

## Analysis of the Economic Impact of the Community After the Existence of Traditional Markets in Ra'as District, Sumenep Regency

Ahmad Zainullah<sup>1\*</sup>, Kusnadi<sup>2</sup>, Insan Kamil,<sup>3</sup> Nur Mahmudi Ismail<sup>4</sup>,

<sup>1,2,3</sup> Magister Management, Universitas Islam Malang, Indonesia

<sup>4</sup> Manajemen Pendidikan Islam, UIN Sunan Kalijaga Yogyakarta, Indonesia

Email: ahamdzainullah@gmail.com<sup>1</sup>, adikusnadi7874@gmail.com<sup>2</sup>, minsankamil202000@gmail<sup>3</sup>  
nurmahmudi0212@gmail.com<sup>4</sup>,

DOI: <http://>

Received: 07 Mei 2025

Revised: 15 Juni 2025

Accepted: 07 Juli 2025

### Abstract:

This research aims to discuss how the impact of the existence of traditional markets in Raas sub-district. This research uses qualitative methods with field approach located on Raas Island. The results showed that the Raas traditional market has a very positive impact, one of which can improve the economy and income of the Raas community through one of which can improve the economy and income of the Raas community through trade, so that it can lead to the welfare of the Raas community. trade, so that it can lead to community welfare

**Keywords:** *Community Economy, Traditional Market*

### Abstrak:

Penelitian ini bertujuan untuk membahas bagaimana dampak keberadaan pasar tradisional di kecamatan Raas Kabupaten Sumenep. penelitian ini menggunakan metode kualitatif dengan pendekatan lapangan yang berlokasi di Pulau Raas. Hasil penelitian menunjukkan bahwa Pasar tradisional Raas sangat memberi dampak yang sangat positif salah satunya bisa meningkatkan perekonomian dan pendapatan masyarakat Raas melalui berdagang, sehingga dapat menimbulkan kesejahteraan masyarakat.

**Kata Kunci:** *Perekonomian Masyarakat, Pasar Tradisional*

## INTRODUCTION

Regulation of the Minister of Trade No.53/M-DAG/PER/12/2008 explains that traditional markets are organized markets, managed by the State, local governments, the private sector, government agencies, and regional institutions, and it includes cooperation with specialized organizations in the field of internal business in the form of shops, los, kiosks and tents owned or operated by small, medium or cooperative non-governmental organization traders with small businesses, small capital and buying and selling goods through negotiations Bargaining (Sarwoko, 2008).

According to Bagoes P. Winyomartono, a traditional market is an event that develops periodically where social and economic interaction in one event

becomes central. Market comes from the word *peken* which means to collect. The market functions as a center of economic activity in buying and selling, and the social function of the market as a place of negotiation or bargaining system (Syarifuddin, 2018).

The differences between traditional markets and modern markets are not so stark. The layout (space) and hygiene systems of traditional markets have evolved significantly. Some large (traditional) markets have opened stalls according to recommended procedures. This has a great impact on the cleanliness, safety and comfort of the market. Not only has the market management system been improved, traditional markets have also implemented cctv equipment at vulnerable market points. This aims to reduce crime in the market (Ariyani & Nurcahyono 2018).

Raas Island is part of the Indonesian nation which includes the Sumenep district, the island located on the easternmost island of Madura, a very small island that is among the islands inumenep. Raas Island consists of 9 villages, 2 villages are on the island of Raas. Of the nine villages 4 are able to build a village market that is the village of Ketupat, Jungkat, Kropoh, and Karangnangka. Indirectly, the community's economy, which is sourced from the village market, is very ineffective due to market reach. A new method to turn the village market into a traditional market to anticipate the people who can reach the market.

Along with the times the Raas community has the initiative to make assumptions about the local government to build a place for traders and these assumptions are accepted so that in 2017 the traditional market was established. So with the facility it makes it easy for people to transact so that purchasing power increases and will have an impact on the economy of the island of Raas District Sumenep Regency.

Before the existence of the Raas sub-district traditional market, the community was looking for more economic resources through farmers, fishermen, and some even became unemployed. So with the existence of the market which operates every day it can increase employment and income by trading in stalls or stalls that have been provided by the local government, then the location of the Raas traditional market is in a very strategic place and easily accessible to consumers and the local community.

