

Analysis Of Traditional Market Development Strategy In The District Sidoarjo.

Dr. PRIYONO, MM.

Departemen Manajemen Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya East Jawa in Indonesia.

Abstract: *The purpose of this study was to identify potential products - products and find local internal and external factors that influence the development and design traditional market system development and structuring traditional market in Sidoarjo. The method used is descriptive analyzes of trend analysis by the method of least squares linear least square.*

SWOT analysis results indicate uncontrolled parties are not relevant to the activities in the urban market, while the SMART analysis shows the effectiveness of diversity is far below the average rate comparable institutions close to 40% below.

So externally traditional market under pressure from the modern market growth started to besiege the city.

Key Words: *Development, Market Traditional*

I. Introduction

Competition in the retail business AFTA era no longer only involve traditional retailers and domestic modern retailers such as Hero, Ramayana, and the Sun but also of modern foreign retailers such as *hypermarkets, supermarkets, convenient stores*, up mini flourish even today. Among others who had entered Indonesia is a Giant, Makro, Carrefour or the other. Sustained potential market, retail business in Indonesia become the target of foreign retailers. Especially today in order to increase foreign investment the government has been promoting deregulation of investments in the sector of taxation and bureaucracy, all of it in terms of accelerating economic recovery. . *Bulletin Agro Ekonomi* I (3) 2001⁽¹⁾ But as a result, the rules tend to be lax in managing the operations area retailers, which tend to be unhealthy competition arises. According to the observations of Simon Collins, president director of PT Makro Indonesia, Europe and other developed countries, *hypermarket* banned from operating in the city center, because if not prohibited, will likely turn off the supermarket. In principle, in the city center is home to department stores, supermarkets, local businesses. A little to the side there is a *hypermarket*. While in Asia, says Collins in Djamhari, Choirul, (2004)⁽²⁾, the government let the *hypermarket* operations in urban centers that are going on right now, where retail competition is still overlapping. (TEMPO; 2003)⁽³⁾

Pearce and Robinson (2007, 84) , A host of external factors influence a firm's choice of direction and action and, ultimately, its organizational structure and internal processes. These factor, wich constitute the extend environment, can be dividend in to three interrelated subcategories : factors in the remote environment, factors in the industry environment and factors in the operating environment. The remote environment comprices factors that originate beyond. , and usually irrespective of, any single firm's operating situation : (1) economic, (2) social, (3) political, (4) technological, and (5) ecological factors.

according to Pierce Robinson (2007, 92)⁽⁴⁾ define industry environment as the general conditions for competition that influence all business that provide similar product and services. The operating environment also called the competitive or task environment, comprises factors in the competitive situation that affect a firms success in acquiry needed resourches or in profitability marketing its goods and service. Among the most important of these factors are the firm's competitive position, the composition of its costumers, its reputation among supplier of its, and its ability to attract capable employers (Pearce and Robinson, 2007, 106).⁽⁴⁾

In fact indicates an expansion of domestic retail business until kewilayah districts. Minimarket like Alfa and Indomaret slowly dominate the market which had belonged to traditional retail. The number of outlets is increasing every year Minimarket. Benny Sindhunata, Executive Director of the Investment Banking and Research Agency (INBRA) describes the number Alfa 1998 was 16 and increased to 300 outlets in 2002, is planned to be 1,000 years ahead. While Indomaret from 506 in 2001 to 750 outlets in 2002. Benny is also explained by Study Akademia Bandung, 80% traditional retail turnover disrupted because of the presence minimarket. (Tempo; 2003)⁽⁵⁾ This shows the importance of proper regulation - actually running from the Government. The entry of Carrefour in the city is the fault licensors do not understand the retail business itself. Until now we do not have the legal provisions governing the operation of the retail area to the scale and magnitude to the location in which it operates (*zoning law*). According to Idrus (1997, 18-19)⁽⁶⁾ planner (strategist) should also be able to measure the strategic advantage (SA)-organizations of the strengths and weaknesses and SBUnya portfolio. SA can be used as a 'unggulan'organisasi compared to rivals. Furthermore

Idrus said the strategic plan, should be able to take into account changes in the external environment that provides 'opportunities-opportunities' and 'threats-treat' in the organization.

