

STRATEGY OF VEGETABLE TRADERS AT ARENGKA MORNING MARKET IN PEKANBARU CITY

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ABSTRACT

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This research was conducted at the Arengka Morning Market, Pekanbaru City. Arengka Morning Market Pekanbaru City is one of the traditional markets in Pekanbaru, Riau, precisely in East Sidomulyo, Marpoyan Damai District. It is very strategically located in the middle of the city of Pekanbaru. The purpose of this research is to find out the activities of vegetable traders at the Arengka Morning Market, Pekanbaru City, to find out the competitive activities of vegetable traders at the Arengka Morning Market, Pekanbaru City, and to find out the competitive activities between vegetable traders at the Arengka Morning Market, Pekanbaru City. The type in this study is qualitative research. The theory used in this study is the Cravens competition. The results of this study are to find out the activities of vegetable traders in the Arengka Morning Market and the strategy of vegetable traders in the Arengka Morning Market. Vegetable traders have a strategy for selling vegetables, namely a strategy to get merchandise in the form of vegetables, then a strategy to reach customers, and a strategy to determine prices.

1. INTRODUCTION

The city of Pekanbaru, the capital of Riau Province, is one of the largest economic centers on the island of Sumatra. Arengka Morning Market is one of the important economic centers in Pekanbaru City, Riau Province. As a traditional market, the Arengka Morning Market is a meeting place for sellers and buyers, with vegetable traders as one of its main components. However, despite its vital role in meeting the needs of the community, vegetable traders in this market face various challenges in running their businesses.

Vegetable vendors in this market often sell on the side of the road, especially near red lights, which causes traffic jams and gets attention from the Satpol PP and the Transportation Office. However, traders choose this location because of its strategic location and cheaper levy costs than in the market. Competition between vegetable traders is quite fierce, with many sellers offering similar products. They also face challenges such as food price instability, bad weather, and market hygiene issues. Nevertheless, the traders survived due to economic factors and the need to provide for their families. To face these challenges, vegetable traders develop various strategies. They start selling very early, even at dawn, to get buyers who shop for resale. Merchants also seek to build good relationships with customers, including providing credit or pay-later services for regular customers.

High economic morale is also an important factor, where traders try to keep prices affordable even though profits are small, to keep customers. They also maintain the quality of service and friendliness to retain buyers.

This study aims to examine more deeply the strategies applied by vegetable traders at the Arengka Morning Market in maintaining their businesses amid various challenges. By understanding the survival strategies of these traders, it is hoped to it can provide new insights into efforts to empower the community's economy, especially in the urban informal sector.

2. METHODOLOGY

This study uses a qualitative approach to examine the strategy of vegetable traders at the Arengka Morning Market, Pekanbaru City. The location of the research was chosen at the Arengka Morning Market, precisely along Jalan Soekarno Hatta, East Sidomulyo Village, Marpoyan Damai District. The subject of the study was determined using a purposive sampling technique, with specific criteria, namely vegetable traders who are family-oriented, have been selling for at least 10 years, and are located near the parking lot next to the Arengka Morning Market flyover. Five main informants were selected based on these criteria to be interviewed in depth.

Data collection is carried out through three main methods. First, in-depth interviews, direct observations, and documentation.

The data collected consisted of primary data, which included the characteristics of the research subjects such as age, religion, ethnicity, last education, and amount of income, as well as secondary data obtained from various sources of

literature, journals, and official documentation from the Arengka Morning Market UPTD.

Data analysis uses qualitative analysis techniques with three main stages. The first stage is data reduction, where the collected data is selected and focused on information relevant to the research objectives. The second stage is the presentation of data, where information is arranged in the form of a systematic description to facilitate the drawing of conclusions. The final stage is verification and conclusion, where the researcher performs an in-depth interpretation of the data that has been presented.

To ensure the validity of the data, the researcher used the triangulation method, namely by conducting re-interviews with informants at different times and comparing information from various sources. This approach aims to gain a comprehensive and accurate understanding of the strategies of vegetable traders at the Arengka Morning Market in facing various economic and social challenges.

3. RESEARCH RESULTS AND DISCUSSION

Based on the results of the research conducted, the activities of vegetable traders at the Arangka morning market consist of three activities, namely:

1. Vegetable Trading Preparation Activities

Traders generally start preparations at night, around 23.00-03.00, by shopping at the AKAP Main Market. They are usually accompanied by their husbands or other family members for safety and assistance in transporting goods.