In addition, in other studies it is also explained that location plays a very important role in boosting the economic growth of a region, as well as the location of the market as a community business center (Suryani,2015) More so in traditional markets.

Previous research conducted by Ummu Sholikhah in 2016 identified three reasons for the development of traditional markets: 1) physical factors, 2) economic factors, and (3) social factors. Therefore, innovations must be made to increase visitors' interest in traditional markets (Angkasawati & Devi Milasari 2021).

So based on the explanation above, the author is interested in investigating this matter about the existence of traditional markets in Raas sub-district. Because this research has never been researched and we are one of the first to research, although in previous research the traditional market has been

widely discussed. But in this study the author wants to find and know how big the impact of the market is. The purpose of this study is to determine the economic impact of the community after the existence of traditional markets in the Raas Kecamatan of Sumenep Regency.

## **RESEARCH METHOD**

This research is a type of field research *field research*, which is research that is carried out systematically and in depth by obtaining data in the field (Mapossa, 2018) Where researchers go directly to the place where the phenomenon is carried out, namely to the traditional market of Raas district Sumenep Regency. The method used is qualitative with a *phenomenon approach*, namely by reading and describing a phenomenon. (Sugiyono, 2017) The data collection technique is by observation, interviews and documentation sourced from the market head, the surrounding community, sellers and buyers of the Raas community.

## **RESULTS AND DISCUSSION**

### **A Brief History of the Raas District Traditional Market Sumenep District**

Raas sub-district is an island in the Sumenep district of East Java. Brakas village is a village occupied by traditional markets from various villages in Raas sub-district. With the inauguration of the Raas traditional market in 2019 by the local government and the surrounding community who took part in the activity.

The establishment of the Raas traditional market was the idea of the local government, the community and the traders. Starting from the idea of how the island of Raas is more beautiful, namely with the construction of the Raas traditional market. said the local government would like to thank all those who have helped, and supported the success of the construction of this market, so that market management is carried out properly, in order to support the creation of a clean, fresh and reliable traditional market.

Furthermore, the Raas sub-district head, police chief, military chief and religious leaders, as well as the local community held a *tasyakkuran*, at the traditional market of the Raas sub-district Sumenep district Madura East Java on Thursday, October 15, 2020. The event was held as a form of gratitude because the traditional market programmed by the local government has been completed and directly given to traders symbolically.

### **Economic Impact of Raas Community through Traditional Market**

The clearest indicator of the existence of the community economy in an area can be seen in the shopping centers in the area. The economic development of a community can be measured by the development of shopping centers as a whole. Malls physically consist of modern markets and traditional market (Yovita & Indrawati, 2014).

Presidential Decree of the Republic of Indonesia no. 112 of 2007, traditional markets are markets built and maintained by local governments, private business entities, state-owned enterprises, and regional business entities, including cooperation with the private sector in the ownership or management of shops, stalls, kiosks and tents. Small, medium-sized traders, non-

governmental organizations or cooperatives with small businesses, small capital and buying and selling goods through negotiations. Unlike modern markets, traditional markets have competitive advantages that modern markets do not have. Among them are strategic location, large sales area, complete product selection, low prices and a negotiation system that shows the closeness of sellers and buyers (Nurhayati, 2014).

Therefore, the establishment of traditional markets aims to develop regional economic assets as well as strengthen community social relations. Therefore, the traditional market is not a simple place, but a social institution created from the process of social interaction and community needs (Bintoro, 2010).

Before the existence of the Raas traditional market, people were more concerned with their lifestyle as a farmer, fisherman and other jobs so that the community's economy would not grow and develop. The people's economy is a way or effort of the community to better organize the household in order to meet the needs of life (Herman et al., 2019).

As said by Mr. Eko Nur Huda as the head of the market that the existence of this traditional market, can also increase income and income so that this will also have an impact on individual income and on local government.

From the explanation above that the Raas traditional market is a market managed by the local government that collaborates with the surrounding community and is able to provide a very valuable skill for the Raas community in the form of economic improvement in Raas, especially in the field of trade.

