ANALYSIS OF MARKET BOUNDARIES ON TRADITIONAL MARKET PLACES MANAGED BY LOCAL GOVERNMENT IN PADANG

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Abstract: *The traditional market places is the site of bargaining power so as to form a price agreement. Padang City, West Sumatra, has 9 (nine) traditional markets places managed by the Government contained in several districts. This article is part of the research that has been done. The purpose of article writing is to analyze the market boundaries of traditional market places which is managed by the Government of Padang in order to provide optimum service for the people who were in the location closest to the traditional markets places. The analysis is a quantitative analysis of the formula Market Boundaries. The research result shows that out of the nine traditional markets places are owned by Padang City, Raya Market as a trade center has an area of coverage or limit the market's most extensive with a distance of 5,485 meters from the central market and Simpang Haru Market has an area of coverage or the shortest distance to a distance of 212 meters from the center of the market. The results are illustrated in the form of a map of the site boundary nine traditional markets places, in order to see the boundary conditions of each traditional markets overlapping or non-intersecting, so there is a space between two adjacent traditional markets places.*

Keywords: *Traditional Market Places: Market Boundaries : Boundary Map Location*

1. INTRODUCTION

Economic phenomenon (in this case the traditional market places) that exist in a society can be used as an indicator to determine the social structure that is formed in the community. That is, the traditional market places can be used as a variable formation class in society. This happens because the traditional markets places can provide social identity.

In this context, means the traditional markets places can not only be seen as a place (space) for economic transactions but also as a venue for other social processes, as economic activity (traditional market places) is an activity inseparable from the community. Thus, the traditional market places is not only understood as an economic space, but as a social space, cultural space and political space.

Along with the increase in the population of an area will increase the level of complexity of the activities of the community. Likewise, the traditional market

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places that serves as the airport the provision of the needs of society. The need for provision of facilities increasingly complex market would be even higher. The development and revitalization of a traditional market places that aims to serve the needs of the people who are around a lot to do, so that the traditional market places is able to provide real role for consumers immediate.

Padang city as the capital of West Sumatra province has nine traditional markets managed by the Local Government (in this case the government of Padang). Of the nine traditional markets places, one market is trading centers, can be seen in Table 1.

Table 1
Traditional Market Places Managed by Local Governmen in Padang

No	Name of Traditional Market Places	Function	Location
1	Raya Market	Trading Center	Kec. Padang Barat
2	Lubuk Buaya Market	Regional Market I	Kec. Koto Tangah
3	Ulak Karang Market	Regional Market I	Kec. Padang Utara
4	Alai Market	Regional Market I	Kec. Padang Utara
5	Inpres Siteba Market	Regional Market II	Kec. Nanggalo
6	Belimbing Market	Regional Market II	Kec. Kuranji
7	Bandar Buat Market	Regional Market III	Kec. Lubuk Kilangan
8	Tanah Kongsi Market	Regional Market III	Kec. Padang Selatan
9	Simpang Haru Market	Regional Market III	Kec. Padang Timur

Traditional markets places in Padang is located in several districts of 11 (eleven) districts in Padang City and included in the category Market Region I, II and III. With the number of traditional markets that are owned by the city of Padang should provide an optimal level of service for the people who were in the vicinity. But the location of the existing traditional markets places that are close together although located in different districts, so that one side of the level of traffic on certain traditional markets places are very high, but a visit to the other traditional markets to be low. These conditions have an impact on the level of service each of these traditional markets places that are not optimal. Follow up of this, the authors will conduct an analysis of the coverage of the respective traditional markets places managed by local government of Padang in order to figure out real condition of the limits of traditional market places visited by consumers to obtain goods he wanted, so coverage the broad market can be used as a first step in the development plan of the traditional markets places further.

2. THEORITICAL REVIEW

To determine the limits of traditional market places takes several studies that support the theory. Location theory is one measure of the conditions being created by a traditional market places.

2.1. Theory of Market Area

August Losch (1954) states that the broad market in equilibrium will Hexagonal shaped (hexagon) in which all the broad market can already be utilized, although less than ideal and difficult to realize. Size ideal market are illustrated in Figure 2. Each market provides extensive service to each consumer in the surrounding areas. Although there is still room, however, the distance contained in the chamber was still accessible to the consumer closest to the location of the market. At the intersection of the line gives the option to the consumer to visit the market in accordance with their wishes.

