

## MARKETING COMPETENCIES OF TRADITIONAL TRADERS IN THE PANORAMA LEMBANG MARKET BANDUNG BARAT DISTRICT

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### Abstract

The marketing environment is developing very dynamically, has influenced the existence of traditional markets in Indonesia. This rapid and dynamic environmental change, such as the increasing number of modern shops / retails / minimarkets, has an impact on the existence of traditional markets. Traditional markets as a source of economy for the people in Indonesia, which have unique characteristics with bargaining transactions, are also faced with the classic market problems that are identical with smell, muddy, dirty, are demanded to continue to make changes to be able to compete with modern shops. Market revitalization efforts, changes in consumer behavior, as well as market management professionalism need to be improved so that traditional markets can compete with modern shops and have a positive image in society. In this study, it tries to offer a strategy in developing traditional markets, through the concept of marketing within the framework of marketing competence of traditional market traders, especially in Pasar Panorama Lembang, West Bandung Regency. The research method was carried out through survey techniques, by conducting interviews, distributing questionnaires and collecting secondary data through searching journals, documentation and other sources. The questionnaire was distributed to traders using accidental sampling techniques of several types of commodities sold in the market. Based on the results of the research, the competence of Trader Marketing in Panorama Lembang Traditional Market, West Bandung Regency shows that the knowledge, understanding, attitudes, and skills of traders based on product, price, promotion and distribution elements have different competencies based on the types of commodities sold by traders. . Marketing competence of merchants who sell fashion has a level of marketing competence above traders who sell basic food commodities. That includes individual competences of traders such as knowledge, attitudes, skills, understanding and values. The marketing competence of traders in the traditional market Panorama Lembang, West Bandung Regency, does not yet fully know and understand the concept of marketing in their merchandise marketing activities. Marketing competence needs to be given strengthening related to product, price, promotion, and distribution elements to traders to improve the existence of traditional markets that are competitive and adaptive to market changes, towards a market that is safe, clean, comfortable, and continues to be of interest to the public to shop at the market. traditional.

**Keyword:** *Competence of Traders, Marketing, Traditional Markets*

### 1. Introduction

Traditional markets as a place for community interaction both sellers and buyers to meet their daily needs, the existence of markets continues to experience development and development in line with the increasing number of modern market establishments. People are faced with various shopping

options by paying attention to various factors available in the market. The AC Nielsen survey (in Suhendro, 2010: 29) released that modern markets in Indonesia have grown three times compared to traditional markets. The trigger is the tendency of customers who require a comfortable, safe, healthy and inexpensive lifestyle. Modern market development or supermarkets, in fact, have a

location close to traditional markets, so this makes competition not only within the market, but also with modern markets and shops.

The modern market is indeed more attractive to consumers, such as a comfortable, clean atmosphere and other supporting facilities. Although the development of traditional markets continues to be carried out, including through market revitalization, this is not necessarily able to increase market competitiveness. When viewed in a marketing context, namely using the marketing theory used in this research or what is known as the marketing mix, successful marketing must pay attention to the needs and changes in consumer behavior. Implementation of marketing activities, in this case in traditional markets requires an understanding of marketing itself, both from traders, managers, and other related parties. So that traditional markets in addition to maintaining the characteristics of the market with a culture of bargaining, are also able to adapt and innovate according to existing market developments. One of them is through the marketing competence of traders in traditional markets, which is the first step in trying to offer strategies in developing traditional markets.

Traditional markets in West Bandung Regency, one of which is Pasar Panorama Lembang, has experienced rapid development with the efforts of the West Bandung Regency government to revitalize the market with semi-modern buildings with various arrangements, facilities and management in collaboration with private parties. In this study, it tries to offer an alternative for the development of traditional markets in the Panorama Lembang market which is inseparable from classic problems in the market, such as merchant discipline, market visitors, market cleanliness, and easy access to consumers in the market, through a marketing concept approach.