On the issue of trade control efforts we have actually had a competition monitoring commission (Commission) but the problem is the extent to which the Commission can set the retail zoning regulations amid era of regional autonomy, because of licensing the operation of hypermarkets and supermarkets more nuanced as the regional authority. While the predecessor legislation, the decree (Decree) and the Minister of Home Affairs No. 145/MPP/Kep/5/1997 on Structuring, Market Development and current shopping was considered barren and not obeyed by the government (Tempo; 2004) (7), because it seemed no longer in line with regional autonomy. Planning and structuring the market as one of products trading center in meeting the needs of everyday life in the region is needed in the optimal economic empowerment especially in the system of regional autonomy in an effort to increase revenue. The problems faced today is the allocation and utilization of natural resources have not been able to accommodate and compensate for the growth and development potential and areas of development can not be separated from other sectors and regions. (investorindonesia;2004) (7), Structuring economic region be able to provide initial information to investors, particularly the potential for commodity potential and also potential areas to be developed view of the development and linkage of the sectors that support business growth in the future. While the benefits to the community will try to be responsive to prepare themselves through improved skills possessed in accordance with the education and skill levels through training.

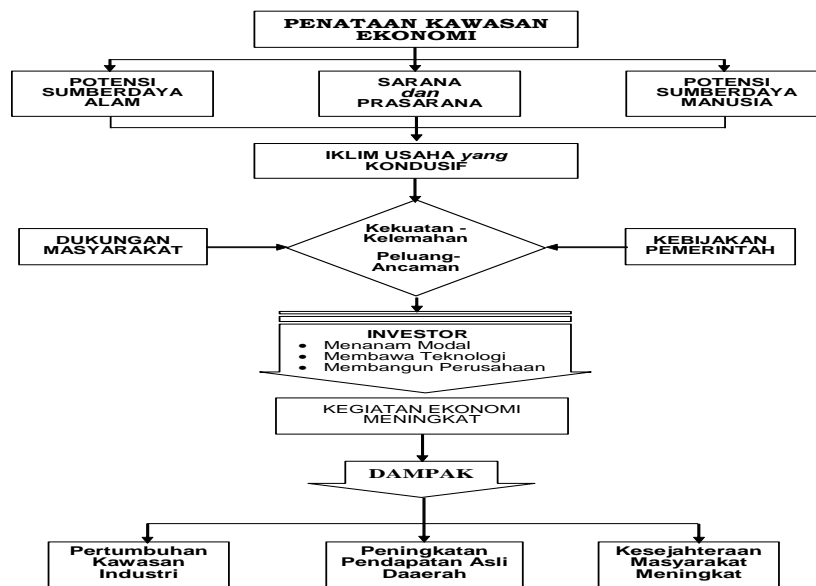


Figure 1. Thinking Framework

Regional authority after force law No. autonomy. 22, 1999 which was considered excessive by many parties eventually replaced by Law no. 32 of 2004 on Regional Government, the district authority regulated in Article 14 (1) which states: competition law or antitrust law was born in Indonesia since the enactment of Law No. 5 of 1999 concerning Prohibition of Monopolistic Practices and Unfair Business healthier.

II. Research Methods

Data analysis using descriptive analysis and statistical analysis are: Using descriptive analysis. Method description according to Nazir (1983) (8) is a method of examining the status of the group of people, an object, a set of conditions or a system of thought or a class of events in the present. The purpose of this research is to create a description of a description, picture or painting in a systematic, factual and accurate information on these factors, the properties and the relationship between the phenomena under investigation. Besides tiu supported statistical analysis using trend analysis with the least squares method (*least squares*) is the most widely used method to determine the trend by way of mathematical equations which are described as "*line of best fit*." Trend analysis is used to determine the level of potential output growth contribution commodities produced. To analyze the potential and prospects of key sectors using linear trend analysis with the least squares method (*Least Square Method* and descriptive analysis. Linear trend analysis with the least squares method (*Least Square Method* According Samsubar (1990) (9) by the least squares method (*Least Square Method*) is to predict the value of a variable at a time when that will come with the attention and learn in advance the nature and variable in time development ago. equation used linear trend analysis is as follows:

$$Y = a + \beta x$$

Where:

- Y: Production (Kg / year)
- a: intercept (constant) Production
- β : coefficient Trend
- x: Time

