

PHENOMENA VILLAGE MARKET DEVELOPMENT POLICIES THROUGH TECHNOLOGY-BASED MARKET SCHOOL PROGRAMS

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Abstract: In partnership with Mubyarto Institute, the Condongcatur government, as the person in charge of the Colombo market, did research and developed a market school based on information technology. This strategy aims to mitigate the harmful effects of technological advancements on market traders in Colombo. Using qualitative methods, phenomena studies the policy of village market development through technology-based educational programs. Observations, interviews, and documentation studies are used to gather data. A confidence test, a diversion test, a dependence test, and a certainty test are used to determine the validity of the data. Sampling Purposive sampling procedures were used to pick 18 market traders, and the data was then analyzed using Creswell's qualitative principles. *This research aims to explore how the phenomenon of village market revitalization policies through the Market Digitization Program in the Colombo Condongcatur Market. The results showed that traders were able to make sales based on information technology through the media, including the Facebook page market in Colombo, Instagram @pasarkolombo, Twitter @pasarcolombo, and email pasardesakolombo@gmail.com. The Condongcatur government revitalization policy is accepted by market traders and the public because traders are able to increase their turnover and people can shop with applications practically, efficiently, and flexibly.*

Keywords: Phenomena, Policies, Digitization, Colombo Market Revitalization

INTRODUCTION

A market is one of the various systems, institutions, procedures, social relations, and infrastructure in which businesses sell goods, services, and labor to people in exchange for money (Fuad, 2006). Goods and services are sold using legitimate payments, namely money.

While the definition of "traditional market" in Sleman Regent Regulation No. 11 of 2015 on Traditional Market Criteria in Article 1 Paragraph 7 is explained, "Traditional market is a market built and managed by local governments, village governments, private, state-owned enterprises, regionally owned business entities and perserorangan, including collaboration with the private sector, with business premises in the form of shops, kiosks, and tents owned and managed by small, medium, self-help traders or cooperatives with small businesses, small capital, and the process of buying and selling merchandise through bargaining, and individuals".

The Colombo Market is a traditional village market managed by the Condongcatur Government. The existence of the Colombo Village Market has a strategic position because it is located on the main transportation line on Kaliurang Road, as a connecting line for rural communities in the north with urban areas in the south. Kaliurang Road is also the main tourist route in Sleman Regency. This strategic position is an opportunity for traders in the Colombo market to get as many consumers as possible.

In the modern era, as it is today, consumers are facilitated various ways of shopping. One of them is how to shop online (Rohimah, 2019). Online shopping is one way to shop without having to meet in person. Sellers and buyers communicate using applications on laptops, computers, and mobile media that are linked to online communication networks. Buying and selling in this online way greatly facilitates the buying and selling process because buyers do not come to the market, saving time and transportation costs (Permana et al., 2021). In addition, shopping online often offers promo prices that attract consumers. The process of online shopping payments is now very developed, starting with cash payments and hammering e-money (Budiarta et al., 2020).

The Colombo Market, as one of the traditional markets, so far, still uses the buying and selling transactions that are commonly encountered in traditional markets. Buyers and sellers meet face-to-face. Usually, the seller offers his wares to prospective customers who pass by at a market loss. Then, prospective consumers establish communication with sellers who sell goods that consumers want to buy. The tendency of traders to convey prices and buyers to make offers until the price is mutually agreed upon. This bargaining process between seller and buyer obviously requires more transaction time.

The state of the market tends to be crowded at a certain time, which causes density and an uncomfortable atmosphere when shopping. This is what results in many consumers eventually choosing to shop in modern markets or do *online shopping*. This, if left too long, will cause anxiety among the swordsmen in the Colombo market because the increasing interest of consumers in shopping in the Colombo market can be one of the factors contributing to the declining turnover of traders and affect the development of the Colombo market.

The Condongcatur government, as the person in charge of the Colombo market, is obliged to help colombo market traders be able to compete in the modern era. At the beginning of 2021, the Government of Condongcatur collaborated with Mubyarto Institute to conduct research in the Colombo market to strengthen the market institutions and embuatan fasilitas online shopping.

