



THE EXISTENCE OF LOCAL MARKET AND MODERN: A PHENOMENOLOGICAL STUDY IN KENDARI CITY

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ABSTRACT

The study aimed to assess the socio-economic space of shopping along with its various problems. This research applied a qualitative approach. It was developed deeply to analyze the process of socio-economic interaction and communicational action as non economic factor that influenced the flow of the people's economic growth. In the effort of analyzing the communicational process of selling and buying, it was employed the methods of communicational ethnography, ethnomethodologies, and heuristical symbolic interactionism. Thus, the factors that played the roles in the interaction could be found. The results of the research showed that behind the crowd of traditional shopping arena, it was found a pseudo-reality and a chunk of lies that in turn led to consumptive behavior. The upper middle class (the haves) were increasingly love spending their money. Inevitably, for the middle and lower classes (the have-nots) also attempted to taste a variety of the consumptive goods.

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INTRODUCTION

In hyperreality, social construction Super Mall is not unlike a form of rationality, according to Weber [1], it will produce irrationality of something rational (*the irrationality of rationality*). How the apparent irrational behavior boomed in contemporary shopping space, especially those acted by rich people.

It also get the middle class and even teen when attempted in various ways to have the items wrapped in imaging the social status. Finally, when the ideological and consumerist virus began to stimulate behavioral of *korupsinisasi* (corruption behavior) and *punglinisasi* (illegal charge behavior) of the executive and the legislature people, then it is certain to be fatal in the joints of the regional economy.

Since the 90s, Kendari has operated a "Shopping Mall" as a modern shopping place with a variety of needs and accessories that up-to-date. Since that, the presence of Lippo Plaza Hypermarket Kendari, makes the process of infiltration and penetration of increasingly consumerism culture being unstoppable in contemporary public life. In this context, according to Piliang [2] socio economic shopping space has been transformed into a form of pseudo-reality and artificial. In turn, it implicates social alienation, crime, homeless, poverty and trash.

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Meanwhile, according to Baudrillard [3], trinkets hypermarket space being "fantastic cage" that adversely impact the visitor behavior and this should be amputated. The study of contemporary sociology that focuses more on face to face interaction starts from Homans and Goffman regarding the individual (not a bigger structure) as the unit of analysis. Goffman that uses drama and theatre analogue so that it is performed a "dramaturgic" that is interested more on face to face interaction or collective presence. Erving Goffman limits face to face interaction as the individuals that influence their actions each other when each of them faces physically. As a rule, it is found an activity arena consisting of a series of the individual action. In a social situation, all activities from the certain participants are called as a performance, while the other persons involved in the situation are called as the other observers or participants. The actors are they who do routine actions or performance. Goffman defines the routine as the behavioral patterns that have been established before, expressed when doing or expressed in another opportunity [4].

According to Tanzil and Peribadi [4] that based on this, Wilson and Plattner think that besides history or the background of interpersonal relation, so there are certain values and the extent of quality that are suspected to greatly influence the behavior of the seller and buyer in the market (*market place behavioral*). This is reflected when they are doing the bargaining process to determine the price that actually has a deep social meaning (*meta-communicative meanings*).

According to Malik [5], in a purely economic perspective, the market just tends to be conceived as a venue for a process of "buy-sell transactions of goods and services" between buyers and sellers. In that sense, there is no linkage with other social contexts, such as culture and religion. The market is an economic institution that works according to its own adjustment mechanism, known as the "law of the market".

Otherwise, according to Alexander [6] the market presence conceived as an economic institution that allows for every individual to perform social interaction. That is, the market is not just a venue for the transaction of goods and services between buyers and sellers. However, the market is a social system involving traders, such as retailers, wholesalers and middlemen intertwined with social institutions simultaneously. Therefore, the process of shopping at the Mega Mall as a modern economic social transaction in an urban community, then according to Weber [1] it is a form of rationality, because the Mall as the shopping space has been designed and constructed socially and rationally. But then precisely this form of rationality which tends to cause the irrationality of something rational (*the irrationality of rationality*).

This social fact is referred to Baudrillard [3] as "fantastic cage", because it means a new consumption offered to consumers merely illustrative (the sign) was fantastic and not a need. The phenomenon of the consumer lifestyle is a bad habit that should be eliminated. Because the Mall reality is something that is artificial, it is tinkled various forms of distortion and lies that are commonly referred to as hyperreality.

In keeping with that, according Piliang [2], in a Shopping Mall, actually urban reality taken over by all of the commodities, so that the public as buyers invited as an excursion in a circuit, from an environmental theme to the next theme environment; in a real ecological fantasy, which keep us from the sublime meanings.

Based on the rationality elements, then there is only one rationality element of the most popular and much loved by the people. In this context, rationality economic often being primary choice for the community, especially for those who are in the socio-economic space and modern shopping traditional. Therefore, from the fourth rationality Weber meant, closely related to the market as a buying and selling space of interaction and communication trades actions are Instrumental Rationality.