Nevertheless, Losch analysis can be used as the theoretical logic of the general direction of the broad market to reach equilibrium (Area Market Equilibrium). Through Figure 1, Figure 2 and Figure 3 can be viewed broad market balance by Losch. The picture explains the broad shape of the market without competition spatially extensive spatial market competition and broad market in balance. On the basis of these images can be seen, the broad category of the market, especially the market managed by local governments who are in Padang.
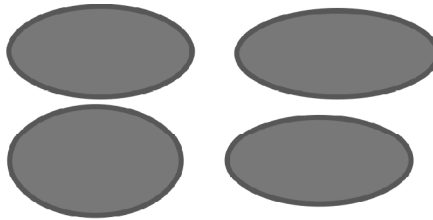

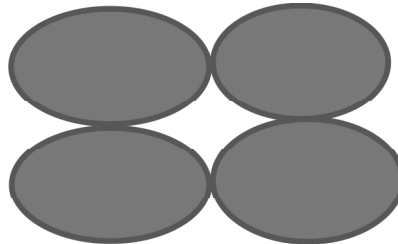**Figure 1: Spatial Market Size Without Competition**

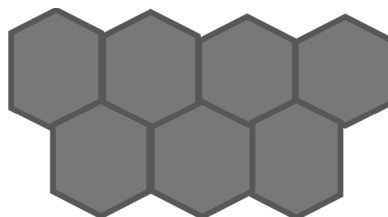**Figure 2: Market Size With Spatial Competition**

Figure 3: Market Size in Equilibrium According to August Losch

Source : Sjafrizal (2008)

The size and shape of the hexagon is not supposed to be uniform, the opposite may be changed following the spread of the population. The number and population density downtown area are also different among advanced and less advanced regions. Losch also recognizes the importance of transport and accessibility and distance affect the purchase of the population. The value of land and state of the earth is also the size of the deployment and placement service center.

Essential elements of Losch's theory is a refinement of the theory of Christaller namely:

1. The area served by central place is a region complementary to the central place
2. A central place has a central activity of serving the widest area called the central point of a high order, while the central place that serves a small region called the central point of a low order.
3. Limit the services of any central activity is described as a range limit of each commodity.
4. Demand and the central commodity reciprocally dependent on the distribution and variations in socio-economic conditions of the population and concentration of each central place.
5. Demand for central activities depending on the distance and the consumer business to obtain these commodities, it is assumed that the demand for these commodities will be reduced to zero, which is based on the increase of the distance from a central place.

2.2. Traditional Market Places

The market can be defined as an institution or mechanism whereby the buyer (the needy) and sellers (who produces) meet and jointly organize the exchange of goods and services (Campbell, 1990). Meanwhile, according to Stanton (1996) is a market as people who have a need to be satisfied, have money to spend and a willingness to spend money. The market is where buyers meet with the seller, the goods or services offered for sale, and then the transfer of property rights. Kottler (1998) saw the meaning of the market in some aspects, among others:

a) In the original sense, the market is a physical place where buyers and sellers come together to exchange goods and services.
b) For an economist, market implies all the buyers and sellers who sell and make transactions on goods / services. In this case the economists are more interested in the structure, behavior and performance of each of these markets.

c) For a marketer, market is the set of all real buyers and potential buyers of a product.

Based on management pattern is used, the market can be divided into two major groups, namely:

a) Traditional Market, is a market that still uses a very simple management pattern with the characteristics of each trader has one type of business, the interaction between the seller and the buyer (a bargain price), the placement of goods less align neatly, the comfort and security less attention.

b) Modern Market, is a market that is already wearing patterns of modern management, with the characteristics of the type of merchandise carried by the trader, the price fixed, the layout of merchandise organized and tidy, comfort and security has become a top priority ,

There is a standard that is used in setting the city proposed Chapin in Jayadinata (1999) that the distance between the traditional or other infrastructure must be taken of the environment it serves (market area) to within ¾ km or a 10-minute walk away. As for the extent of the standard set of 500 m2 / 1,000 inhabitants. The standard is not absolute, is only a benchmark in planning urban infrastructure and facilities.