Preparation of Development Strategy and Market Structuring Traditional methods Analytical Hierarchy Process (AHP), AHP is a method that can be used in making decisions separately to understand the condition of the system and help make predictions and decisions. This method is also used in the model and revenue problems-problems of the opinion, where the problem has actually stated clearly, evaluated, discussed and prioritized for review (Saaty 1980) ⁽¹⁰⁾ The criteria used is the availability of raw materials, market potential, value, index subsitensi, and availability of technology. Assessment was done by using the AHP pairwise comparisons (*pairwise comparison*) the criteria used. Assessment is done by some people who are considered to understand the question asked or involved direct assessment is done by giving a numerical weighting to each criterion and compare with other criteria. The numerical weighting scale used in pairs versus the scale of Appeals in pairs.

Table 3.1 Definition of the scale of *analytical hierarchy process*

Scale	Definition
1	Both criteria are equally important
3	The criteria that a little more important than others
5	One very important criteria than the other
7	The criteria that one is clearly more important than others
9	Keriteria one absolutely more important than others
2,4,6,8	Between the values of two adjacent considerations
Reverse	If the judgment is reversed sequence comparison

Table 3.2 Calculation method of *analytical hierarchy process*

Matrix Opinion	VE	VP (weight)
$a_{11} \ a_{12} \ \dots \ a_{1j}$		
$a_{21} \ a_{22} \ \dots \ A_{2j}$		
$a_{i1} \ a_{i2} \ \dots \ a_{ij}$		
	Ave _I	

Source: Saaty (1999)

$$\text{Eigen vectors (VE)} = \sqrt[n]{\prod a_{ij}}$$

$$\text{Priority Vector (VP)} = \frac{VE_I}{\sum VE_I}$$

Where a_{ij} = the numerical value of individual opinion
 $I, j = 1, 2, 3 \dots n$ (number of criteria)

If more than one respondent it must find the geometric mean value of the equation

$$\overline{X_G} = \sqrt[n]{\pi^n x_i}$$

Where:

- $\overline{X_G}$ = Average geometric
- n = number of respondents
- X_i = assessment by respondents to-i

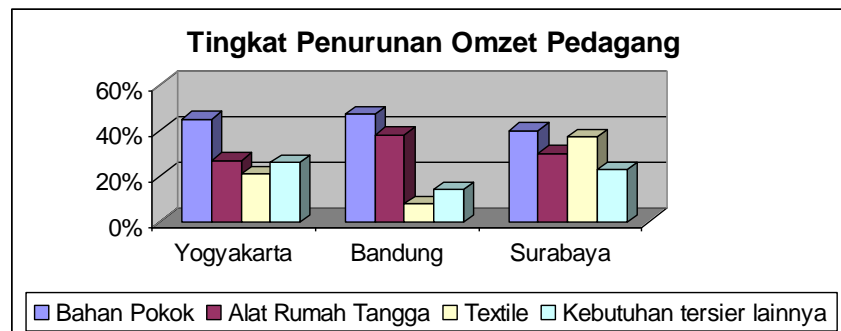
III. Analysis & Discussion.

There are some disadvantages of such distribution patterns. First, the distribution is not based on the fairly safe storage. In the event of spoilage or affected by pests and diseases, which usually take place in the traditional markets, then the solution is simply thrown into the garbage. Similarly, if at any time there is over supplied, it will be difficult to control the quantity of the commodity in the market. Even then, the market will end up as trash. Further result of such conditions is the stability of market prices will be difficult to control. Of

the reason that commodity prices of crops becomes less village stable and unbiased reliable. Although a small margin in the range of prices of vegetables and fruits can not be standardized. Relative commodity price fluctuations driven by market needs. That's where the risk is, prices can change at any time with guaranteed quality that can not be as good. It would be the opposite if the chain of commerce in the city through the Market Master. Potential to be developed towards the development of a wholesale market in the district of Sidoarjo are both fish.

