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Influence of Revitalization and Condition Arrangement Strategy of Wamanggu Traditional Market in Merauke District

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ABSTRACT

Revitalization policy of traditional market is important to be implemented, since as we know, there is unhealthy competition among sellers in traditional market. This policy is successfully implemented in Wamanggu Market, Merauke District. This research aims to establish, analysis, and portray cooperation pattern among the sellers in adapting with revitalization of Wamanggu market in Merauke. The analysis involves how they are adapting to revitalization change of Wamanggu traditional market in case of cooperation and what are the efforts taken in it. This research uses qualitative descriptive research method which reveals event or fact, condition, and phenomenon which are occurred and experienced. The efforts which have been taken consist of physical (construction and improvement of market facility), and non-physical (coaching and empowerment of human resources) aspects.
KEYWORDS: revitalization, Wamanggu, Merauke, Traditional Market

INTRODUCTION

Indonesia is a unitary state which consists of several provinces, districts, and cities to facilitate task and authority delegation. Such concept is in line with decentralization concept which its main aim is to bring close facility to the resident in region so that prosperous community may be able to be realized. In order to do that, development must be done in region which directed to improve people's life quality; thus, peace and welfare of Indonesian community can be realized. Development, in general, is improvement in all sectors, one of which is in economy field more specifically in market development. The importance of market development is since people necessities increase and market has become main support of region's economy.

Traditional market revitalization program becomes one of the most important programs since traditional market is a place where various trading transactions between communities as consumer and seller take place [1]. It is indeed important to do revitalization. All this time traditional market which has not been revitalized is generally identical with filthy, dirty, and muddy. Also, to find parking area is difficult. This condition commonly happens in various regions. In consequences, through revitalization such condition will change. The market which has been revitalized will be provided with public parking area to facilitate the consumers who using car or motorbike. They can park their vehicles at the provided public parking area.

Market revitalization program has been implemented in Wamanggu market of Merauke district which inaugurated by the Regent on April 2015, 2013. This market started its development in 2003 and had spent Rp. 135.464.853.390 (one hundred thirty five billion four hundred sixty four million eight hundred fifty three thousand and three hundred ninety rupiah). The development of Wamanggu market is planned to be Semi Mall Market combining traditional market with modern market concept located at the previous place which stands in land of 21.167 m2 and 15.030 m2 area of building. It will be 3 (three) floors building with 4 (four) blocks designated for various commodities. In this case, the problems occurred before and after revitalization in Merauke District market are: 1. Building sanitation has not been stable yet; 2. Less effective garbage processing; 3. Seller arrangement; 4. Vehicles parking area arrangement [2,3].

Market, in narrow meaning, is a place where demand and supply meet, which in this case the definition tends to traditional market. Meanwhile, in wider meaning, market is a transaction process between demand and supply and in this case the definition tends to modern market. Market is a field or yard which partly being roofed or partly opened or even entirely being roofed or opened in accordance with the prevailing provision and regulation of the local government. The theory described also includes traditional market relocation in North Kotamobogu since it is managed by the local government of Kotamobogu city. Today's, modern shopping centers develop really fast until suburb area and sub-district. Nevertheless, traditional market role is still crucial and fuse into society's life.

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Seller and consumer in traditional market can directly communicate and know each other more, not only about the commercial goods but also other interests. In traditional market, each culture relating to type of food and dressing manner has united and interacted peacefully with various background of ethnic and race such as Chinese, Batak, Padang, Makassar, Java, and Papua.

METHODS

The used method in this research is descriptive survey and conservation [4,5]. It aims to examine problem by collecting data, arranging and classifying data, and analyzing the data. Moreover, the data collection technique is Field Study, Interview, Documentation Study, Literature Study, and Data analysis technique [6,7]. Besides, analysis of area and Planning Area is performed. Systematically the analysis is conducted by reviewing aspects of:

- Population Social Development,
- Economic Growth Prospect,
- Physical and Environmental Supporting Power.

The research location is in Merauke City, specifically in Maro Sub-Village, Paulus Napi Street.

RESULTS AND DISCUSSION

1. Garbage condition

Trash management system has not yet neatly organized since community has lack of understanding and concern to the environment and health.

Figure 1. Trash management system in research location

2. Liquid waste management system

Disorganized liquid waste system is caused by community which throws liquid waste such as fish wash mud and it is rarely cleaned.

Figure 2. Liquid waste condition in research location

3. Seller place condition

This condition is really concerned since community still use public parking area as seller place.

Figure 3. Seller place condition in research location

4. Parking area condition

The parking area is not functioned as it is. In consequences, the condition is still disorganized.

Figure 4. Parking area in research location

In accordance with garbage type, container is arranged in accordance with garbage type. Thus, community may differentiate organic, inorganic, and liquid wastes. Place for seller has been arranged neatly and divided into 2 lanes, in which vegetable seller and fish seller. Thus, smell and wash from the fish will not cause trouble. In addition, in pedestrian area, trash bins are provided so that the consumer can be discipline in throwing trash. In addition, Car parking area which initially becomes place for seller has been functioned as it is.

CONCLUSION

Traditional market revitalization of Wamanggu Market, Merauke needs to be done since there are several aspects that need to be improved and really disturbing seller or consumer convenience. Even, in this case disturb all elements around the market. One of the aspects which need to be improved is, firstly, trash management. It is found that trash becomes the trouble in every building element including Wamanggu Market as well. Secondly, Liquid waste arrangement, same as trash management, liquid waste arrangement has complex issue; thus, design revitalization need to be done. Thirdly, place for seller condition which is disorganized and has not functioned as it is. The organization between parking area and place for seller has not functioned optimally in accordance with its condition.

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