The preparation process includes several stages. First, traders complete household chores such as washing clothes and cooking. Then, they went to the AKAP Main Market to buy vegetable stock. After that, they returned home to prepare merchandise before leaving for the Arengka Morning Market.

The method of obtaining vegetables varied among traders. Most buy directly from the AKAP Main Market, while some have vegetable agents who deliver orders to their homes. The selection of AKAP Main Market as the main source is based on the availability of diverse, fresh, and affordable vegetables.

The types of vegetables sold are quite diverse, including leafy vegetables (such as kale, and spinach), fruit vegetables (tomatoes, chili), tuber vegetables (potatoes, onions), and spices (ginger, galangal). This diversity allows traders to meet a wide range of customer needs and potentially increase their revenue.

2. Trading Activity

The vegetable traders at the Arengka Morning Market generally start their trading activities in the early morning, around 05.00. Vegetable traders at the Arengka Morning Market generally use simple but practical selling facilities. The results of the interview showed that most traders used tarpaulins and large plastics because they were easy to carry and install. Some merchants also carry baskets to make it easier to organize and attract buyers' attention.

The daily operational costs that must be incurred by vegetable traders at the Arengka Morning Market vary between Rp. 30,000 to Rp. 40,000. These fees include stall money, cleaning money, and security money. Mrs. Lenny

and Mrs. Ety, for example, spend Rp. 35,000 per day, while Mrs. Dona and Mrs. Tanti spend up to Rp. 40,000. The stall fee ranges from Rp. 25,000 to Rp. 35,000, the cleaning fee ranges from Rp. 2,000 to Rp. 5,000, and the security fee ranges from Rp. 2,000 to Rp. 3,000. These fees are paid each time they sell and are affected by weather conditions; Traders usually do not sell when it rains or when facing health problems or family events.

3. Closing Activities

The situation at the Arengka Morning Market began to be quiet during the day. This vegetable trader began to gradually close their sales. On average, traders start closing their trade as soon as 12.00 if the sale sells quickly and runs out, making traders more enthusiastic about closing their sales with the results of selling vegetables in the market. However, if there are many vegetables left and do not run out, vegetable traders will be slow to close their trade at 16.00.

Based on the results of the research conducted, traders have three strategies for selling, namely:

1. Strategies for Obtaining Merchandise

To get their merchandise, traders shop for vegetables at the AKAP Main Market. They have their agents there. At first, he bought it in cash, then became a customer and paid half of it and owed it with an agreement that it would be repaid when all the goods were sold.

2. Customer Acquisition Strategies

Traders have a strategy to get customers. They are friendly and offer their goods to buyers under the pretext of making them buy. Traders choose their place of sale at the entrance of the Arengka Morning Market because many buyers pass by the area. Buyers start glancing at their goods and asking the price of the vegetables they want to buy. Then the trader offers a cheap price so that it can be bought quickly. However, the buyer bargains and is finally agreed upon by the Seller and Buyer.

3. Pricing Strategy

Competition in the market is increasing, making traders, especially vegetable traders, have a strategy to determine whether they are buyers, subscribers, or fellow traders. Vegetable traders prioritize their subscriptions because the buyer or subscription often shops at his place.

The more goods purchased by his subscribers, of course, the merchant gives his trust in him. The merchant gives trust by giving the debt with an agreement that it will be paid by his subscribers the next morning.

Like the rules for setting the price of vegetables in the market, vegetable traders in the Arengka Morning Market, Marpoyan Damai District have a strategy or way of setting prices in selling vegetables, even though the price of the goods is not written, but the price offered by traders is very evenly distributed among other vegetable traders.

4. CONCLUSION

From the results of the research and discussion in the previous chapter, we will answer the formulation of the problem and conclude this research as follows:

1. Trading activities began with preparations made by vegetable traders before going to the Arengka Morning Market, namely buying vegetables at night at the AKAP Main Market. The implementation of trading activities starts at 05.00 am to 12.00 pm. After finishing the trading activities, the vegetable traders closed their trade with a large plastic tarpaulin.
2. The strategy carried out by vegetable traders consists of three, namely the strategy of obtaining merchandise, the strategy of getting customers, and the strategy of determining prices

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