With a land area of fisheries reached 23.34% of the total area of the district, one of the flagship products of Sidoarjo regency is the processed product in the presence of ponds fisheries support which covers 15,530 hectares. As the city other trades milk fish and shrimp yng a mascot emblem Sidoarjo. Also fairly evenly spreading primarily with Madura Strait coast including Sidoarjo district, Jabon, Buduran, Temple, Tanggulangin and Sedati. In 2001 exports of frozen shrimp reach a volume of 43232.56 tonnes Java. If the calculated value of production of all shrimp farms in Sidoarjo, with an average income of \$ 7 million per hectare, estimated rate of Rp 108.710, - billion.

So it is possible Sidoarjo develop fisheries wholesale market to supply the needs of the city of Sidoarjo own fisheries, surabaya, mojokerto and gresik. existence of traditional markets is the development of Modern Markets. Ghuftron colleagues who do research on three city sites, namely Yogyakarta, Bandung and Surabaya, the idea that the existence of traditional markets is driven due to the rapid development of the traditional markets. But numbers are not the same for every commodity traded, the highest level of influence is the small traders engaged in the sale of basic materials, tools and household needs, while others are relatively low impact, as can be illustrated as follows:



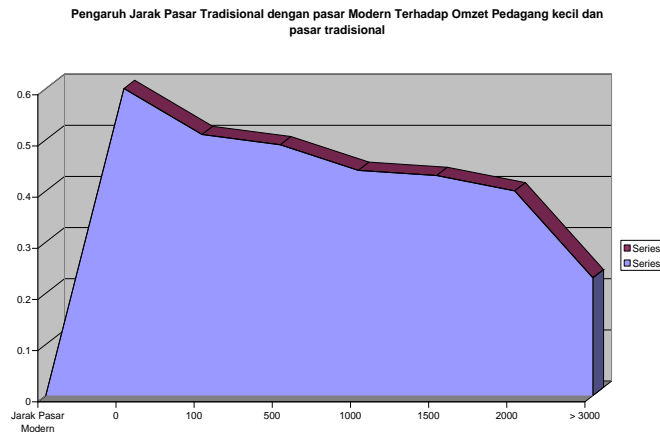
The difference in the effect that correlates to the difference in commodities and the city it is very logical that the judgment occurs, the city of Bandung is a textile town so for modern textile products market presence is not so influential for small retail and traditional markets in the city, opposite the city of Yogyakarta, where the city is much have a good craftsman to craftsman needs household appliances, commodity trader in this city household is relatively small compared mushrooming by city. While in Surabaya city this effect is almost equally true of Surabaya city that does not spend a lot of their own products which can be marketed by small his influence tradisional market directly by the manufacturer, so the effect is relatively evenly.

This figure is slightly lower than the results of previous studies conducted in the area of Bogor and Jakarta jakarta is Based on data from studies Akademika London in February 2003, the expansion of retailers disturb small retailers. The fall in turnover of 49 per cent of small retailers due to the presence of supermarkets, 54 percent due to the presence of department stores, and 80 percent due to the influence of the presence of a minimarket. Decrease most prominent small traders turnover in three areas, namely Bekasi 39 percent, 41 percent Falkirk and London fell by 55 percent. Sectors that turnover decreased selling groceries is down 44 percent, down 49 percent clothing, food and drinks fell 30 percent, and 42 percent electronic.

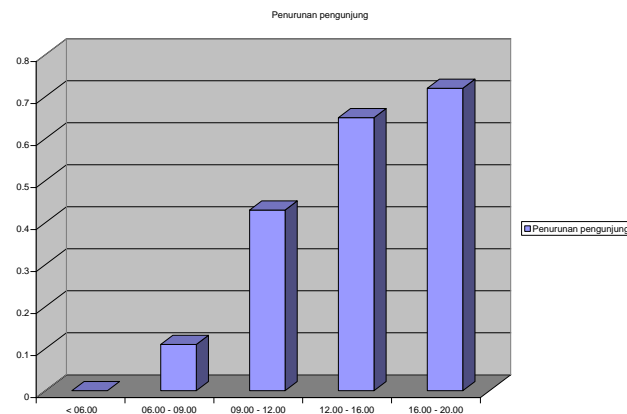
This shows that the traditional markets are far growt pressed due to large retail his influence Tg. Hasan (Detik-com) ⁽¹¹⁾ of Market Merchants Association of Indonesia (APPSI) at a national seminar "Protection manifestations SMEs and Retail Up In Draft Trade Competition" held by the Chamber of Commerce and Industry (Kadin) and Jabar Faculty of Law (FH) University of Padjadjaran states: In quantity without clear rules, the number of modern market in Indonesia is growing rapidly, from 6804 in 2004 to 7470 modern market by October 2005, the most abundant being minimarket, from 5604 units to 6272 units. (Subari, dan Pringgo SanyotoTrust;2006) ⁽¹²⁾ where as many traditional markets died after the modern marketplace and flowers or at least deflated.