Based on these provisions in the development of traditional market area can be guided by the rules that have been defined based on the theory. However, if the distance of a traditional market place did not reach a wide-ranging set or exceed provisions, the role of government is to regulate the ideal distance is possible for the construction or development of a traditional market location.

2.3. Users of Traditional Market Places

Users of traditional markets places can generally be divided into two groups: the buyer and the merchant. According Damsar (1977) buyers can be classified into:

a) Visitors, those who come to the traditional market without having a goal to buy a product or service. They are the people who spend their leisure time in the market.

b) Buyers, those who came to the traditional market with the intent to buy something good or service but do not have a purpose to the (in) which will buy.

c) Customers, those who came to the traditional market with the intent to buy something good or service and have a definite purpose to the (in) which will buy. A person becomes a permanent buyer of someone seller does not happen by chance but through a process of social interaction.

In trading activity, traders are people or institutions who trade products or goods to consumers either directly or indirectly. In economics, traders differentiated by distribution lines that do, can be divided into merchant distributor (single), traders (the party) is great, and retailers.

Meanwhile, from the view of economic sociology, Damsar (1997), distinguishes the merchant based on the use and management of income obtained from the trade and economic relationship with the family. Based on the use and management of revenues generated from the trading, traders are grouped into:

a) Professional traders, ie traders using trading activity as the main source of income and one for the family economy.

b) Semi-professional traders, ie traders who conduct trading activities to earn money, but the income from the trade is an additional source for the family economy.

c) Traders subsistence, ie merchants that sell products or goods from the activities above subsistence economy to meet the family. In agricultural areas, this merchant is a farmer who sells agricultural products to the market village or district.

d) Traders false, that is, those who do the trading activity as a hobby or to get a new atmosphere or for leisure. Traders do not expect this type of trading activity as a means to generate revenue, but might otherwise he will gain loss in trade.

Sellers and buyers are connected by four flow; the seller sends the product / service and communication, instead they receive money and information. The relationship between seller and buyer can be seen in a simple marketing system schematic in Figure 4.
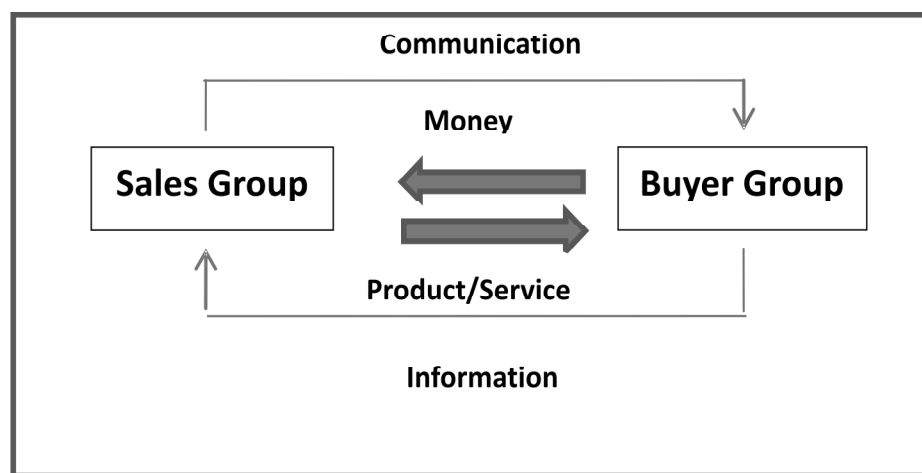

Figure 4: Schematic Simple Marketing System

3. METODOLOGY/RESEARCH DESAIGN

The area that became the research is the traditional markets places consisting of 9 (nine) traditional market in the city of Padang which is managed by the local government. At the stage of collecting data from multiple acquisition of data including primary data, secondary data, surveys and literature.

The primary data obtained directly from the object of research, where the acquisition of data based on structured interviews in the form of a questionnaire on consumers who visited each of the traditional market places. The required data is composed of price, income and distance. Secondary data were obtained from the Department of Transportation, Office of Market, Planning Office Building Management Padang City and Bappeda of Padang and library. Implementation of the survey carried out at the point of location of each of the traditional market which is the object of research. While the stages of such literature search from the literature review documents, literature, and other records deemed relevant to the location of the research and the research.