The impact after the establishment of the market is that the community began to develop their own business through trade and open their own jobs and eventually get enough income for daily life. A very significant impact is the meeting of the Raas community in the market as a place of brotherhood.

Based on the results of interviews that researchers conducted with the parties concerned said that the existence of the Raas traditional market received good attention from the surrounding community and the Raas sub-district community As stated by Mr. Supriyanto that the impact of the existence of the Raas traditional market provides a more stable community economic style and is not focused on farmers and fishermen alone. In addition, the sales turnover is higher.

With that, the existence of the market is needed among the community, both traders and buyers, the market is not only a center of trade but as a cultural wisdom that needs to be maintained so that it is not inferior to modern markets. Traditional markets must survive and continue to advance even though we are in an age of technology that is all online, because traditional markets have a very important role more than just buying and selling, because traditional markets contain populist economic values.

In this research, the discussion of traditional markets is set within a sociological framework. It makes the market part of the social space of society and fulfills its social tasks. Where do you find unique social relationships in these traditional markets compared to other market institutions? For example, in traditional markets we encounter the terms tuna sathak bathi Sanak (small profit,

but many new acquaintances or brotherhood), populism, egalitarian atmosphere, closeness, courage to express opinions in negotiations, new experiences / lessons, disclosure of interests and others (Masitha, 2010).

### Income Before and After the Traditional Market.

After conducting research, with direct observation of the traditional market of Raas sub-district to several traders who are there, the average income is obtained before and after the traditional market in Raas sub-district Sumenep Regency.

**Before and After Income Table**

NO	Respondent Name	Commodities sold	Sales Turnover (Rp) Per Day		
			Before	After	Persentase
1	Ibu Asnaini	Baju	100.000	150.000	50%
2	Ibu Sitti Yama	Pakaian	150.000	200.000	33%
3	Ibu Pu'a	Sayur	90.000	100.000	11%
4	Ibu Lina Faulina	Minyak Wangi	100.000	150.000	50%
5	Bapak Suliyanti	Sandal/Sepatu	120.000	200.000	67%
6	Bapak Agus	Makanan	100.000	250.000	150%

From the table above, it shows that the existence of the traditional market really gives and helps the community's economy to be more advanced than the income before the existence of the market. This is reinforced by Mr. Agus who said that "the impact of the existence of the Raas traditional market provides a more stable community economic style, and the average sales turnover is higher". Therefore, the existence of traditional markets provides great benefits for most Indonesians because it can meet their daily needs or clothing and food needs and support the country's economic development. Various kinds of goods are traded in traditional markets, usually household goods such as vegetables, basic necessities, clothing and other daily needs (Mokalu et al., 2021).

Furthermore, the government and other stakeholders need to work together to strengthen traditional markets by improving infrastructure, providing training, increasing market access, and addressing related issues. This will help ensure the sustainability of traditional markets and the benefits they provide to the community's economy.

**Table of Difference between Before and After Income**

NO	Respondent Name	Commodities sold	Sales Turnover (Rp) Per Day			
			Before	After	Difference	Persentase
1	Ibu Asnaini	Baju	100.000	150.000	50.000	50%
2	Ibu Sitti Yama	Pakaian	150.000	200.000	50.000	33%

3	Ibu Pu'a	Sayur	90.000	100.000	10.000	11%
4	Ibu Lina Faulina	Minyak Wangi	100.000	150.000	50.000	50%
5	Bapak Sulyanti	Sandal/Sepatu	120.000	200.000	80.000	67%
6	Bapak Agus	Makanan	100.000	250.000	150.000	150%

Judging from the table above, the difference in income before and after the market has increased, indirectly the community's economy has begun to increase with an average income of IDR 150,000 with a percentage of 150%. Therefore we must continue to care and work hard to be able to build a better market in the future starting from cleanliness, security and order. In addition, consumer satisfaction must also be maintained, because the feeling of consumers when comparing with what is received after buying or consuming goods or services must be good or good.

Currently, other factors that influence and encourage consumers to trade in traditional markets are the low price of products, the existence of a marketing system that creates communication, and communication between buyers and sellers, as well as a strategic location (accessible by public or private vehicles) (Prasetyanto, 2013).