According to figures quoted by the magazine that launched the Trust's share of traditional markets has been eroded at this time is down to 40%. Growth in traditional markets reaching -8.01% per year, thus increasing the number of years of traditional market grew longer amount of dead, contrast with the modern market growth that reached 31.4% per year. The proliferation of modern markets and modern stores blamed as one source of increasingly worsening the fate of tens of millions of small businesses in the retail field. While in

Jakarta APPSI revealed approximately 400 stores in traditional markets closed business each year, affected by competition with an increasingly powerful modern market . Based on the PD Pasar Jaya, the number of traditional markets in Jakarta has reached 151 stores market with 100,000 and 100,000 small merchants. Hasan Basri, Chairman of the Regional Council of Traditional Market Merchants Association of Indonesia (APPSI) DKI Jakarta, store conditions and traders in traditional markets is increasingly squeezed by modern retailers, including hypermarket. All of these are not directly impact the Law governing the modern market. More about the effect of the presence of a modern market based on traditional markets within the modern market presence to the city center are as follows:



As for the sales times, it turns out the existence of the modern market is significantly big influence on sales at certain times, which as the chart below:



Based on the table above is understood, if in the morning before 6, no modern markets are open, so that consumers are loyal consumers who shop the traditional markets that are open in the morning and even since the early days. But his influence is felt in the hours 12.00 noon onwards, that 60% and above, it is seen how the influence of the modern comforts enabled AC market was starting to feel compared to traditional markets, so that the daylight hours are usually crowded traditional market and very heat left by consumers and many fled to the modern market.

4.1.2.3. Development of Traditional Market

Management market in Indonesia is generally done by the Regional Company. Market and ownership kiosk / shop individually. Based on the nature of the activity and the type of merchandise (including the auction market), the market can be divided into retail markets, wholesale markets, wholesale markets and specialty markets. While the views of the scope of services and the level of market potential, recognized the existence of the market environment, the market area, the market town and regional markets, with each market activity during the day time, night market, night market and day market surprised / week. Generally, all wholesale markets in Indonesia faces many challenges such as limited space on a narrow stall, irregular, unhealthy, dirty, lack of trash, too many roadside vendors, weak management, and storage facilities with inadequate market infrastructure (ADP, 1994). Meanwhile, the market for non-parent, horticulture wholesaler does not have a permanent stall means that transactions are carried out in the road in the market environment (JICA, 2001) ⁽¹³⁾.. Increased market activity led to the appearance of chaotic markets, slums, lack of means of lighting, lack of adequate clean water so that no cleaning process commodities, unhygienic, lack Disposal While (TPS) is

adequate, narrow roads and circulation of goods within the market is also difficult and less comfortable (Ohno, 2000; JICA, 2002a; JICA, 00B). ⁽¹³⁾.

Unlike the case with modern retailers (based LCS and the Minister of Industry and Minister of Home Affairs No.145/MPP/Kep/5/97 57 of 1997) which is a market that was built by the government, private or cooperative in form such as *malls*, *supermarkets*, *department stores* and *shopping centers*, where the management is done in a modern and prioritize service shopping convenience. Availability of facilities and inadequate utilities in the main markets and traditional markets will improve food safety hazards, such as: the various components of biology, chemistry, physics or a condition that can affect the health of food consumers (Mahendra, 2004a). ⁽¹⁴⁾. The factors that led to the failure to meet the expectations of consumers, such as: physical characteristics (size, shape, taste, packaging, and disability). Can also be environmental hazards, animal health, occupational health and safety, ethical aspirations and operational hazards. Physical objects that should not be found in foods that may cause illness or injury to consumers such as broken glass, metal, stone, wood, pests, or jewelry (Mahendra, 2004b).

