



# Structuring The Relocation of The Central Market By The Trade And Industry Agency Of Gorontalo City

Siti Maria Ulfa

Bina Taruna University Gorontalo

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\*Correspondence: Siti

Maria Ulfa

Email:

[sitimariaulfa0501@gmail.com](mailto:sitimariaulfa0501@gmail.com)

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**Abstract:** The purpose of this research is to determine the Central Market Relocation Arrangement by the Gorontalo City Trade and Industry Service. The research method used is a qualitative method, a research approach regarding the Central Market Relocation Arrangement by the Gorontalo City Trade and Industry Service. The qualitative approach emphasizes natural phenomena or symptoms that occur in a fundamental and naturalistic manner, and is carried out in the field, not in the laboratory. This approach is often referred to as naturalistic inquiry or field study. According to Lofland, the primary data used in qualitative research are keywords and phrases. The summary of the data above can come from documents, reports, or observation results. Based on the research results, analysis of the discussion of this research concludes that the Central Market Relocation Arrangement by the Gorontalo City Trade and Industry Service, seen from the aspects of infrastructure development, officer capability, communication, has not been implemented optimally, based on the results of interviews that have been described with several informants, it has not been optimally implemented by Gorontalo City Department of Trade and Industry, so that the arrangement of the Central market is not yet optimal because infrastructure development which should focus on main supporting facilities is not carried out. From the description of the results of interviews with informants, the ability of officers to provide guidance for controlling traders and buyers which can support the arrangement of the Gorontalo City Central Market area has not been optimal. Based on the description of the results of interviews with the informants involved, it can be concluded that the Relocation Arrangement for the Central Market of Gorontalo City is not optimal when viewed from the perspective of the communication that has been established between the Department of Trade and Industry of Gorontalo City and the Limbau U II sub-district, this communication is not optimal, as can be seen from the changes Market conditions still have the same problems, especially regarding controlling traders and buyers.

**Keywords:** Arrangement, Infrastructure, Officer Ability, Communication

## Introduction

Markets serve as a place for buying and selling transactions between traders and consumers, playing an important role in the economic activities of society. In simple terms, a market is a location where buyers and sellers meet to conduct transactions of goods or services. Markets also reflect human adaptation to their environment through economic activities. Initially, economic development aims to fulfill basic needs. In a market economy system, the market mechanism itself regulates and controls the production and distribution of goods. Regulation is done through a self-regulating mechanism, with prices of goods and services determined by market demand (Arif, 2019; Flint, 2019; Morstyn, 2019).

Regions are given the freedom to develop their regions, including through economic development. The government aims to increase community economic growth and regional income through economic change and growth. One form of regional economic development is the development of traditional markets, which play an important role in the economic structure, city identity, as well as a public space for the community (Gulsrud, 2018; Hinings, 2018; Koc, 2018; Zhao, 2018).

Gorontalo City Central Market has been operating for 53 years from 1970 until now, located at Jalan Pattimura, Limba U II, South City, Gorontalo City and has been very helpful for the wider community to carry out buying and selling activities, but as the market gets older it now seems slum, conditions that are always muddy and smelly and uncontrolled garbage. Therefore, the government is arranging the relocation of the people's market which is the center of community trade in Gorontalo City. This relocation arrangement activity has been planned for a long time, even since January and February 2020 socialization has been carried out twice to traders in the Central Market of Gorontalo City. At that time the relocation was planned to be carried out in March 2020, but at the request of the traders who requested that the relocation be carried out after the month of Ramadan, the process was postponed while waiting for the budget struggle process at the Ministry of Trade and the Ministry of PUPR of the Republic of Indonesia.

With such problems, based on observations that the arrangement of the relocation of central market trading stalls by the Gorontalo City Trade and Industry Office has not been maximized, there are many complaints from traders and buyers, including the following: 1. lack of clean water 2. clogged drains and bad odor 3. slippery floor 4. too narrow stalls, not in accordance with the agreement (Dhakal, 2017; Fischer, 2017; Preiss, 2017).

According to the recognition of the traders, approximately 51 victims have fallen slipping on the floor, both buyers and traders themselves, this condition is one of the factors that makes buyers reluctant to shop at the Central Market in addition to endangering safety also makes visitors uncomfortable because the smell of rot is very pungent as a result many traders sell elsewhere and buyers who prefer to shop in the daily market and experience a decrease in income for some traders (Parsons, 2016; Saura, 2017). Apart from these problems, so that researchers want to see the effectiveness of the arrangement of the central market relocation by the trade and industry office of Gorontalo city carried out by the government. With the background of the problem above, the researcher feels interested in conducting research with the title "Structuring the Central Market Relocation by the Gorontalo City Trade and Industry Office".

## Methodology

The research approach regarding the Central Market Relocation Arrangement by the Gorontalo City Trade and Industry Office. researchers used a descriptive method with a qualitative approach. The qualitative approach emphasizes natural phenomena or symptoms that occur fundamentally and naturalistically, and is carried out in the field, not in a laboratory. This approach is often referred to as naturalistic inquiry or field studies. According to Lofland, the primary data used in qualitative research are keywords and phrases, the summary of the above data can come from documents, reports, or

observations (Firdhayanti, 2020). This is because the research process is carried out in natural conditions, without using measuring instruments and making natural conditions as its territory. The data collection techniques in this study were carried out using focus groups, in-depth interviews, and observation, interviews, documentation, and participation in collecting data. Secondary data is additional information obtained through literature studies, as well as analysis and examination of documents, both official and unofficial, related to research issues (Sugiyono, 2013).