## CONCLUSION

From the discussion above we can conclude that the existence of a traditional market in Raas sub-district has a huge impact on the economy of the community and traders, one of which can increase income and profits from the previous economy. Income before and after the existence of the market is very effective for traders who before only get the most Rp. 120,000 and after the existence of the market income of Rp. 250,0000. then indirectly the community's economy began to increase, on the other hand a very significant influence is that the community gets strategic market infrastructure facilities and is easily accessible to consumers

## REFERENCES

- Ana Eka Prasetyanto, dan F. R. A. N. I. P. R. K. (2013). Mengkaji Perbandingan Pola Perilaku Konsumen Di Pasar Modern (Retail) Dan Di Pasar Tradisional. *Pekan Ilmiah Mahasiswa Nasioanl Progam Kreativitas Mahasiswa-Penelitian 2013*, 1-7.
- Angkasawati, & Devi Milasari. (2021). Pengembangan Pasar Tradisional Dalam Meningkatkan Minat Pengunjung Di Pasar Tradisional Boyolangu Kec. Boyolangu Tulungagung. *Publiciana*, 14(1), 169-187. <https://doi.org/10.36563/publiciana.v14i1.296>
- Ariyani, N. I., & Nurcahyono, O. (2018). Digitalisasi Pasar Tradisional: Perspektif Teori Perubahan Sosial. *Jurnal Analisa Sosiologi*, 3(1), 1-12. <https://doi.org/10.20961/jas.v3i1.17442>
- Bintoro, R. W. (2010). Aspek Hukum Zonasi Pasar Tradisional Dan Pasar Modern. *Jurnal Dinamika Hukum*, 10(3), 360-374. <https://doi.org/10.20884/1.jdh.2010.10.3.105>

- Didin Syarifuddin. (2018). Pasar Tradisional Dalam Perspektif Nilai Daya Tarik Wisata. *Jurnal Manajemen Resort Dan Leisure*, 15(1), 19-32.
- Herman, S., Studi, P., Mesin, T., Mesin, J. T., Teknik, F., Sriwijaya, U., ... Jihannisa, R. (2019). Strategi Peningkatan Ekonomi Masyarakat Melalui Pengelolaan Desa Wisata Pulasari di Turi Sleman. *Jurusan Teknik Kimia USU*, 3(1), 18-23.
- Mapossa, J. B. (2018). Analisis Pengaruh Revitalisasi Pasar Tradisional Terhadap Pendapatan Pedagang Pasar Dalam Perspektif Ekonomi Islam. In *New England Journal of Medicine*.
- Masitha, A. I. (2010). Dampak sosial ekonomi revitalisasi pasar tradisional terhadap pedagang. *Jurnal Sosek Pekerjaan Umum*, 2(1), 41-55.
- Mokalu, T. M., Nayoan, H., & Sampe, S. (2021). Peran pemerintah dalam pemberdayaan pasar tradisional guna meningkatkan kesejahteraan masyarakat (studi kasus di pasar langowan timur kecamatan langowan timur. *Jurnal Governance*, 1(2), 1-11.
- Nurhayati, S. F. (2014). Pengelolaan Pasar Tradisional Berbasis Musyawarah Untuk Mufakat. *Jurnal Manajemen Dan Bisnis*, 18(1), 49-56.
- Sarwoko, E. (2008). Dampak Modernisasi Keberadaan Pasar Modern terhadap Pedagang Pasar Tradisional di Wilayah Kabupaten Malang. *Jurnal Ekonomi Modernisasi*, 4(2), 97-115. <https://doi.org/10.21067/jem.v4i2.880>
- Sugiyono. (2017). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Alfabeta.
- Suryani, Y. (2015). Teori Lokasi Dalam Penentuan Pembangunan Lokasi Pasar Tradisional (Telaah Studi Literatur). *Seminar Nasional Ekonomi Manajemen Dan Akutansi (SNEMA)*, (c), 152-163.
- Yovita, I., & Indrawati, T. (2014). Analisis Sumber Modal Pedagang Pasar Tradisional Di Kota Pekanbaru. *Jurnal Ekonomi*, 22(01), 1-8.