

Economic Life of Traders in Bauntung Market, Banjarbaru City 1999-2021

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Abstrak

Penelitian ini bertujuan untuk mengetahui kehidupan ekonomi pedagang di pasar Bauntung Kota Banjarbaru. Metode penelitian menggunakan metode sejarah yang terdiri dari heuristik, kritik, interpretasi, dan historiografi. Hasil penelitian menunjukkan bahwa Pasar Bauntung berdiri pada tahun 1965 dirancang oleh Van Der Pijl dan dibangun di wilayah perkampungan dan perumahan warga, dengan gedung bioskop di belakangnya. Pada tahun 1999-2012 Pasar Bauntung merupakan pusat utama perdagangan tanpa adanya persaingan dari pasar modern. Namun, seiring dengan pertumbuhan populasi dan perkembangan teknologi, persaingan dari pusat perbelanjaan modern mulai muncul, yang mempengaruhi stabilitas pendapatan pedagang. Selanjutnya, pada tahun 2020-2021 kehidupan ekonomi pedagang dihadapkan dengan pandemi Covid-19 dan ditambah tahun 2021 pasar di relokasi yang menyebabkan pengurangan jumlah pelanggan dan penurunan dalam pendapatan.

Kata kunci: kehidupan, ekonomi pedagang, pasar.

Abstract

This research aims to find out the economic life of traders in Bauntung market, Banjarbaru city. The research method used a historical method consisting of heuristics, criticism, interpretation, and historiography. The results showed that Bauntung market was established in 1965 designed by Van Der Pijl and built in a residential area, with a movie theater behind it. In 1999-2012 Bauntung market was the main center of trade without any competition from modern markets. However, along with population growth and technological development, competition from modern shopping centers began to emerge, which affected the stability of merchants' income. Furthermore, in 2020-2021 the economic life of traders was faced with the Covid-19 pandemic and plus 2021 the market was relocated which led to a reduction in the number of customers and a decrease in income.

Keywords: life, merchant economy, market.

INTRODUCTION

Bauntung Market is the first and oldest traditional market in Banjarbaru City, South Kalimantan province, which was built in 1965 before the division of Banjarbaru City from Banjar Regency. At that time, Bauntung Market was the only traditional market in Banjarbaru City (Afifah, 2021).

Traditional markets are places where sellers and buyers meet,

characterised by the process of bargaining over prices (Brata, 2016). Considering that the market was built to fulfil the needs of the people of Banjarbaru city, a Dutch architect who had designed Banjarbaru city named Van Der Pilj also designed a market. In 1970, along with the establishment of the Banjarbaru City Government under the Banjar Regency Government, Bauntung Market developed into the Banjarbaru Sub-district market

which was managed and led by a Market Head. In the 1990s, Bauntung Market suffered from a fire that destroyed several stalls and was eventually renovated with the construction of shops and stalls to support the needs of the community. (Bappeda, 2018).

Over time, Bauntung Market has faced problems in terms of facilities such as buildings that are no longer fit for purpose, due to age and disorganisation. This is due to the number of traders who sell far beyond the market's capacity because some traders are unauthorised and make the collection of illegal fees.

The front of the market, precisely on Jalan Lanan, is also filled with traders, including the left and right shoulders of the road. This condition certainly makes the market more chaotic, dirty and even worse, the presence of these traders creates congestion for motorists. In such conditions, the Banjarbaru city government made a policy to relocate Bauntung market to a new place. The old Bauntung Market location was located on Jalan Lanan, Kemuning Village, South Banjarbaru Sub-district, which was moved to a new location on Jalan Ro. Ulin South Loktabat (Malano, 2011).

Based on previous research conducted by Febriyanto & Widodo (2024) entitled 'Development of the New Juwana Market in 2005-2014' discusses the development of the new juwana market on the socio-economic life of traders from

2005 to 2014 where there was a fire event that required the opening of an emergency market and revitalisation. The results showed that the development of the new Juwana market affected the development of the socio-economic life of traders (Aufa & Anhar, 2016).

In addition, other relevant research is the journal (Putra & Fitriasia, 2024) 'The Dynamics of the Socio-Economic Life of Ornamental Plant Sellers in Gunung Pangilun Village Khatib Sulaiman Padang City (1997-2023)' this research discusses the Socio-Economic Life of Ornamental Plant Traders in Khatib Sulaiman Padang City (1997-2023). Sales of ornamental plants that change the income and economy of the community are growing rapi Furthermore, the thesis.

The development of the Bandungan traditional market and the dynamics of the community in 1998-2007 influenced the economic progress of the people of Bandungan Subdistrict. The market not only provided goods like any other market, but also acted as a centre for Bandungan's unique tourist souvenirs, which also influenced the economic progress of the people of Bandungan Subdistrict. The growth of the Bandungan Traditional Market, which is also increasingly vibrant, has influenced the dynamics of the Bandungan Subdistrict community. This influence can be seen in the economic, social and cultural sectors.dly (Mursal, 2018).