In relation to that, according Nugroho also quoted by Malik [5], refers to the concept, the market as an economic institution of society is an expression of social relations. In another sense that the economic measures undertaken by each individual, both sellers and buyers are taking place in the market, substantially influenced by the socio-cultural context that developed in the community. Because it is economic activity became an integral part of social life, whose existence is rooted firmly in social relations. That is, even though the action takes place in the market economy forward calculation of profit and loss, but also a part of the social construction.

Problem Statement

The economic realities constructed in the market, also is a social reality. Because of the economic activity taking place in the market with the involvement of the seller and the buyer in the form of exchange of goods and services. However, in the

exchange process not only refers to the sustainability of economic transactions. But it also indicates the occurrence of "social events" that encourage continuing interactive process between individuals and the establishment of personal relationships that make up the "social networking", both formally and informally.

Research Questions

Firstly, how is the description of transaction space of traditional and modern socio-economy with its various problematic in area of Kendari Town Government and its Surroundings?

Secondly, can the existence of the above mentioned modern shopping places drive the behavior of the sellers and buyers to the efficient and effective pattern or vice versa, it arouse a false reality that is less comfortable as indicated by Piliang in connection with the socio-economic condition that is so phenomenal to strike almost all modern shopping places in big cities?

Purpose of the Study

The research aimed at (1) identifying the existence of traditional and modern market in Kendari city with its various problematics; (2) studying the pattern of socio economic interaction and communication act as non economic factor influencing the flow of people's economic growth.

RESEARCH METHODS

The research took place in area of Kendari City Government with two considerations. Firstly, the researcher has had a number of research experiences and practitioners as the member of Urban Learning Community (ULC) and as one as the Coordinator of Working Group of UPOP in Agency for Regional Development Planning of Kendari City.

Secondly, Kendari City has the icon of "crystallizing Kendari City in 2020 as the City in park (Green City), a piouiscity (spiritual city) and a developed, democratic, and prosperous city (smart city)".

This phenomenological study was approached with a qualitative approach in an effort to explore the interaction process of buying and selling and the act of communication in traditional and modern shopping in Kendari. Therefore, attempts to analyze the process and communication actions of buying and selling in the shopping, used ethnographic methods of communication (*ethnography of communication*), ethnomethodologic and symbolic interactionism that is heuristic, so factors that play a role in the interaction can be found [7].

Ethnography in anthropology and ethnomethodology in sociology which has a number of similarities with the approach of symbolic interactionism, is actually an empirical study of how people capture the experience of everyday social life.

Empirically, ethnomethodology studying the construction of reality that made by person while the process of every day social interaction continues. Likewise with behaviorism, dramaturgical and symbolic interaction is equally viewed the individual as a crucial actor constellation of social life. Therefore, an individual is the primary unit of analysis, rather than an organizational and social systems, but the organization and management of marketing in modern shopping space looks

very influential on the visitors, so that these variables should not be neglected [8]. But, to get the result required, it was followed the suggestion of Spradley [9] and Benard [10] that the chosen informantis they having the capability of giving indepth information towards the culture. Besides that also followed by one consideration of Bogdan and Taylor As quoted Peribadi [11 and 12], ie the subject that wanted to receive the presence of researcher better than others, or those whowere regarded interesting, it could be made as the source of information for them having special experience.

Findings: Existence of Market and Its Problems

Various problems in the form of forced demolition continue to plague the market presence Lawata, and until now has not been completely resolved. It happens because in accordance with the decision and agreement between the Government of Kendari with ex Mandonga Market traders who have experienced catastrophic fires, that stalls are made will be distributed free to all the traders affected by the fire.

Similarly, the determination of a place for stall market traders depending on lottery number that received by the traders. But in reality, stall places, mainly located in a strategic position, suspected to be the object of the game for a handful of unscrupulous government officials of Kendari. This phenomena then led to a reaction in the form of rallies and demonstrations that repeatedly happened in the location marketing and in the presence of legislators Kendari [14].

First, the existence of Market Street is intended that all street vendors (PKL) in the city of Kendari get a decent place to organize and carry out their socio-economic life. At first, the market environment of street vendors tend to be swamped with visitors to purchase goods and food needed. However, the last three years the market looks deserted from visited by buyers. Over time this market then became quiet and not as attractive for buyers to come visit.

As a result, many traders in the market street (PKL) suffered losses and even among them have experience the atmosphere of insolvent. PKL market is so beautiful and looked dashing from the outside, it turns out when we entered the area of the inside of the PKL market looks desolate with its numerous problems.

Second, the location of the building Nambo Market located on the edge street from axis path towards Abeli Nambo up toward to the Moramo, South Konawe district. Although it has been inaugurated by the Mayor of Kendari in November 2016 ago, but until now the market has not been used by the public Nambo to conduct trading activities. Of course there is still something that has not been completely associated with the development process and the existence of the Nambo Market itself.