In calculating the Market Boundaries a traditional market places, made from the consumer side. Data from the consumer side count of each of the variables that have been defined, namely the price of goods, income and distance from the residence consumer. Calculation of Market Boundaries between a market of its nearest market. Limit the market of the two markets (eg market A and B market) is determined at the location where the sale price is the same in both markets (Sjafrizal, 2008), namely:

$$P_A + t_A d_A = P_B + t_B d_B \qquad (1)$$

Where :

P_A = is the sale price of essential goods in the market place A

P_B = is the sale price of essential goods in the market place B

t_A = freight from location A to consumer's home market A

t_B = freight from location A to consumer's home market B

d_A = A range of traditional markets to the consumer's home A

d_B = A range of traditional markets to the consumer's home B

The sale price of essential goods (P_A) in the traditional market locations A and B taken from the traditional markets for staple goods most expensive respective traditional markets purchased by consumers. While Tada and $t_B d_B$ a freight multiplied by the distance of the traditional market A consumer's home to A and from traditional markets to the consumer's home and B. However, in this case Tada and $t_B d_B$ determined trajectory of the fare on public transport which is obtained from the Department of Transportation of Padang by letter Padang Mayor Decree

Number 147 of 2013 Concerning Determination City Transport Rates in Padang. The magnitude of the public transport fare is Rp. 3000, - multiplied by the distance the consumer from their homes to the intended market.

This equation shows the location of Market Boundaries where consumers can choose whether they would buy goods in a market or markets of B. Through the above equation, which is calculated within each market A and B, so as to produce respective limits each market.

The selling price of goods in the market place A and B obtained from the Office of Market and Official Perindagtamben Padang, while the freight cost from the location of the consumer's home A or B to market A or B obtained from rates and transportation routes at the Department of Transportation in Padang, which once served to manually determine the delineation of the market area in consideration of the city transport fares. The calculation of the distance from the market A or B to the consumer's home A or B, is done by taking the measurements via satellite imagery maps manually with a certain scale. Based on the formula (2) the calculation of the distance that play a role in determining the market boudaries a market, namely the market A and B markets, can be calculated using:

$$P_A + t_A d_A = P_B + t_B d_B$$

$$t_A d_A = P_B + t_B d_B - P_A$$

$$d_A = \frac{P_B + t_B d_B - P_A}{t_A} \tag{2}$$

$$t_B d_B = P_B + P_A + t_A d_A$$

$$d_B = \frac{P_A + t_A d_A - P_B}{t_B} \tag{3}$$

Where :

$t_A d_A$ = the cost to be incurred by the consumer to reach the location of traditional markets A of the consumer's home A (in this case Rp. 3.000, - in accordance with the provisions set forth by the Department of Transportation through a decree of the Mayor of Padang in 2013) multiplied by the distance from the home consumer market A.

$t_B d_B$ = the cost to be incurred by the consumer to reach the location of traditional markets A of the consumer's home A (in this case Rp. 3.000, - in accordance with the provisions set forth by the Department of

Transportation through a decree of the Mayor of Padang in 2013) multiplied by the distance from the home consumer market B.

4. RESULT AND DISCUSSION

To calculate Market Boundaries is needed the most expensive price of goods purchased by consumers when shopping on each of the markets of the two adjacent markets. Prices of goods were obtained from questionnaires given to consumers when making transactions in the market. Likewise, the distance data. Distance is the distance from the home consumer market they visit. By using formulas Market Boundaries, it can be obtained by the distance from the home consumer market A to A and the distance from the home consumer market B to B. This distance is calculated in meters. In addition, to support the analysis of data are needed freight transportation routes that can bring customers to its target market wants. The researchers obtained data from the Department of Transportation in Padang, the Municipal Transport Fleet Distribution in Padang on Each Route.

Distance calculation is done by selecting two traditional markets managed by the government of Padang which has the shortest distance. The price used is the price of the most expensive items that must be paid by the consumer to acquire goods on the market respectively in both markets. In Table 2 can be seen in traditional markets are analyzed by a formula based on the location nearest Market Boundaries.

Table 2 explains that in order to calculate the Market Boundaries takes two traditional markets that are at the closest location. Alai market adjacent to the Presidential Market Siteba. That is, the distance of the nearest market of Alai Market is Siteba Market. This market is the closest comparison with the distance from Alai market to other markets, such as Ulak Karang market, located in the same district. It is therefore necessary to analyze the Market Boundaries most expensive item prices paid by consumers in each market as consumers make purchases of goods, namely Alai Market (P_A) and Siteba Market (P_B).

