

Market Revitalization Policy Reviewed from *Good Governance's* Perspective (A Study at Dinoyo Market of Malang)

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Abstract

As one of the cities that carries Tri Bina Cita, the city of students, industry, and tourism, it's undeniable that Malang City has become one of the strategic areas in the development of modern markets. Through the development of modern markets in Malang City, it's possible that people tend to switch from traditional markets to modern markets. Therefore, to keep pace with market growth expected in Malang City, it's fitting traditional markets to be addressed through a policy, which is market revitalization. Market revitalization can be interpreted as a process, method, and action that is able to give importance to sellers and buyers in traditional market. The implementation of market revitalization should be done to balance the growth rate of modern market in an area. Market Revitalization Dinoyo governance aims to regulate the market, so it will be more organized, orderly, and convenient for sellers and buyers. The revitalization policy at Dinoyo Market is a form of decision implemented by Malang City Government, as an effort to increase the competitiveness of traditional markets in Malang City, such as Dinoyo Market. The revitalization at Dinoyo Market not just talking about the construction, but the real impact that can be felt by the public, as sellers and buyers at Dinoyo Market. Some of the things that must be considered by Malang City Government regarding the revitalization policy at Dinoyo Market is about the feasibility of market buildings, which became a part of the protection for the sellers and buyers at Dinoyo Market, also market safety, to provide convenience to visitors who shop at Dinoyo Market, furthermore cleanliness of market location and hygiene ingredients at Dinoyo Market, to ensure these materials are protected from things that are dangerous and safe for consumption. Therefore, this study will discuss about the revitalization policy at Dinoyo Market through the perspective of Good Governance, so that it can find out the efforts that have been made and can be carried out by Malang City Government.

Keywords: revitalization, good governance, market

INTRODUCTION

According to [1], revitalization is a process, method, and action that can give meaning to life and so on. And according to [2] while the definition of the market is an institution that's not physically tangible, but is able to bring sellers and buyers. So, market revitalization is a process, method, and action that can give importance to sellers and buyers in a market. The implementation of market revitalization should be done to balance the growth rate of modern markets in an area. According to [3] the Government Policy regarding market revitalization is the right decision to foster public interest in shopping at traditional markets.

According to [4] Malang City Government must be guided by a regulation and policy, in order to monitor the sustainability of traditional markets, and able to develop with modern markets. [4] said there are several things that need to be considered in the development of traditional markets with modern markets through the implementation of regulations that are able to protect market sustainability, strengthen market management, capital, and improve infrastructure and facilities in a market.

LITERATURE REVIEW

1. Public Administration

According to [1] public administration is a combination of two words, administration and public. Administration has a meaning as a business or activity carried out to achieve a goal, while the public has a general meaning. According to [5] so, public administration can be interpreted as an activity carried out by a group

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of people to achieve a common goal. And [6] said the scope of public administration includes public organizations, as a place for bureaucratic behavior to work, public management, and implementing public policies to the people.

2. Public Policy

According to [1] public policy is a combination of two words, policy and public. Policy has an understanding as a series of concepts that become the outline and basis for the plan in the implementation of work, while the public has an understanding as the general public. So, [7] said it can be concluded that public policy is a series of activities or actions taken as an effort to achieve several goals.

According to [7] There are several understandings of public policy, such as Lasswell who said that public policy is "...a project program of goals, values, and practices." Then, Dye said that public policy is "...what government does, why they do it, and what difference it makes", also explained that theoretically, there are five types of public policy, which is substantial and procedural policies, liberal and conservative policy, the policy of self-regulatory, material and symbolic policy, and the policy of collective goods and private goods.

3. Policy Implementation Model

The author also wants to discuss several models of policy implementation from several figures, such as Donald Van Metter and Carl Van Horn, George C. Edward III, Merilee S. Grindle, Daniel H. Mazmanian and Paul A. Sabatier, and Thomas R. Dye.

a. Van Metter and Van Horn

According to [7] model of policy implementation according to Donald Van Metter and Carl Van Horn, or commonly referred to as a Model of the Policy Implementation. In the Van Metter and Van Horn policy implementation model, there are six variables that affect the performance of public policy implementation, standards and targets of policies, resources, characteristics of the implementing organizations, the attitude of the implementers, communication between relevant organizations and implementation activities, dan the social environment, economic and political (The Policy Implementation Process, 1975).

b. Edward III

According to [7] Model of policy implementation according to Edward III, or commonly referred to as the direct and indirect

on implementation. Edward III said that there are four variables that determine the success of implementing a policy, communication, resources, dispositions or attitudes, and bureaucratic structure (Implementing Public Policy, 1980).

c. Grindle

According to model of policy implementation according to Merilee S. Grindle, or commonly referred to as Implementation as a Political and Administrative Process. Grindle said, that the success of a public policy implementation is strongly influenced by the following two things, Content of Policy, consists of Interests that are influenced by policy, the types of benefits that will be generated, the degree of change desired, policy maker position, program executor, deployed resources, and Context of Policy, consists of the power, the strategic interests of the actors involved, characteristics of institutions and authorities, compliance and implementer responsiveness (Politics and Policy Implementation in The Third World, 1980).