The goal of village market development through a technology-based market school program is to help traders in the Colombo market become more modern in numerous ways, which supports the findings of Ariyani and Nurcahyono's research (2014). The Colombo market is predicted to play a part in stifling the vast expansion of modern retailers networked countrywide, as well as the rise of online buying and selling through market-places, thanks to the school of technology-based market (Awan et al., 2020).

The Condongcatur government undertook partnerships and research based on the phenomenon of modern market competition and traditional markets, as outlined in the two studies above, and then published colombo market revitalization plans through Market Digitization. This study will look at the occurrence of village market revitalization policies in the Colombo Condongcatur Market through the Market Digitization Program.

LITERATURE REVIEW

1. Phenomenology

Phenomenology comes from the Greek, *Phainoai*, which means "to appear" and *phainomenon*, which refers to "the one who appears." The term "phenomenology" was introduced by Johann Heirinch (1746–1872). Nonetheless, the pioneer of phenomenological schools was Husserl (1983). Through the philosophical approach, phenomenology "comes from *phenomena*, meaning visible reality, and *logos*, meaning science. So phenomenology is a science that seeks to explain apparent reality.

On this foundation, phenomenology aims to comprehend how humans develop key meanings and concepts within the context of intersubjectivity, or how our perception of the world is impacted by our interactions with others (Moustakas, 1994). People actively interpret their experiences and try to make sense of the universe with their personal experiences, according to phenomenology (Littlejohn & Karen, 2009). The apparent phenomenon is a reflection of a reality that cannot be understood on its own since it has a deeper meaning. Approaches to qualitative research Phenomenology is the study of the impacts of scientific activities carried out intensively, perceptively, and in-depth on a program, event, or activity at the individual, group, and institutional levels, as well as organizations seeking in-depth understanding of the event. The researchers picked the phenomena of village market development policy through a technology-based market school program for this study.

This phenomenon is a real-life event that is still going on. Giorgi (1997) emphasizes that phenomenological research methods consist of three interconnected steps: 1) phenomenological reduction, 2) description, and 3) searching for essence. However, as phenomenological techniques evolved, Garza (2007) and Dahlberg et al. (2008) placed a greater emphasis on engaging the open world of life through tradition than through human science research, resulting in life experiences and meaning.

The researcher himself becomes an instrument in qualitative research. As a result, researchers as instruments must also be "validated" in terms of how prepared qualitative researchers are to do research and dive deeper into the subject, given that researchers have been participating as participants since 2015. Qualitative researchers, according to Creswell (2016), acquire the data needed to support their research.

2. Village market development policy

According to the Great Dictionary of Policy, Indonesian is a set of concepts and principles that are the guidelines and basis of the plan in the implementation of a job, leadership, and ways of action. The term can be applied to governments, organizations, and private-sector groups, as well as individuals.

Developing the village market is a village lurah policy that will serve as guidance for action in order to achieve the intended goals based on the above concept. The expected outcomes safeguard market traders in the Colombo market and enhance trade turnover, allowing traders to compete with modern markets that use information technology to provide services. This strategy is significant for Condongcatur village since it is a priority of the local economic strengthening program.

3. Technology-based market school

According to Santoso, Iman, and Sumiyarsi (2020), market school is an integration between education and training. This is in line with Mubyarto Institute UGM, which affirmed, Awan Santoso (2021), that the market school is a program that aims to develop people's market capacity. Because the market has four strategies, namely: (1) as

a living foundation for millions of traders, suppliers, and others; (2) as a distribution route for goods needed by the community; (3) one of the reference points in determining the price level; and (4) as a place to conduct and preserve socio-cultural interactions in society.

Based on the role of the market, the focus of the market school, driven by Mubyarto Institute, is on institutional strengthening through continuous, futures-based and programmatic assistance. The Mubyarto Institute market process, according to Awan Santoso (2021), is not a classical model school, but rather an open class with a dialogical learning model of the problems faced by market traders, so that the learning process runs informally with the citizens learning to be market traders, managers, and market managers.

RESEARCH METHODS

This research uses a qualitative approach of phenomenology to describe the policy of revitalization of Colombo through market digitization. This is in accordance with Creswell's (2010) opinion that qualitative research is a method for exploring and understanding the meaning of individuals and social groups, because the market consists of individuals who always interact with groups.