Table 2
Traditional Markets in Padang Based Nearby

No	The Name of Traditional Market Places
1	Alai Market with Inpres Siteba Market
2	Bandar Buat Market with Simpang Haru Market
3	Belimbing Market with Siteba Market
4	Lubuk Buaya Market with Ulak Karang Market
5	Raya Market with Tanah Kongsi Market
6	Ulak Karang Market with Inpres Siteba Market
7	Tanah Kongsi Market with Raya Market
8	Simpang Haru Market with Raya Market
9	Inpres Siteba Market with Alai Market

Assumed A and B are the Alai market is Siteba Presidential Market. To calculate the area of market coverage in Pasar Alai, carried by summing price most expensive item purchased by the respondent on Presidential Market Siteba, with the multiplication of freight customers to reach a Presidential Market Siteba, which according to data from the Department of Transportation (2013) the average fare haul public transport in the city of Padang is Rp. 3.000, - the distance the consumer (in meters) at the time the most expensive price of goods purc paid by consumers when shopping for acquiring goods in the Market Alai. As for calculating the area of coverage at the Presidential Market Siteba is by summing the price of the most expensive paid by consumers when shopping for acquiring goods in the market Alai with multiplication freight charges to be paid by the consumer to reach Alai Market that according to data from the Department of Transportation (2013) Average -rata freight public transport in the city of Padang is Rp. 3.000, - the distance the consumer (in meters) at the price of the most expensive paid by the consumer to acquire goods needed in the Market Alai, the less the price of the most expensive paid by consumers when shopping for acquiring goods in SitebaMarket . Recapitulation of the calculation can be seen in Table 3.

Table 3
Summary of Calculation of Market Boundaries Each Traditional Market Places
Managed by Local Government of Padang

No	The Name of Traditional Market Places	Narket Boundaries (m)
1	Alai Market	1.073
2	Bandar Buat Market	2.682
3	Belimbing Market	1.033
4	Inpres Siteba Market	3.927
5	Lubuk Buaya Market	1.500
6	Raya Market	5.485
7	Simpang Haru Market	212
8	Tanah Kongsi Market	1.515
9	Ulak Karang Market	1.073

In Table 3 it can be seen that Raya Market as a trade center has an area of coverage or limit the market's most comprehensive. This is because consumers visit this market come from various districts in Padang. Besides, the market with the smallest limit of the market is the Simpang Haru market. This is because Simpang Haru marketserve the needs of local communities that are very close to the location of the market. Simpang Haru market is not the only market that is in the Eastern District of Padang, but there is a local market which is managed by the local communities that can be used as an alternative for consumers to visit its needs, especially basic goods. The market is Tarandam market . Distance from market to Simpang Haru market to Raya Market is also not far away (± 1 km), with

these conditions people prefer to visit the center to obtain goods trading needs with plenty of choice of goods and competitive prices.

Market Boundaries obtained a radius of the respective traditional markets places as measured from the center of the market in a circle, in order to obtain a circle which explains the broad market at each of these traditional markets. The extent of each of the traditional markets places which have been obtained plotted on a map of districts in the city of Padang where the market is located and measured from the center of the market based on the radius has been obtained. This can be seen in Figure 5.

In Figure 5 can also be seen that the broad market coverage in each market traditionally managed by the government of Padang accommodate several districts that belong to the scope of the market. Examples of Raya Market, people who visit the market that are in some districts in Padang, namely the consumers who are in the Southern District of Padang, East Padang, North Padang, District Kuranji, District and Sub-District Pauh Nanggalo.

In the broad market coverage map of Ulak Karang with Siteba Market illustrated that Ulak Karang markets are in a wide range Siteba Market, meaning that consumers who shop in Ulak Karang Market as well as in consumer shopping Siteba Market. Siteba Market comprehensive coverage broader than the broad market coverage Ulak Karang. Consumers who visit the Siteba Market derived from the District Subdistrict Nanggalo, Kuranji, North and District Koto Tangah Padang, while consumers are visiting Ulak Karang Market comes from more of North Padang District location where the market is located and a small portion comes from the District Nanggalo.

