

MODEL OF TRADITIONAL MARKETS COMMUNITY EMPOWERMENT IN GOOD GOVERNANCE APPROACH

(Studies of the Bunder Market Merchants Empowerment in Healthy Markets Program in Sragen Regency of Indonesia)

Kristina Setyowati^{1*}, Didik Gunawan S.¹

¹Lecturer of Public Administration Department of Faculty of Social and Political Sciences of University of Sebelas Maret, Surakarta - Central Java Province of Indonesia

*Email of corresponding author: krist_uns@yahoo.co.id

Abstract

This research on model of traditional markets community empowerment in good governance approach of Bunder Healthy Market Program in Sragen City is aimed to analyze, interpret and describe several objectives, which are: 1). the implementation of a Healthy Market Program; 2). the role of local government, private, and market community through Healthy Markets Program; and 3). develop an alternative model of market community empowerment in good governance perspective. This study used qualitative research method in which data were collected through observations, in-depth interviews, documentation and focused group discussion techniques. Qualitative data analysis was chosen as the technique of data analysis. The Bunder Market Community Empowerment Program is a partnership program among the three parties namely: Sragen Regency Local Government, private sector which was Yayasan Danamon Peduli (YDP) through its CSR, and the merchants of Bunder traditional market community by participating in the program. The findings showed that the process of market community empowerment through Healthy Market Program has been established successfully in governance perspective. It can be witnessed from the habitual changes of the market community, with in particular, has been heading toward health behaviors such as hygienic awareness and waste management.

Keywords: community empowerment, governance, healthy market.

1. Background Issues

The traditional market has been playing very important role in meeting societal needs, especially for the middle and lower classes of society. The majority of Indonesian people obtain their food stocks and other daily needs from traditional markets. Yet, traditional markets management, in general, are not geared to a healthy environment. It makes traditional markets growth in alarming disappointments. Traditional markets are often considered to be synonymous with a dirty, foul smelling, muddy, eventually becoming rundown, chaotic, and be as a breeding place for animal transmitters such as cockroaches, flies and mice. Traditional markets even had become an uncomfortable and unsafe to visit. The findings of several studies on traditional markets showed a decline in revenue of its merchants because consumers prefer to shop for their needs in retail or modern markets. For the 12.5 million merchants whose livelihoods are depended on traditional markets, the lack of specific attention to these conditions can threaten their livelihoods (<http://danamonpeduli.or.id/program/pasar-sejahtera/> (accessed on 20th Juli, 2012).

Market is a leading unit for entrepreneurs (especially Small and Middle Entrepreneurs, SME) and merchants to perform important contributions to the local economy, as well as an important part of the supply chain and logistics systems nationwide. Therefore, the continuous improvement of the quality of market and access to financing to market merchants will contribute to increase efficiency and national competitiveness. Therefore, the commitment and active participation of all stakeholders is needed in developing a healthy market. In the Decree of the Minister of Health of Indonesia No.519/2008 on Healthy Market Implementation Guidelines, the objective is to realize the market that is clean, safe, comfortable and healthy. In this line of duty, empowerment interventions are strongly required. Empowerment process should be set forth in a clear program of action accompanied by steps of empowering. Empowerment, especially economic empowerment, is meant to increase the degree of people's lives, well-being and balance in many facets of life.