Based on, this research focuses on the history of the establishment of Bauntung market and the economic life of traders in Bauntung market in 1999-2021. Which sees Bauntung market as the first and oldest traditional market in Banjarbaru which contributes to the income of traders and the Banjarbaru city area. With the beginning of 1999, Banjarbaru became an intermediate city, already separated from Banjarbaru regency and could stand on its own, including in terms of retribution and the future development of Banjarbaru, including Bauntung market which underwent several renovations due to fire and erosion of buildings by the times which caused some buildings to be unfit for use and the increasing number of traders. Therefore, the Banjarbaru city government decided to move the Bauntung market to a larger location on Jalan RO Ulin, South Loktabat. This led to resistance from Bauntung market traders who did not want the market to move for fear that their merchandise would not be as busy as in the old Bauntung Market (Saraswati, 2016).

METHOD

In this research, the method used is the historical method. According to Gilbert J. Garraghan, the historical method is a systematic set of principles and rules that help in collecting historical sources, evaluating them critically and compiling

the results obtained in writing (Herlina, 2020).

The stages of the historical method consist of Heuristics, criticism or Verification, interpretation and Histiography. The first stage of Heuristics, namely the author seeks and finds and collects past sources related to the economic life of traders in the Bauntung market in Banjarbaru city (Anis & Susanto, 2023).

In this stage, sources were found, both written and oral. In the form of interviews with Bauntung market traders, Bauntung market managers and the community around the old and new Bauntung markets. And in the form of journal articles, books and other support. Such as visiting library provider sites, such as (Google Scholar and Online Library). In addition to searching online, the author also visited several places to get sources, namely the author visited the library, the archive depot and the Banjarbaru City Regional Development Planning Agency.

Second, criticism or verification, the author tests the validity of sources found in the field with the aim of filtering sources, both internal and external, critically so that only relevant facts can be used as data (Anis & Susanto, 2023). Internal criticism focuses on the authenticity of the content of the sources, both oral and written, by verifying data obtained from various sources. Meanwhile, external criticism aims to assess the

authenticity of the source (Nadzifah, 2022).

The third stage, namely Interpretation, involves interpreting historical facts and determining the meaning and relationship between facts that have been obtained from material, written and oral sources. The final stage in this research is historical writing or historiography, in this case the author conveys the results of imaginative reconstruction according to the traces found (Herlina, 2020).

RESULTS AND DISCUSSION

History of the establishment of Bauntung Market Banjarbaru City

Bauntung traditional market is one of the markets in Banjarbaru city, South Kalimantan, which has undergone several renovations until the relocation stage. Bauntung Market, or often known as Banjarbaru Market, was the first market established in 1965 along with the development of Banjarbaru City. The number of traders at that time was only around 20 to 30 people. Since its inception, this market has been the centre of economic and social activities for the local community (Aufa, 2023).

Bauntung Market is located between two roads, Jalan Kemuning and Jalan Jati. As a link between the two roads, there is a road, Jalan Lanan, measuring between 4-5 metres. According to local residents, Pasar Bauntung was originally an empty

land and behind it there was a cinema building with the name Banjarbaru Theatre. While on the left and right of the land and behind the theatre building there are villages/residential areas. By Van Der Pijl, the empty land was designed to be used as a market with a number of community leaders making a joint agreement to build a market (Bappeda, 2021).

The buildings in Bauntung market at that time were still very simple, with the sides left open. Some of the buildings were made of ironwood and some were only made of galam poles with kajang or tarpaulin roofs, which were folded up when they finished selling (half a day) to be used again the next day. The number of traders at that time was around 20 to 30 people. In the 1980s, there was a fire that destroyed most of the market stalls. Due to this incident, the local government built a concrete-floored market with an area of hundreds of metres to the building of the cinema theatre. The construction was carried out in line with the closing of the cinema building due to lack of visitors (Bappeda, 2021).

In the 1990s, there was a second fire incident and the market was renovated by the government. After the renovation, the existence of the market grew rapidly and the market operating hours increased from half a day to 3pm. Furthermore, in the 2000s and along with the continued increase in population and service

businesses, especially selling activities were increasingly crowded, while the capacity of the market building was insufficient, so there was a spillover market around Jalan Lanan, Jalan Utama Jati and Jalan Utama Kemuning. With these conditions, the Banjarbaru city government finally relocated the Bauntung market to the location of Ro. Ulin South Loktabat (Bappeda, 2018)

Economic Life of Bauntung Market Traders 1999-2021

Social economic activity is defined as economic activity that is influenced by social interactions and vice versa. A person's choice of a job is influenced, among other things, by the quality, quantity and image of what is consumed (Damsar, 2011).

In the 1999-2000s, traders' income was stable because there was no competition from other markets. According to Mr Masdiansyah, who is a cosmetics trader at Bauntung Market, during that time there was only Bauntung Market as the main market in Banjarbaru. There were no widespread traditional or modern markets like today (Masdiansyah, interview, 9 February 2024).