Similarly, the market coverage Tanah Kongsi Mrket with Raya Market. Because it is adjacent to Tanah Kongsi with Raya Market as a trading center, the area coverage of Tanah Kongsi Market included in Raya Market wide service coverage as shown in the map. While it's broad market coverage Lubuk Buaya the nearest market, Pasar Ulak Karang can be seen there are no slices. This means that these two markets have a broad scope of services separate. Consumers who visit the Lubuk Buaya Market mostly people who live in the District Koto Tangah, and consumers who are visiting Ulak Karang Market are people who live in the District of North Padang and a small portion comes from the District Nanggalo. Thus there are gaps or space between both markets. Space enable consumers should think about the location of nearby traditional markets places they can visit to purchase goods to meet their basic needs. Space contained in the two markets can be minimized by setting will build a new market or expand the scope of the two markets, namely Lubuk Buaya Market or Ulak Karang Market.

To calculate the area of coverage Belimbing market, coupled with the market that are closest market, namely Siteba Market. After a thorough analysis, it can be

seen in the existing map in Figure 5 that between the two markets do not have a wedge or wide-ranging meeting on the line. This means that in both these markets there is a gap (space) that separates the two markets coverage. People who are at beyond the scope of each of these markets should choose to visit the market closest to the location of their settlements. Belimbing market serving consumers in the Kuranji District and Siteba Market serve consumers who are in some districts, such as Sub Nanggalo, District of Notrh Padang, District Koto Tangah and a small percentage of people in Sub Kuranji. Although the District Kuranji included in the coverage of Siteba Market, but there are some settlements that are not included in the service of both markets. Thus it is recommended to enlarge the scope of each market area so that consumers who are outside the limits in both markets can be catered for in obtaining the items he wanted.

The same thing happened in Bandar Buat markets a broad range of Create calculated by comparing it with the nearest market, Simpang Haru Market. Based on the analysis, can be seen on the map that the two markets also have a gap or space that separates the two markets. Consumers who are in space will have to choose to visit the markets closest to their residence. Simpang Haru markets serve consumers who are in the Eastern District of Padang, while Bandar Buat market serving consumers who are in the District of Lubuk Kilangan, Lubuk Begalung fraction, and the District Pauh. Most consumers who are in the District of Lubuk Begalung are located far to Bandar Market sacrificing fees and transportation costs are high to reach the market place Bandar Buat or find an alternative other markets that they can visit to obtain needed items are closer to their home. In anticipation of this need to expand the coverage of the two markets so that consumers who are outside the boundaries of each market can be served in obtaining the required goods.

Subsequent analysis performed on Alai market is analyzed with the closest market, namely Siteba Market for calculating the limit in both markets. Based on the map contained in Figure 5 can be seen that the Alai market coverage within the scope of Siteba Market . This means that consumers who visit the region Alai markets included in the territory of consumers who visited Siteba Market. Consumers who visit the Alai Market comes from the North District of Padang, a small area of West Padang District and a small portion Kuranji subdistrict. While consumers who visited Siteba Market come from several districts in Padang, including the District Nanggalo, Tangah Koto subdistrict, North Padang, Kuranji and a small portion of West Padang Barat,

To calculate the marjet boundaries Simpang Haru market then do with the market closest to the market Simpang Haru, is Raya Market. Based on the map contained in Figure 5 can be seen that the broad market coverage Simpang Haru included in the coverage of the Raya Market. This is because the distance between Simpang Haru Market to Raya Market is near (± 1 km). Simpang Haru market

serving consumers in the District of East Padang, Raya Market while the service area very broad and covers almost all districts in Padang.