## **Result and Discussion**

### **Research Result**

The variable that becomes the object of study in this research is the Central Market Relocation Arrangement by the Gorontalo City Trade and Industry Office. To observe the variable in the field, namely the Central Market Relocation Arrangement by the Gorontalo City Trade and Industry Office, the focus is used: Infrastructure Development, Officer Ability, Communication. The presentation of research data in the form of interview results with research informants is presented based on this focus.

#### **Infrastructure Development**

Based on the results of interviews that have been described with several informants, it can be concluded that infrastructure development has not been maximally carried out by the Gorontalo City Trade and Industry Office, so that the arrangement of the Central market is not optimal because infrastructure development which should focus on the main supporting facilities is not carried out.

#### **Officer Ability**

From the description of the results of interviews with informants, the ability of officers in providing guidance for controlling traders and buyers that can support the arrangement of the Gorontalo City Central Market area has not run optimally. This is due to the limited number of officers, even the limited condition has previously been attempted to include the urban village, but still cannot keep up with the number of traders and buyers, so that guidance has not fully reached all individuals involved in market activities (Aksha, 2019; Moses, 2018; Yuan, 2019). In the end, there are many impacts such as congestion at several points of the market, because there are traders who do not pay attention to the entrance and exit of the market by directly building a selling place in the area, besides that buyers also still park their vehicles on the road which results in traffic jams in the market area, the relevant agencies should evaluate the ability of officers to be more optimistic in carrying out their obligations (Bonsall, 2017; Robertson, 2016; Wang, 2015).

#### **Communication**

Based on the description of the interview results with the informants involved, it can be drawn that the Gorontalo City Central Market Relocation Arrangement is not optimal in terms of communication between the Gorontalo City Trade and Industry Office and the Limbau U II village, which is not optimal communication can be seen from changes in market conditions that still have the same problems, especially related to

controlling traders and buyers. In addition, communication is also expected to initiate new concepts to overcome problems related to the Gorontalo City Central Market Relocation Arrangement.

### **Discussion**

The arrangement of the central market relocation by the Gorontalo City Trade and Industry Office is certainly a strategic step that involves several important aspects. Here are some discussion points that are relevant in this context:

Based on the results of interviews with informants, it can be concluded that maximum guidance to traders and buyers is very important to support optimal operations and arrangements at the Gorontalo City Central Market. However, the main obstacle faced is the limited number of officers. Although efforts have been made to control the market together with the kelurahan, the results are still ineffective due to the insufficient number of officers to handle the number of traders and buyers as a whole. As a result, some traders do not comply with the rules of the arrangement and buyers often park vehicles in inappropriate places, causing congestion and traffic jams around the market.

To overcome this problem, it is necessary to evaluate the ability of the officers and improve coordination with related parties to maximize guidance and control in the market. Thus, it is expected to increase efficiency and effectiveness in managing market activities and reduce negative impacts such as congestion and inconvenience for market visitors.

The results of this study are in line with (Junaidy M. Sasuwu, 2020) entitled *The Role of the Coordinator of the Regional Market Company in Structuring the Tuminting Traditional Market in Manado City* shows that the Role of the Coordinator at Tuminting Market in Planning Planning is to organize the tuminting market so that it becomes a comfortable and beautiful market, the current condition of the tuminting market is not good.

Based on the results of interviews with informants, it can be concluded that the arrangement of the Gorontalo City Central Market relocation has not been optimal due to the lack of effective communication between the Gorontalo City Trade and Industry Office and the Limbau U II village. This problem is reflected in the continuation of the same problems related to the control of traders and buyers in the market. Efforts are needed to improve better communication in order to create effective collaboration in overcoming problems and produce new concepts that can improve the overall condition of the market arrangement.

The results of this study are in line with (Muliati Mamu, 2022) entitled *The Role of the Government in Increasing MSME Production Results in Limbau U II Village, South City District, Gorontalo City*, focusing on the problem to be studied on the Role of the Government in Increasing MSME Production Results in Waste Village U2, South City District, Gorontalo City (Mamu, 2022).

### **Conclusion**

Based on the results of the research and discussion that has been described previously, the researcher draws the following conclusions. The results of the research seen from the aspect of infrastructure development have not been maximally carried out, because there are still many empty fields and there are still many traders selling on the side of the road or in front of people's homes, clogged and stagnant waterways cause dangerous slippery floors and have claimed victims, parking lots for visitors / buyers at the Piloloda'a market. The results of the research seen from the ability of the officers have not been maximally carried out, because related to guidance for controlling traders and buyers have not been able to reach thoroughly, so there are still many traders and buyers who do not pay attention to the recommendations of the officers. The research results seen from the communication between the Trade and Industry Office of Gorontalo City have not been effectively applied. Because it cannot solve fundamental problems such as the orderliness of traders and buyers. From the results of research based on 3 (three) aspects, namely infrastructure development, officer ability, communication that researchers conducted, we can conclude that it has not been maximized because there are still several problems such as poor water sanitation and traffic jams, no electricity, slippery floors.

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