### **Competency Concept**

The definition of competence from several experts, among which, according to Boyatzis in Hutapea and Nurianna Thoha (2008), states that competence is the capacity that exists in someone who can make that person

able to fulfill what is required by work in an organization so that the organization is able to achieve the expected results. Competence is also defined as the skills of an expert, where an expert is defined as someone who has a certain level of skill or high knowledge in certain subjects obtained from training and experience (Webster's Ninth New Collegiate Dictionary in Sri Lastanti: 2005)

### **Competency Characteristics**

According to Mitrani, et.al (1995) in Pfeffer, et al (2003: 110), there are 5 characteristics of competence, namely: The above characteristics can be defined as follows:

1. Motive (Motives) Motive is something in which a person consistently thinks so that he takes action.
2. Traits (Traits) Characteristics are characteristics that make people behave or how someone responds to something in a certain way.
3. Self Concept (Self Concept) Self-concept is an attitude or value that is measured by a respondent's test to find out what is considered good by someone, what has been done or what they want to do.
4. Knowledge (Knowledge) Knowledge is information that a person has for a particular field. Knowledge (Knowledge) is a complex competency.
- Ability (Skills) Skills is the ability to carry out a certain task both physically and mentally

### **Elements of Competence**

According to Edison, et al. (2017: 143) to fulfill the element of competence, must meet the elements below:

1. Knowledge (knowledge). Have knowledge that is obtained from formal learning and / or from trainings or courses related to the field of work in which they are engaged.
2. Expertise (skill). Have expertise in the field of work that they handle and are able to handle it in detail. However, apart from being an expert, he must have the ability to solve problems and solve them quickly and efficiently
3. Attitude (attitude). Upholding organizational ethics, and having a positive attitude (friendly and polite) in acting. This attitude cannot be separated from one's duties in doing the job properly, it is an important element for a service business, it even has an

influence on the image of the company / organization.

### **Marketing Concept**

The existence of traditional markets is basically still in the interest of the community, even though the establishment of modern markets is growing. Because after all, not everything in traditional markets. It's on the modern market.

For this reason, it is important for traders and managers of traditional markets to understand the concept of marketing. Humans throughout their life make various efforts so that their needs and desires can be fulfilled as expected. One of the efforts that he often does is by exchanges that give rise to marketing.

Marketing is one of the important competencies in a business. With the ability to design marketing activities, it shows the extent to which the marketing competencies of an enterprise can achieve the goals it wants to achieve.

Kotler (2002: 9) definitively translates the language of Benjamin Molan argues about marketing as follows: "Marketing is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging products of value with other party."

Furthermore, the four components in the Marketing Mix according to Kotler (2002: 20) are expressed as follows: Marketing mix is a set of marketing tools used to continuously achieve its marketing objectives in the target market

### **Markets and Traditional Markets**

The definition of a market according to a policy perspective is a place / location / facility for buying and selling / transactions, interactions between sellers and buyers with clear ownership status from the government, the private sector, or the community, based on the permits of certain local authorities. Traditional markets can be in the form of shops, kiosks, booths and tents that are owned or managed by small and medium traders, non-governmental organizations, and small and medium enterprises with a process of

bargaining transactions between sellers and buyers.

The meaning of markets and traditional markets according to Perpers RI Number 112 of 2007, article 1, is as follows: "The market is an area where the sale and purchase of goods with more than one number of sellers is referred to as shopping centers, traditional markets, shops, malls, plazas, trade centers or other designations."

"Traditional markets are markets that are built and managed by the government, local governments, private companies, state-owned companies and regional-owned enterprises, including cooperation with the private sector with business places in the form of shops, kiosks. Los and tents that are owned / managed by small, medium, non-governmental organizations or cooperatives with small businesses, small capital and with the process of buying and selling merchandise through bargaining".

Meanwhile, according to the Kepmen Indag RI No. 23 / MPP / Kep / I / 1998 article 1, states that: "The market is a place where sellers and buyers meet to carry out transactions in which the buying and selling process is formed, which according to the service quality class can be classified into traditional markets and modern markets, and according to the nature of its distribution can be classified into retail markets and wholesale / wholesale markets".

"Traditional markets are markets that are built and managed by the government, private sector, cooperatives or non-government organizations with business places in the form of shops, kiosks, booths and tents, which are owned / managed by small and medium traders, cooperatives, with small businesses and small capital. buying and selling process through bargaining".

Furthermore, the meaning of markets and traditional markets in West Bandung Regency Regulation No. 21 of 2011 concerning the implementation of user fees, market service fees and wholesale market and / or shopping market levies in article 1, states that:

"The market is an area where the sale and purchase of goods with more than one number of traders is referred to as shopping centers, traditional markets, shops, malls, plazas, trade centers, or other names".

"Traditional markets are markets that are built and managed by the government, regional governments, private companies, BUMN, BUMD, including cooperation with the private sector with business places in the form of shops, kiosks, stalls and tents, or other similar names that are owned / managed by small and medium traders, non-governmental organizations or cooperatives with small scale businesses, small capital and with the process of buying and selling merchandise through bargaining".