Observation result showed that the location Nambo market is relatively small and narrow, the stalls size is very small, making it less viable and less adequate to establish and develop the process of buying and selling. Indeed, the government has divided the stalls or overhang in the form of patches to the seller, but very unfortunate by the public that the size of the plots area is a very small, only about one meter times one meter per seller ($\pm 1 \text{ M} \times 1 \text{ M}$ per seller).Third, Purirano market is one of the traditional markets are also located in the region of Kendari. It's just that in addition this market is isolated because it is located on the out skirts of the

city of Kendari towards Toronipa, Konawe district, also the existence of this market is not regarded as a strategic place to carry out the process of buying and selling.

Ironically, the existence of this Purirano market is already three times inaugurated by the head of government of Kendari. In this context, according to one officer Purirano market that: "Kendari government has tried with various businesses that Purirano market becomes crowded, for example at the time of the municipal government unveiled bring in artists, but in fact until now Purirano market remained silent. And the funny again sir ... Market Purirano already unveiled three times that of 2001 when the inauguration of the first, second inauguration in 2004, and 2015 as the inauguration of the third. Either then will there still later the inauguration of the fourth ... hehehe. But up to now market conditions still remain empty (Interview with La Ode Fajri, Thursday, December 15, 2016).



Picture 1 One type of Traditional Markets in Kendari

The Purirano market has been inaugurated for a third time, but until now seemed not attended by buyers. On market days, i.e Tuesday, Saturday and Sunday, the items are sold very limited and buyers are also coming is just a few.

Inevitably, the goods are sold in the Market Purirano just groceries and vegetables, and the buyers only comes from Purirano and surrounding residents. Therefore, efforts to fulfill the needs of everyday household, the residents Purirano rather go shopping at Central Market City, because in addition to the transportation went smoothly, as well as the City Market provides all the necessary goods buyers.

Fourth, modern market provides a variety of trinkets, accessories and various types of consumer goods, in turn, not only invited the the haves who likes to spend his money to distribute their consumeristic appetite needs. However, also indirectly tempting for people the have not (read: poor) as the lower middle class to try a variety of ways have items wrapped in imaging the social status.



Picture 2 Lippo Plaza as a Modern Market in Kendari

Now, how such a phenomenal luxury lifestyle practices among the lower middle class, increasingly prevalent surfaced as a result of the ideology and practice of consumerism in various areas. Apparently, the practice of consumption goods symbolistic to display a certain distinctive identity as category of elite people increasingly unable unstopable. Even though in reality they are economically disadvantaged, but the lower middle class citizens were trying to adopt a lifestyle to gain a respect as a person who has a respectable social status.

Fifth, consumer behavior which is so phenomenal is of course not only have a negative impact as a result of a person's tendency to be more superficial. However, luxury lifestyle practices that clad with symbolistic, it leads a person to get out of the bases of morality and religion, so that further depletion of the inner layer encourage social elite (read: official) to take public money that inappropriate taken. Inevitably, for the ABG (teen) seemed not hesitate anymore injuring vitalization of their future happiness.

CONCLUSION

First, it is suggested that in the Government of Kendari more intensive use of participatory development strategy, so that the existence of a project such as the construction of an integrated shopping arena lasted proportionate and professional. In that sense, effective and in accordance with the objective conditions and needs of citizens. Thus, the existence of Community Self-Reliance Agency (BKM) as a legislative body at the village level to function optimally when the strategy implemented community-based Community Development.

Second, the social economy behavior of The Have people such love to shop, it is recommended that we begin to care about the suggestion Baudrillard (2006) to immediately decide the bad behavior (breaking the habit) itself. The presence of a supermarket is not just a pile of artificial reality that hypnotize visitors. However, lust consumerism encourages people who are given the mandate to develop *korupsinisasi* (corruption behavior) and *punglinisasi* (illegal charge behavior) that is definitely increasingly threatening people's money.

Third, the result of this research suggests as suggested Tanzil and Peribadi [4] that it needs a further effort for studying the extent of socio-cultural effect towards the behavior of socio economic of the society in Kendari City. In addition, it needs requiring intensively the transition of socio-cultural value in connection with the existence of Super Mall that begins to emerge in 2000s in entering the globalization and market liberalization as well as the impact of the existence of Super Mall that specifically towards the social life of the society with the middle to low level economy.

Fourth, beyond the socio-economic dynamics with its various problems, the researchers find moans and mourning that hit part of the society that all the time had been hung their life in the social space shopping area called traditional market and modern market. Because of that, the results of the study suggested the Government of Kendari to fix traffic transportation and communication that can be reinforced shopping traffic.

Finally, In relation to the first suggestion, then degradation of Self-Supporting Society Board (SSSB) and the institution of farming society in the extent of village is due to the absence of

maximal effort of Kendari City Government to develop the strengthening of institutional capacity. One of the strategic moments to show the political will is giving the developmental program directly with the total budget is under 200 millions rupiahs to the local ULC that has been professional to arrange MTD of the poverty overcoming program. However, apparently the budget is given to a certain group that is regarded to take part to the success and the act of winning of political democracy party of the Public Election of the Regional Head. It is the condition meant by Sjaf [13] as the strategy of security fund and patron-client to keep the stability of status quo.

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