The characteristics of qualitative research are that researchers are directly involved with informants in order to create a sustainable experience, which later raises a series of strategic, ethical, and personal issues that are the focus of the Creswell phenomenon (2010). The data analysis in this study follows (John W. Creswell, 2016). To ensure the credibility of research results, researchers have extended observations, and performed external validity and triangulating methods, sources, and triangulation results.

According to Lofland and Lofland (2006), Moleong (2012), and Creswell (2010), the object of qualitative research is text, with words as the main data source, and the rest of the action being supplemental data such as documents and other sources. As a result, the focus of this study is on the Mubyarto Institute's final report on the policy of village market rejuvenation through the market digitization program in Condongcatur.

There are two types of qualitative research data, namely secondary data obtained from the Mubyarto Institute's final report, Colombo's market profile, and the results of previous studies. Primary data is obtained directly from informants. Data was gathered through interviews, observations, and Herdiyansyah Library studies (2010).

Purposive sampling as a method of identifying informants is based on specific criteria or considerations, and the data is then examined using qualitative rules (John W. Creswell, 2016). The study's findings are expected to help with: a) providing information about the phenomenology of village market revitalization policies through the Pogramdigitalization Market in Colombo village Condongcatur through the Mubyarto Institute's final report; b) Through the market digitization program, acquire an advantage in scientific advancement and the development of village market revitalization policies.

RESULTS AND DISCUSSIONS

Colombo Market is a traditional market located in the area of Kaliurang Road, Kilometer 7, Sariharjo, Ngaglik Subdistrict, Sleman Regency, Yogyakarta Special Region 55581. The market facilities include: 400 stalls, a car parking arena, motorcycles, bicycles, bathrooms, a prayer room, and food stalls.

The market is open daily from 05.00 to 17.00 WIB, but it begins to quiet around 14.00. There are 458 stalls with the following types of merchandise: groceries, vegetables, fruits,

household utensils, market snacks, side dishes, chicken, fish, beef, traditional drinks (various herbs), spices (cooking spices), various kinds of cardboard and plastic, and some selling clothes.

Of the 458 traders selected to attend the market school, 18 traded. The requirements to become a student in a market school are: an actor trader, the existence of awareness and willingness to spend time on research, and traders who are able to transfer the results of their studies to other traders. So that the final results obtained by citizens learn during market school, among other things, the knowledge, skills, and values of traders are able to make sales using applications.

Based on the final report of the People's Market School in Colombo, among others, a) strengthening of market institutions, b) making online shopping facilities, c) application products for [Pasarkolombo.id](https://pasarkolombo.id), and the establishment of a market clinic. Seup to 18 Colombo market traders and market managers are all able to operate the pasarkolombo.id application (Mubyarto, 2021). The impact of implementing the application of [Pasarkolombo.id](https://pasarkolombo.id) within one month obtained a transaction value of Rp. 6,549,900 from 61 online customers.

The advancement of information technology affects various sectors, one of which is the trade sector. The traditional market as one of the trading places is not spared from the impact of information technology advances.

Conventional transaction systems in many places have been widely turned into the form of online transactions. In the final report of research submitted by the Mubyarto Institute on the Colombo Market to the Government of Condongcatur, data obtained shows that the turnover of traders in the Colombo market over the past 6 months has decreased significantly. This situation prompted the Condongcatur government to find a solution.

The government of Condongcatur's collaboration with Mubyarto Institute was marked by the signing of a joint agreement on July 17, 2020, on the People's Market School in Colombo Market, Condongcatur village, for the institutional strengthening of markets and the creation of online shopping facilities. After the signing of the joint agreement, the Mubyarto Institute carried out further data collection and observation in the Colombo market environment. It is useful to see the full picture of the state of the market and the relationship between the parties in it. In a meeting, the Murbianto Institute established communication with traders through the Colombo Market Association, market managers, and the village government. The meeting resulted in several things being followed up, including:

- a. Selection of the team that takes care of online technical and operator support.
- b. Minimumspending provisions
- c. Shippingarea restrictions
- d. In Colombo, the website based on goods and operators ensured there would be flat orders of each commodity so that almost all traders felt benefited and rations turned.

The above conditions do not cause jealousy between traders because the management of goods messages is taken from other traders. On the other hand, the 18 traders who follow the market school are able to transfer knowledge and skills to other traders. What is the relationship between traders? If there is a problem related to the correcting of the web, then they can solve it in the market clinic.