Loss of production yields of vegetables and fruits is very high, estimated at 30% (AICAF, 1999; APO, 1997; Harmon, 1995; Jonker, 1999). ⁽¹⁵⁾. In addition due to the transport engineering from the farmers to the market typically use open trucks, not paying attention to the rules and physiological properties of the fresh produce is *perishable*, largely due to inadequate market conditions and packaging systems such as packaging materials that are easily damaged, packaging that can damage and contaminate the packaged product, and package contents are excessive.

IV. Results

SWOT analysis results showing the variability of the strengths, weaknesses, opportunities and threats are owned by the facility and utility markets in Indonesia were studied in detail are presented in Table 2. Power the facility and utility market consists of los Parent / permanent stalls of fruits, vegetables, fish and meat, rice shop sales, retail kiosks, also equipped with a grocery shop, clothing, electronics, banks, restaurants and mosques. While the facility PDR and TA a building large enough to iron construction, tin roof and a cement thick, 1 meter high floor for easy loading and unloading. There is a broad product handling building with a floor wash, cold warehouse space form or 40 ft containers, loading and unloading places, offices, meeting rooms and training. TPS facilities, water tanks, fencing and guard house in new condition. In addition, TA facilities by local government control, the ownership of land by local governments and construction investment from the state budget funds the Department of Agriculture has submitted to the respective districts, is another strength. But the weakness shown include: facility and utility markets-traditional *pasa* inadequate, poorly maintained, lack of electricity and water, unavailability of polling stations, loading and unloading activities with human labor, the gross market because it is made of *paving block*, parking not maintained, stalls and restaurants are not localized, less clean toilets, and *cold storage* are not yet available. Opportunities shown is the program of the local government to enable the facility around PDR and TA as a terminal within and between cities, traditional markets, auction markets of agricultural products is an opportunity to empower PDR and TA. **But the threat include: uncontrolled accretion parties that are not relevant to the activities in the urban markets, such as in the central market, complicate the control of market participants, reduced security and comfort, as well as environmental hygiene market.**

While SMART analysis as presented in Table 3 shows, variability increasingly rerata facilities and utilities markets indicates the level of effectiveness is far below the average rate variability comparable institutions (nearly 40% below), in which the score variability institution is quite good comparison to both the variability 3.821 the most inefficient markets found in Sidoarjo with a score of 1.63. While the Regional Distribution Centre near from criteria quite well, reaching a score of 2.815. field shows that traditional market forces can be seen from some of the two institutions are built and equipped facilities by the government. Table 3 shows the matrix of problems encountered, key issues, causes and alternative solutions to improve facilities and utilities markets encountered. In a SWOT analysis (Strength, Weakness, Opportunity, Threats-Strengths, Weaknesses, Opportunities and Threats) In research on aspects. These aspects of which the price is cheaper and can be negotiable, close to the settlement, and provides many choices of fresh products. Another plus is an incredible shopping experience, where we can directly see and touch the products are generally still very fresh. However, the presence of it does not mean that the traditional market is not without drawbacks. During this traditional market precisely known weaknesses. Another drawback is that the impression that the market looks muddy, dirty, smelly, overcrowded traffic and buyers. This increasingly be a threat in the social conditions of a change society, where women in urban areas are generally career that almost did not have time to shop for traditional markets, "he said. Although it is not no more opportunity for more massive traditional market movement. According to research in the field, more buyers choose to shop at traditional markets, especially for fresh food. As for the non-food items or foods that are durable, usually selected hypermarkets that much choice. Looking at the above, it can be recommended some possible improvements that need to be done in order to

compete with the traditional markets of the modern market. Recommendation, among others, is to create policies that support the development of traditional markets, reorganize the market to become more clean, fresh and airy impressed. Then aligned to foods sold as fresh as possible, both domestic products and from outside. Lastly, is the promotion should be pursued in order to show the identity ketradisionalannya.

The reason these traders, they are unmatched by any major retailer. The establishment of modern market must be adapted to the needs related spatial. According to him, hypermarkets housing should not be built on because it would not have fit. Herman added that the establishment of a shopping center ideally it should be on the main road that connects the city to one another. In the meantime, to encourage traditional markets in order to exist, the local government needs to provide incentives for large employers that will make the mall or shopping center dedicated to large and small businesses. Incentives in the form of licensing facilities where the proposed order permitting it no longer required if the site is the location of trading according to RUTR.