d. Mazmanian and Sabatier

According to [7] model of policy implementation according to Daniel H. Mazmanian dan Paul A. Sabatier, or commonly referred to as a Framework for Policy Implementation Analysis. In addition, through a book entitled Implementation and Public Policy (1983), Mazmanian and Sabatier argued that policy implementation is an effort to implement policy decisions. Mazmanian and Sabatier also classify the policy implementation process into three variables, including independent variables, intervening variables, and dependent variables (Implementation and Public Policy, 1983).

e. Thomas Dye

According to [7] Model of policy implementation according to Thomas R. Dye, or commonly referred to as the Interactive Implementation Model. This model assumes that policy implementation is a dynamic process, this is due to the involvement of all parties in the implementation phase of a public policy. In addition, through a book entitled Understanding Public Policy (1992), Dye argues that public policy includes an effort, an assessment of the impact on the content of public policy, an analysis of the impact of public policy on society, both in the form of expected and unexpected impacts. Therefore, Dye argues that a formulation is needed in the policy implementation process including Model of

Group (relying on policy as a point of equilibrium), Model of Institutional (prioritize the functions of each unit of work in preparing the government institutional and formulating public policy), and Model of Elite (in every society there must be two groups, namely the holders of power (elite) and who do not have the power/mass), (Understanding Public Policy, 1992).

4. Market

According to [2] The market is an institution that's not physically tangible, but is able to bring sellers and buyers. The market has a function as a place of public services in the conduct of trade and services [8]. The market has an important role in the distribution of goods and services to the people, and aims to develop various activities in all regions [9]. In addition, through [9] markets can be divided into two types, traditional markets and modern markets.

a. Traditional Market

According to [1] market is a place that brings sellers and buyers through the exchange of goods and services, using tools in the form of money. While the traditional meaning of traditional markets is related to socio-cultural elements, where markets grow and develop in the people environment [10]. In addition [10] also said, that traditional markets refer to the traditional nature of a market, where sellers and buyers can bargain directly. So, it can be concluded that the traditional market is a place that has social elements and related to the culture contained in the people environment.

b. Modern Market

According to [1] the modern market or what is commonly called the modern retail is a combination of two words, the retail which means a joint effort in the field of commerce and modern, which means something new. If explained using language that's easily understood by ordinary people, the modern market or modern retail has the meaning as a new business that has emerged in the field of commerce using a franchise system.

5. Market Revitalization

According to [1] market Revitalization is a process, method, and action that can give meaning to life and so on. While the definition of the market is an institution that's not physically tangible, but is able to bring sellers and buyers [2]. So, market revitalization is a process, method, and action that can give importance to sellers and buyers in a market.

6. Good Governance

According to [11] good governance is a concept related to governance that is applied in the private sector, especially in company management. The concept of governance in Good Governance, can be a guide for decision making related to decisions of groups, companies, non-governmental organizations, governments, and the state. Basically, Good Governance is a concept regarding governance in the administration of government. From a functional aspect in government, the concept of Good Governance has several stages in the process of making a policy, such as formulating policies, implementing policy systems, as well as interactions between actors involved, including the government/the state, the private sector, and the society.

RESEARCH METHOD

In this study, the author uses a descriptive type of research, through a qualitative approach. Descriptive research is a method in researching the human group, objects, conditions, systems thinking, and the events that took place at this time [12]. According to [13] qualitative approach, is an element of research that looks at the meaning, reasoning, and definition, regarding a situation related to everyday life. And according to [14] qualitative research methods have a research process that is less patterned and prioritizes data obtained in the field. The purpose of using qualitative methods in a study is to obtain more in-depth field data. It can be concluded that descriptive research, through a qualitative approach, is a research method that aims to describe a phenomenon in a systematic, actual, and accurate, regarding the facts of the problems studied.

RESULT AND DISCUSSION

Various activities contained in Malang City, must obtain a permit from the Mayor of Malang City, as a local government that has authority over all forms of implementation of activities in Malang City. One of the regulations that have been set by the Mayor of Malang City is the revitalization policy at Dinoyo Market, based on the Malang City Regulation Number 4 of 2011. In addition, the Mayor of Malang City has also established a valid legal basis for the implementation of the revitalization at Dinoyo Market through the Mayor of Malang City

decree number 188.45/249/35.73.112/2009 concerning the establishment of the Blimbing and Dinoyo Market development team, and the Mayor of Malang City number 188.45/252/35.73.112/2009 concerning the establishment of the goods/services committee for the development of Blimbing and Dinoyo Market. In this study discussed the implementation of revitalization in Dinoyo market based on the concept of good governance.

Basically, Good Governance is a concept regarding governance in the administration of government. The concept of Good Governance serves to create a conducive situation from various domains that interact with each other and carry out their respective functions. The actors involved in the implementation of revitalization in Dinoyo Market have obtained their respective rights, the Government of Malang City has received assistance from Citra Gading Asritama Inc, as those who manage and maintain the building of Dinoyo Market. In addition, Citra Gading Asritama Inc, also obtained a location to build the Dinoyo Mall as part of the build, operate, and transfer (BOT) system, which has been agreed by both parties. Meanwhile, sellers of Dinoyo Market also get a place to sell.

CONCLUSION

Revitalization isn't to change the image of traditional markets, but to expand the reach of consumers to traditional markets. Revitalization of traditional markets aims to increase consumer interest in visiting and shopping at traditional markets. Revitalization doesn't only discuss the condition of traditional market buildings, but includes aspects of traditional market such as market managers, sellers, and buyers. All components have an important role in supporting the competitiveness of a traditional market.

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