To view the overall results of the calculation of coverage of each traditional markets places managed by the government of Padang seen in the map image, which Figure 5. Based on these maps, it can be concluded that, overall, each with an area of traditional market services that can be provided to the consumer and the location which still have not been able to accommodate the consumer to acquire
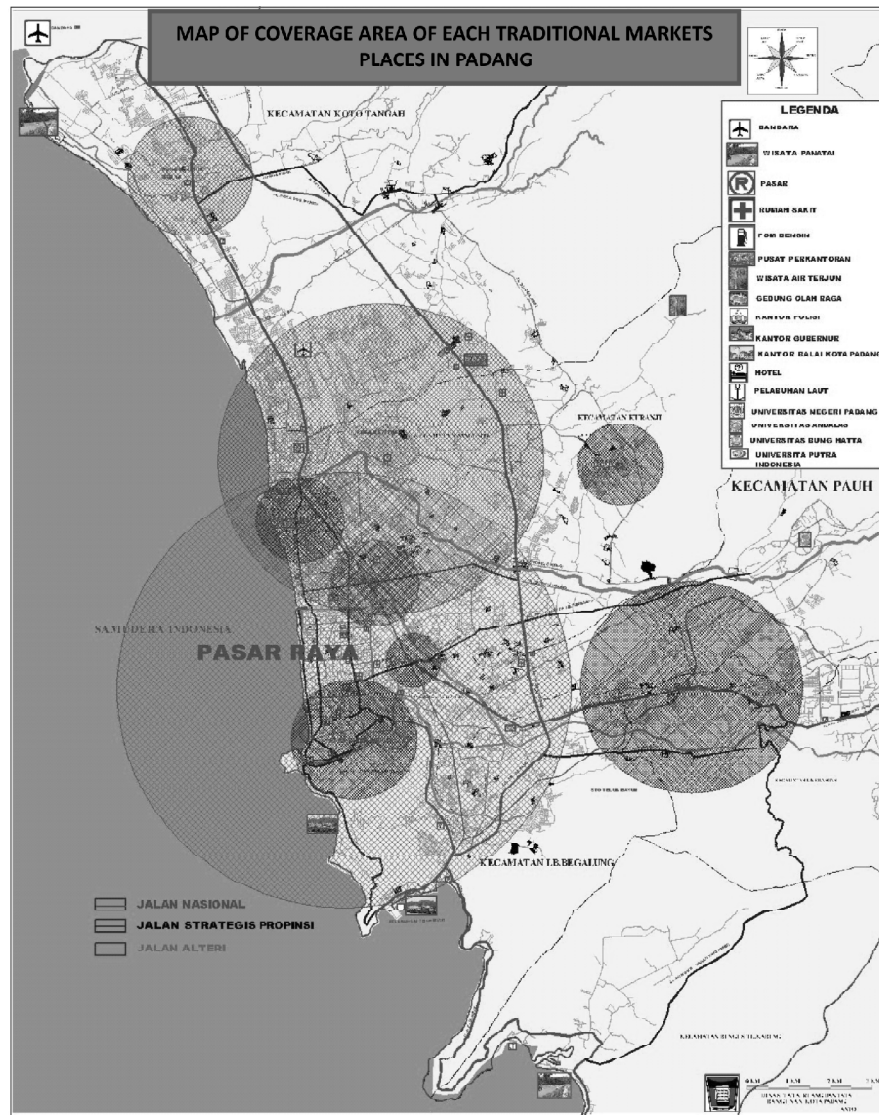

Figure 6: Map of Broad Scope Each traditional market places in Padang

goods or to the optimal needs with fewer expenses to reach the location of the nearest market.

5. CONCLUSIONS

Wide range of markets that provide optimal service levels for consumers is calculated based on the Market Boundaries between the two markets with the closest market. Distance calculation is done by selecting two traditional markets places managed by the government of Padang which has the shortest distance. The price used is the price of the most expensive items that must be paid by the consumer to acquire goods on the market respectively in both markets. Calculation of Market Boundaries based on the distance of traditional markets places with locations closest is between Alai Market with Siteba Market, Bandar Buat Market with Simpang Haru Market, Belimbing Market with Siteba Market, Siteba Market with Alai Market, Lubuk Buaya Market with Ulak Karang Market, Raya Market with Tanah Kongsi Market, Simpang Haru Market with Raya Market, Tanah Kongsi Market with Raya Market and Ulak Karang Market with Siteba Market. The result of the calculation of Market Boundaries respective traditional markets places generate broad limits Alai market : 1,073 meters, Bandar Buat Market: 2,682 meters, Belimbing Market: 1,033 meters, Siteba Market: 3,927 meters, Lubuk Buaya Market: 1,500 meters, Raya Market: 5,485 meters, Simpang Haru Market : 212 meters, Pasar Tanah Kongsi: 1,515 meters, and Pasar Ulak Karang: 1,073 meters.

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