities to develop their businesses. With the market, they can sell local products and introduce new products to

consumers which in turn can increase the attractiveness and sales of their products. Public markets provide space for traders to innovate in the products they offer and many traders take advantage of this opportunity to sell unique or regional products that can attract more customers. For example, a fish trader stated that he is always looking for ways to attract customers, such as selling fresh fish from local fishermen and this helps him to increase his sales. This shows that traders have a positive perception of the market as a place to expand their business and increase their income.

2. Buyers' Perception of People's Markets

For buyers, people's markets are a valuable place to get fresh and quality products where they value the existence of markets as the main source to fulfill their daily needs. Products sold in public markets are often fresher than those available in supermarkets and shoppers can find a wide variety of vegetables, fruits and other foodstuffs directly from local farmers and fishermen. The interviewee said that she prefers shopping at the market because the vegetables and fruits are fresher and she knows where the products come from. This shows that shoppers have a positive perception of the quality of products offered in the people's market.

In addition, shoppers also perceive people's markets as places that offer more affordable prices compared to modern markets or supermarkets, which is especially important for people with limited budgets. By eliminating middlemen, public markets can offer more competitive prices, allowing shoppers to get local products at more reasonable prices. The interviewee explained that she can get fresh vegetables at a cheaper price at the market and this helps her to manage household expenses. This statement shows that affordable prices in public markets contribute to the economic welfare of shoppers.

3. Shared Perceptions of the Community Economy

Both traders and buyers agree that community markets have a significant contribution to the local economy where they believe that the market serves as an economic engine in the village. With the market, local products can be distributed directly to consumers which supports the income of local farmers, fishermen and artisans thus creating a mutually supportive economic cycle. Interviewees explained that when people buy local products they are helping the economy of this village and it is a win-win cycle. This shows that there is a shared awareness of the importance of community markets in improving the community's economy.

Both traders and buyers have hopes for the future development of traditional markets where they would like to see improved facilities, increased cleanliness and support from the government to improve market quality. With improvements and support, they believe that public markets can become more attractive to shoppers and more profitable for traders thus increasing the competitiveness of public markets compared to modern markets. The interviewee stated that she hopes the market can be improved and cleaner because then more people will come to shop. This shows that there is hope for market development that can increase the market's role in the community's economy.

4. CONCLUSION

1. Traditional markets in Muliorejo Village function as a major source of employment for the local community. Many traders rely on the market as a place to run their businesses, which not only provides income for them but also creates employment opportunities for support workers such as porters and stall guards. Thus, public markets contribute significantly to reducing the unemployment rate and improving the economic welfare of the community.

2. Public markets also contribute to the distribution of local products in Muliorejo Village. By providing direct access for farmers and fishermen to sell their products, the market helps ensure the availability of fresh and quality products for consumers. In addition, public markets also offer more competitive prices compared to modern markets, making local products more affordable for the community. This supports the local economy and strengthens the relationship between producers and consumers.
3. Social and economic interactions in public markets are very dynamic, with traders and buyers interacting with each other in an intimate setting. The process of buying and selling transactions in the market often involves bargaining, which creates a closer relationship between traders and buyers. In addition, markets also function as social spaces where people gather, exchange information and build social networks that in turn strengthen community ties.
4. Traders' and buyers' perceptions of the role of public markets in improving the community's economy are very positive. Traders see the market as a major source of income and an opportunity for growth, while buyers value access to fresh produce, affordable prices and positive social interactions. Both agree that public markets have a significant contribution to the local economy and look forward to seeing future market development.

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