Tradisional market, is an important place for women trader ketch-micro (PPK-micro). It can be seen in the traditional markets in rural areas, where most of the women traders inhabited small-micro. The market can be described as the "lifeblood" most women's micro-KDP. But unfortunately, the traditional market there has sometimes not been "friendly" to the KDP-micro female who trades in it. Among them; market locations often far from settlements, especially centers that product will be marketed KDP-micro, normalization of the market (with the modern market replaced) by the local governments often do not pay attention to women and small traders, so the inflated price of the kios before, reratanya KDP-micro of "extortion" thugs for being weak market, the loss means for women's reproductive activities (such as feeding children in the market place), the difficulty of finding sources of capital are "friendly" to the KDP-micro. Constraints on the problem has not been coupled with gender inequality faced by micro-KDP. Although women have become a small-micro traders in the market, this does not mean women can not escape the burden of domestic work. The reality, moments before leaving and after returning to trade, micro-KDP has always found time to cook, or domestic work done. This contrasts with the merchant men, who can casually sit and smoke at home from the market and immediately rested. And should, work can be substituted or replaced domestik husband, if not have other activities. What happens, women still do the job. Here is - one - lies the division of labor is not fair for women traders. While there are cases where the husband and wife can share the role, but the amount is not much. Eat small traders sometimes encountered women who succeed, when obstacles start domestik reduced. For example, the child has reached the age of five years so that it can be left behind, or get a full license of the family (especially my husband). In this regard it is interesting to listen Surveying ASPPUK in 2003 for women small business (PUK) in 15 districts and 8 profinsi, which states that the biggest obstacle is the PUK in trying family (and more specifically the husband).

With such conditions, efforts should "empower" small traders in the market are integrated. That is, with the development of a comprehensive strategy in the economic development of women by providing treatments in many aspects and consider the integration of all aspects of the approach and the content and processes. Concrete, at the level of strategy and activities of activity undertaken for strengthening micro-KDP done, through; organizing, information services, capital services, and advocacy. All Micro-Energy PPM market wants is traditionally the concrete policies of local governments in particular, and national general. Among them: first, facilitating people's traditional markets are "friendly" to women petty traders from the micro-reproductive health, financing, and guarantee adequate security. Second, traditional markets should be placed close to homes where people live. Third, the rehabilitation of traditional markets are now rife, should not even miserable lady small merchants, such as by raising the rent business premises, and the placement is not strategic. Fourth, mini-market are now mushrooming in the districts, the regulations should be made so as not set adjacent to traditional markets. Because it will damage the social and economic order that is. Fifth, the government should work with NGOs to provide an integrative capacity building to women petty traders through micro-financing budget. It is important to encourage community economic recovery which resulted in the reduction of unemployment and the "decline" poverty in one village.

V. Conclusions And Recommendations

Location Sidoarjo regency as a metropolitan city Surabaya buffer which is only about 23 km which is supported by the relatively large fisheries potential. Sidoarjo is processed farm products to the existence fisheries support which covers 15,530 hectares. 23.34% of the total area. Need to develop the fisheries wholesale market. As a supplier needs surrounding cities.

During this influx of commodities from villages to cities is direct without being processed first. Commodity as it is transmitted and distributed to markets in town or moving from rural farmers through middlemen directly to traditional markets. There are some disadvantages of such distribution patterns. First, the distribution is not based on the fairly safe storage. In the event of spoilage or affected by pests and diseases, which usually take place in the traditional markets, then the solution is simply thrown into the garbage. Similarly, if at any time there is over supplied, it will be difficult to control the quantity of the commodity in the

market. Even then, the market will end up as trash. Further result of such conditions is the stability of market prices will be difficult to control. Secondly, there is no sorting or selection and sorting. What are the quality of the commodity, in large numbers all swarmed into the city. The risk is on the consumer end, because they have no alternative choice in the market of commodity standardization does not exist, thus the quality of the goods commodity such as type and size is varied. Of the two reasons that commodity prices become less volatile and unreliable. That's where the risk is, prices can change at any time with guaranteed quality that can not be as good. It would be the opposite if the supply chain in the city through the Market Master.