The goods traded are basic necessities, such as rice, oil, vegetables, fruits, clothing and other necessities. The people of Banjarbaru tend to concentrate their daily needs at Bauntung Market because there is no significant

competition. The income earned is also quite decent. In the past, the goods sold were still few because they were still small kiosks that could not accommodate many merchandise. However, as the population grew and the city grew, people began to feel the need to open businesses in areas closer to their settlements. This led to the emergence of small markets in various neighbourhoods (Ariandi, Muhammad, 2022).

Human needs are increasing, the goods being sold are starting to vary, giving rise to modern shopping centres which result in traditional markets, one of which is the Bauntung traditional market in Banjarbaru city experiencing competition along with population growth, especially in food and clothing traders due to a shift in people's lifestyles towards more modern tastes and demands which are generally provided by modern shopping centres, coupled with technological developments making it easier for buyers to meet their needs (Effendi, 2020).

Over time, Bauntung Market began to undergo changes in terms of buildings due to the increasing number of traders. Since 2010, the market has crowded the lanan road, which is the main road in front of Bauntung market. This has made the market look increasingly chaotic and disorganised. The community has asked the government to discipline the early morning market vendors who are still

selling until 12.00 a.m., which should be in accordance with the initial agreement that the market should be open until 9.00 a.m. only. This is because it disrupts traffic (Indriati & Arif, 2008).

In 2012, the Banjarbaru city government conducted a renovation of fish lots in Bauntung Market. The renovation process caused fish traders to be temporarily relocated to other places so that they could continue selling and not lose their livelihoods during the renovation process. This not only affected the fish traders, but also the Subuh Market, which was also affected by the renovation. Nonetheless, the main goal of the renovation is to improve convenience for traders and buyers in the future. While the fish lot was being renovated, traders from other sectors in Bauntung Market continued to operate as usual (Imagine Banjarbaru, 2018).

Seeing that the Bauntung market building is quite alarming and cannot accommodate many traders, in 2018 the government carried out several stages starting from socialisation, collecting data on traders related to the market relocation plan (Sarwoko, 2008). However, this received a rejection reaction from Bauntung market traders who felt that the new market location would reduce their income. According to Mr. H. Masri as a shoe trader, the reason traders refused to be relocated was because they were worried that their income would decrease,

judging from the place which was far away from settlements, in contrast to the old Bauntung market's strategic location which was easily accessible by many people (H. Masri, interview, 15 May 2024) The new Bauntung Market began construction at the end of 2019 and was completed at the end of 2020 during the leadership of Mr. H. Nadjmi Adhani and Mr. H. Darmawan Jaya Setiawan.

In 2020, coinciding with the construction of the new Bauntung market, the world was faced with the Covid-19 pandemic which required people around the world, including the city of Banjarbaru, to reduce activities outside the home to prevent the spread of the virus. Bauntung market vendors are experiencing difficulties in dealing with the pandemic which limits their selling and socialising activities. This caused the income of Bauntung market traders to decrease. Until finally in 2021 the Bauntung market officially moved (Ardiansyah & Rusdi, 2021).

At the beginning of the inauguration of the Bauntung market, many visitors came to see and experience the new market firsthand because they were curious and wanted to experience the new Bauntung market. However, over time, buyers began to be rare and caused the new Bauntung market to be empty of buyers. According to Mrs Rahmawati as a clothing trader, buyers complained that the access to the market was quite far,

and the electronic parking payment system slowed down buyers to shop. This makes them choose the nearest place (Rahmawati, interview 12 February 2024). Before being relocated the traders had more income than after being relocated, this means that moving the market has an influence on the income of some traders, due to the location of the market which is considered less strategic, the loss of regular customers coupled with the growth of modern shopping centres. Therefore, the relocation of the market caused a decrease in income for Bauntung market traders plus the problem of high shop rental rates (Hasbuan, 2017).

CONCLUSION

The history of Bauntung market was built in 1965, along with the development of Banjarbaru city. It is strategically located between Kemuning Street and Jati Street, with Lanan Street as the main link, which is about 4-5 metres wide. Initially, the market was established on a vacant lot surrounded by villages and housing, with the Banjarbaru Theatre (cinema building) behind it. The land was designed by Van Der Pijl to be used as a market, given the increasing needs of the community as the population around the location grew. The joint agreement reached by these community leaders eventually resulted in the market becoming the centre of economic and social activities for the people of Banjarbaru to this day.

Bauntung 1999-2021. In 1999 to the early 2000s, Pasar Bauntung was the main trading centre in Banjarbaru with stable income for traders. As the city developed, smaller markets emerged and modern markets, increasing competition. In 2012, the renovation of the fish lot led to the temporary relocation of traders, decreasing their income. In 2020-2021 the pandemic and the relocation of Pasar Bauntung to a new location further reduced footfall and trader income. Rental rates and taxes become an additional burden, plus access constraints, slow parking system, modern market competition.

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