## 2. Method

### Research methods

The research method used is descriptive quantitative research method, by distributing questionnaires to traders in the traditional market Panorama lembang, West Bandung regency with sampling technique.

### Population and Sample

The number of traders who trade in the traditional market Panorma Lembang, West Bandung Regency are:

Stalls: 1081 merchants

Los: 978 merchants

Mini kiosks: 374 merchants

The total number of traders in the Panorma Lembang traditional market in West Regency were 2,433 traders. To answer the research objectives, samples were taken which would be used as respondents or sources of information. The sample calculation method uses the Slovin method, where:

$$n = \frac{N}{1 + Ne^2}$$

where n: the minimum sample size

N: total population

e: error

By taking e = 0.1, the minimum sample size for respondents is obtained as a source of information

$$n = \frac{2.433}{1 + 2433(0,1)^2}$$

$$= \frac{2433}{7,0825} = 25,33$$

The results of calculations using the Slovin method show that the minimum sample taken is 26 traders with the following proportions:

Stalls: 1081 merchants  $(1081/2433) \times 26 = 12$  merchants

Los: 978 traders  $(978/2433) \times 26 = 11$  traders

Mini kiosk: 374 merchants  $(374/2433) \times 26 = 4$  traders

So the total number of traders taken as respondents was 27 traders with the above proportion.

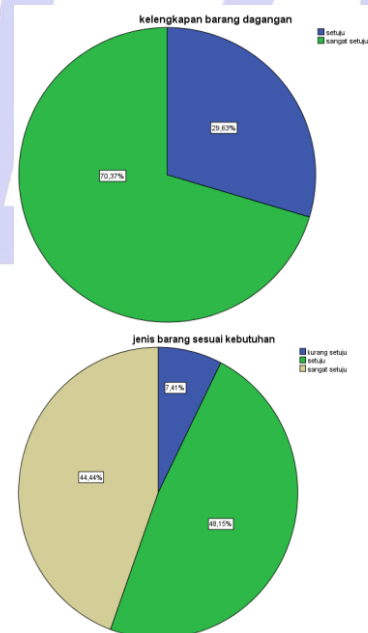
### Data collection technique

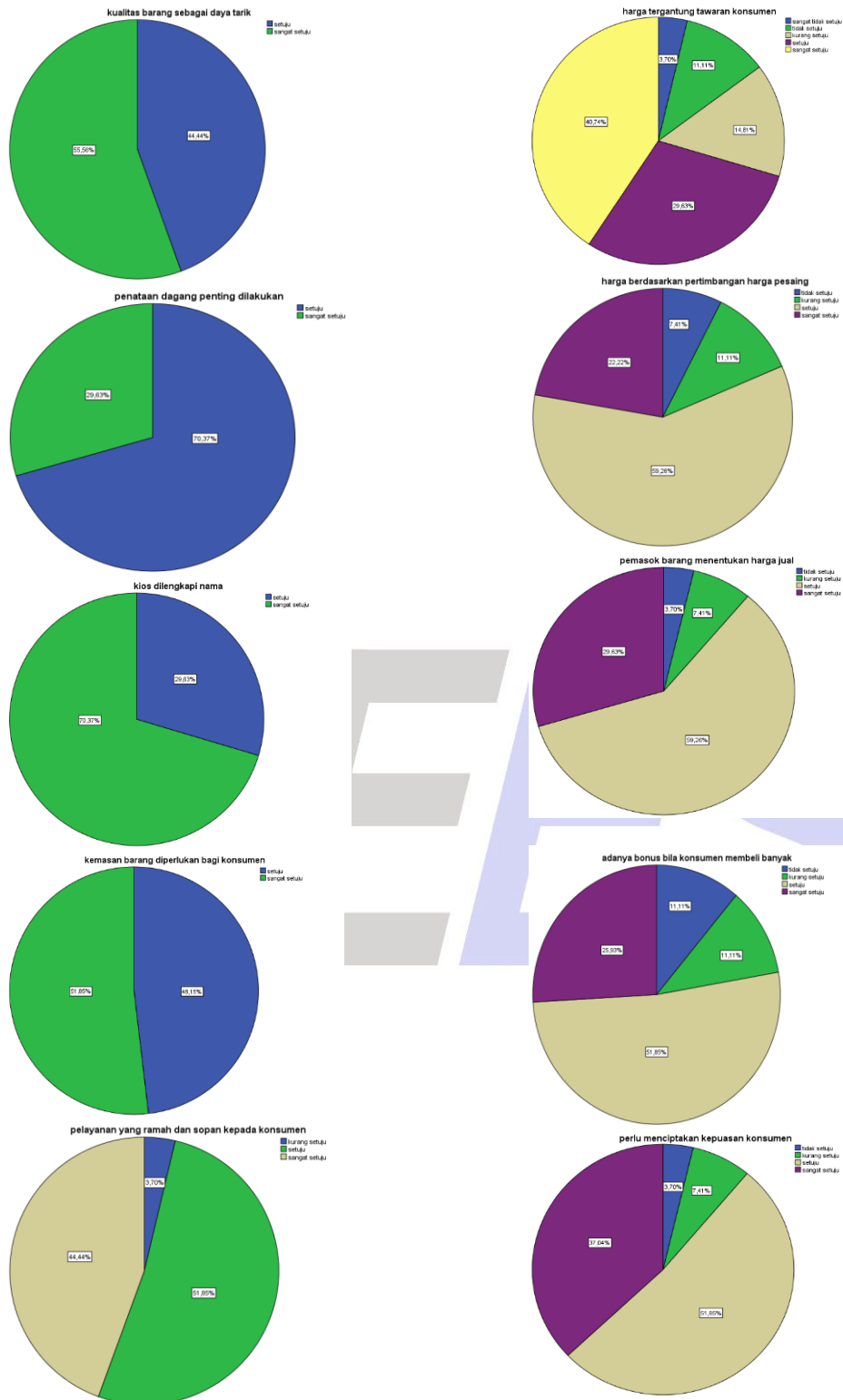
Data collection techniques, including:

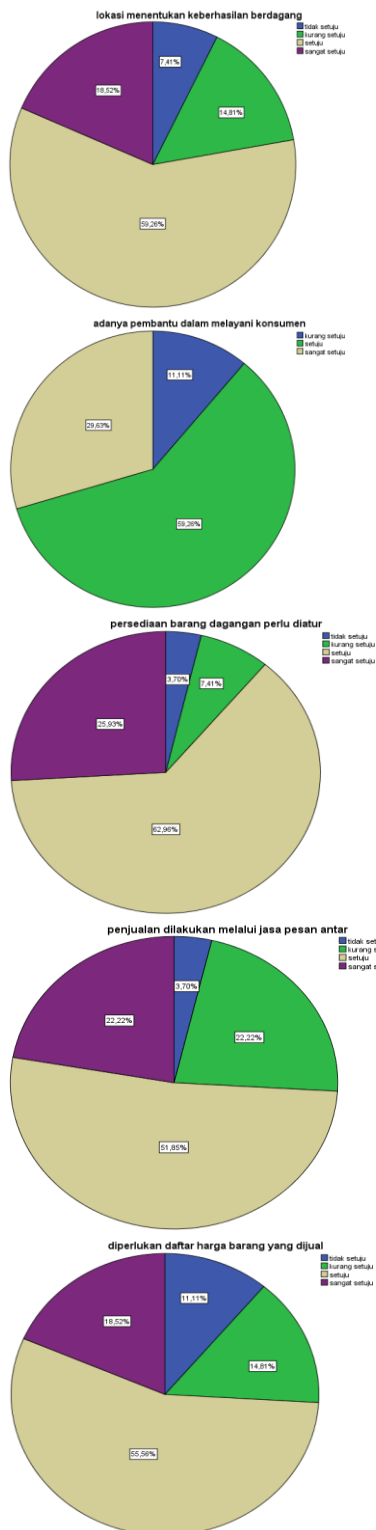
1. Primary data, namely collecting data based on observations, interviews and questionnaires.
2. Secondary data, which is based on literature studies, journals, books, reports and other documentation.

## 3. Result and Discussion

a. Analyzing the marketing competence of traders in the Panorama Lembang traditional market, West Bandung Regency







a. 70.4% of the traders who sell in the traditional market Panorma Lembang, West Bandung Regency, stated that it is

important to do a variety of merchandise to attract consumers.

b. 48.1% of their merchant respondents stated that determining the type of goods to be sold was based on consumer needs

c. 55.6% of respondents who are traders said that the quality of merchandise is an attraction for consumers

d. 70.4% of respondents who are traders said that it is important to organize merchandise in traditional markets.

e. 70.4% of traders' respondents said that the kiosks where they sell in the market need and it is important to have a signboard and a distinctive feature to make it different from other traders.

f. 51.9% of respondents of traders who sell in the traditional market Panorma Lembang, West Bandung Regency, stated that attractive packaging or packaging of merchandise is needed for consumers.

g. 51.9% of traders' respondents said that a trader must provide friendly and courteous service to consumers.