Traditional markets face a chaotic, dirty, not clean wares are not healthy and safe environment is a factor is internal facing traditional market today. On the other hand the traditional market advantages include (a) strategic location, being close to the settlement, (b) is still open bargaining process that is psychologically a positive on the interaction of buyers and sellers, and (c) selling everyday goods with prices are relatively cheap, because shorter distribution lines, not subject to taxes or other levies great.

Externally, the traditional market is currently experiencing pressures of the modern market growth started to besiege the city. existence of traditional markets is driven due to large retail proliferation. This is compounded by the absence of clear rules limit the establishment of the modern market. Partial rule for this is still very simple and easy to remained unfulfilled.

SWOT analysis results showing the variability of the strengths, weaknesses, opportunities and threats and utility facilities owned by traditional markets. Power the facility and utility construction market consists of los / permanent stalls for produc ping, control TA facility by the local government, the ownership of land by local governments and construction investment of state funds. Na, is also equipped with a grocery shop,, banks, restaurants and mosques. But the weakness was welcomed demonstrated include: facility and utility markets-traditional pasa inadequate, poorly maintained, lack of electricity and water, unavailability of polling stations, loading and unloading activities by human power, the gross market because it is made of *paving blocks*, where untreated parking, shop and restaurant are not localized, less clean toilets, and *cold storage* are not yet available. Opportunities shown is the program of the local government to enable the facility around PDR and TA as a terminal within and between cities, the traditional market. But the threat include: uncontrolled accretion parties that are not relevant to the activities in the urban markets, such as in the central market, complicate the control of market participants, reduced security and comfort, as well as environmental hygiene market.

Recommendations

Tradisional market, is an important place for women small-micro traders (PPK-micro). It can be seen in the traditional markets in rural areas, where most of the women traders inhabited small-micro. The market can be described as the "lifeblood" most women's micro-KDP. Constraints on the not added the problem of gender inequality faced by micro-KDP.

With such conditions, efforts should "empower" small traders in the market are integrated. That is, with the development of a comprehensive strategy in the economic development of women by providing treatments in many aspects and consider the integration of all aspects of the approach and the content and processes. Concrete, at the level of strategy and activities of activity undertaken for strengthening micro-KDP done, through; organizing, information services, capital services, and advocacy.

References

- [1] *Agro Bulletin of Economics* I (3), 2001, Frame Strengthening Food Security System in National Economic Recovery Period. Discussion, Round Table, Food Policy and Nutrition for the Future, Office Menpangan and Horticulture, June 23, 1999, Jakarta.
- [2] Djahhari, Choirul, (2004), *Orientasi Pengembangan Agroindustri Skala Kecil dan Menengah : Rangkuman Pemikiran*, Infokop Nomor 25 Tahun XX, 2004.
- [3] TEMPO, 2003, It is difficult to limit the expansion of large retail because there is no zoning law, Jakarta.
- [4] Pearce and Robinson, 2007, *Strategic Management formulation, emplementation, and control*. Mc Graw Hill, Company Inc. New York.
- [5] Idrus, M.S. 1997. *Strategi : Sebagai Upaya Untuk Meningkatkan Kinerja Organisasi dan Keunggulan Bersaing*, Universitas Brawijaya, Malang
- [6] Tempo, 2004, *Lindungi UKM, Depperindag Godok Draf Keppres Ritel*, Jakarta.
- [7] *Investorindonesia.com*, 2004, *Zona Ritel Picu Persaingan tak Sehat*, Jakarta.
- [8] Nasir, 1983, *Research Methods*, Ghalia Indonesia, Jakarta.
- [9] Samsubar , 1990, *inductive statistics*, UPP AMP YKPN, Yogyakarta.
- [10] Saaty, 1980, *The Analitic Hierarchi Process*, Mcgraw Hill, New York.
- [11] Subari, dan Pringgo Sanyoto, 2006, *Demi Pedagang Kecil atau Pemodal Besar*, makalah, Jakarta.
- [12] *FAO Food and Agriculture Organization*, 1997, *Report of the World Summit*. Rome.
- [13] Hardiansyah and Martianto, (2001), *Food Security-Based Development of Agribusiness andCommunity .. Paper at the National Seminar Food Security*. Jakarta, March 29, 2001.