h. 40.7% of respondents who are traders in the Panorama Lembang traditional market, West Bandung Regency, said that the price set depends on the offer from the consumer.

i. 59.3% respondents of traders who sell in the traditional market Panorma Lembang, West Bandung Regency, said that the prices they offer to consumers are taken based on the consideration of competitors' prices.

j. 59.3% of traders who sell in the traditional market Panorma Lembang, West Bandung Regency said that suppliers determine the selling price of a product.

k. 51.9% of traders' respondents in Lembang traditional market, West Bandung Regency, stated that traders gave bonuses or additional if consumers bought in large quantities,

l. 51.9% of respondents to traders in the traditional market Panorma Lembang, West Bandung Regency, they mentioned that the need to create consumer satisfaction in shopping.

m. 59.3% of respondents who are traders in the Panorama Lembang traditional market, West Bandung Regency, said that a strategic location determines the success of trading.

n. 59.3% of their merchant respondents stated that they needed helpers to serve consumers, who sent and delivered

- merchandise, let alone a lot of consumer purchases, and received a delivery system.
- o. 63.0% of merchant respondents, they agree with the statement which states that merchandise inventory needs to be regulated so that consumers can get the desired goods when buying.
- p. 63.0% of their traders' respondents agreed to the statement that said sales were also made through delivery services, especially during the current Covid 19 pandemic.
- q. 55.6% of respondents who are traders of the Panorama Lembang market, West Bandung Regency, agree with the statement which states that a price list of goods being sold is required, especially for goods whose prices have been set by the company, which cannot be bargained.

2. Analysis of the level of marketing competence of traders in Lembang traditional market, West Bandung Regency.

To see the level of marketing competence of traders in Lembang traditional market, West Bandung Regency, it will be seen the distribution of marketing competency value intervals from 27 merchant respondents by categorizing the respondents' responses based

Interval	Category
61,0 – 67,3	Very Low / Strongly Disagree / Very Ineffective / Very Inaccurate / Very Weak / Never / Not good
67,4 – 73,7	Enough / Less Agree / Less Effective / Inaccurate / Less Strong / Sometimes
73,8 – 80,1	Strong / Effective / Good

on the total score of respondents' responses. In order to make it easier to interpret the variables under study, categorization was carried out on the average score of respondents' responses based on the maximum score range and the minimum score divided by the number of categories desired using the following formula.

$$\text{Category Score Range} = \frac{\text{"Maximum Score"} - \text{"Minimum Score"}}{\text{"number of categories"}}$$

Based on the respondent's answer, the maximum value for this marketing competency is 80.0 and the minimum

value is 61.0, so the category score range is

"Category Score Range" =  $\frac{80-61}{3} = 6.33$ . Then the competency levels are obtained as follows:

**Interval Interval Mean Response Score of Respondents**

Source: Umi Narimawati, 2016

From all respondents, it can be seen that the levels of marketing competence of the traders are as follows:



Source; Data Processing, 2020

The graph above shows that 51.9% of respondents who are traders in the Panorama Lembang traditional market, West Bandung Regency, have moderate marketing competencies, 37.0% of respondents are traders who belong to a high level of marketing competence and the remaining 11.1% of their merchant respondents have a low level of marketing competence.

**4. Conclusion**

1. Marketing competence of traditional market traders in the Panorama Lembang market, West Bandung Regency, shows that:
  - a. Traders have sufficient knowledge and understanding of the marketing they do in the market, such as the importance of selling complete merchandise according to customer needs to attract consumers, the importance of arranging merchandise, friendly service, giving bonuses when purchasing in large quantities, and maintaining customer satisfaction. .
  - b. Traders consider it important to use kiosk signage, a strategic location, but it is the responsibility of the manager in determining zoning between commodities

- in the market and providing directions in the market.
- c. The importance of packaging has been understood and implemented by traders, even if only with plastic bags.
  - d. However, the merchants' awareness is still lacking about understanding how to keep clean, garbage is an aspect of service to consumers.
  - e. Traders understand the adaptation of technology in marketing activities, but still have limited knowledge and abilities, even though this has been facilitated by the West Bandung Regency Industry and Trade Office during the Covid Pandemic to sell also through online media.
2. Marketing competence level of traditional market traders in Panorama lembang market, West Bandung Regency, shows that:
- a. 37.0% of merchant respondents are included in the high level of marketing competence
  - b. 51.9% of merchant respondents have moderate marketing competence,
  - c. And the remaining 211.1% of merchant respondents have a low level of marketing competence.

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