The market clinic is a mentoring activity in each trader's stall that is tailored to the individual needs of traders. Especially in the theme of the People's Market School in Colombo Market, namely online shopping management, clinic activities are aimed at teaching traders to operate website admin pages such as changing prices, entering photos and

details of merchandise, seeing lists of buyers on the same day, and so on. This clinic activity also coincides with taking photos of traders' products by the team while teaching traders how to get more interesting photos and upload photos to the website.

A market class is held with market manager participants and merchants to show the completed website and stay filled with various kinds of merchandise. At this meeting, several things were agreed upon: a) Colombo Market is an online shopping mall accessible via the Zone system. b) Postage per zone. c) schedule of merchandise input along with the description.

In addition to agreeing on these things, this activity is also used to practice managing website pages and online orders because the pages and website systems have been refined. Many merchants have not been able to access the admin page and have not been able to distinguish between the admin page and the visitor page.

Pasarkolombo.id is a website-based online shopping facility accessed through a browser. The platform is designed with a simple interface to make it easier for buyers and admins. The alignment of the interface still does not leave an aesthetic element so that the platform can look elegant. How to shop for consumers is designed with a simple method so that consumers feel the ease of utilizing the platform.

The use of the platform by the public until this report was written showed good development. The number of sales amounted to Rp 6,549,900.00 with the amount of postage of Rp 421,000.00. The table below shows that the largest consumers are Condongcatur, Sinduharjo, and Caturtunggal.

Table 1. Consumer origin data based on the origin of *online* shopping villages

No	Villages	Frequency of Sales	Number of Sales	Send Cost
1	Caturtunggal	11	1.421.400	105.500
2	Condongcatur	27	3.023.450	154.000
3	Minomartani	1	48.000	7.000
4	Sardonoharjo	3	258.000	32.000
5	Sariharjo	2	60.400	14.000
6	Sendangadi	1	69.000	8.000
7	Sinduadi	2	159.000	14.500
8	Sinduharjo	14	1.510.650	86.000
Jumlah		61	6.549.900	421.000

Source: secondary data 2021

To support the promotion of the use of pasarkolombo.id, market promotions are conducted *online* and *offline*. Offline market promotion is done by installing billboards at "Bunderan UGM". This installation was carried out in collaboration with the Center for Popular Economic Studies of Universitas Gadjah Mada, which is also a strategic partner in the implementation of the program.

Online market promotion is carried out through

- The creation of social media Colombo Market. social media Colombo Market is currently:

Table 2. *On-line facility data*

No	Types of Facilities	Address
1	Facebook Page	Colombo Market
2	Instagram	@PasarKolombo
3	Twitter	@PasarKolombo
4	Email	pasardesakolombo@gmail.com

Source: secondary data 2021

- b. Paid social media advertising on Facebook and Instagram, targeting Facebook and Instagram users within a 5-kilometer radius of Colombo Market;
- c. Collaborate with the mediaPasarkolombo.id has been included in media coverage including: Tribun Jogja, Radar Jogja, People's Sovereignty: print and radio, Kagama.id, and Mimbar.co.i

Digitalization models to encourage the transformation of market traders in the digital era include increasing the digital literacy of merchants' human resources, strengthening the institutional association/market cooperatives, procurement of infrastructure and digital technology in the market, and carrying out interventions in the creation of applications and the implementation of *online* market schools. Applications can be businesses or social enterprises that will be the drivers of digital transformation in the market. The market school's success demonstrates the successful development of market traders' creativity in the micro, small, and medium-scale Colombo markets, which supports the findings of the Sugiyanto and Musoli (2017) study that this effort actually healthys and develops market traders. On that basis, the Condongcatur government's efforts to ensure the survival of traders with a technology-friendly model capable of producing products continuously and providing opportunities and space for traders to develop together in a sustainable manner both in the same period and over time.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Through digitization, the revitalization phenomenon, or pasar Colombo, develops products in the form of websites, pasarkolombo.id applications, and market clinics, which have shown to be an alternative response to the influence of developments in information technology on the Colombo market. The findings of this study aid the government in regaining control of the national economy following the COVID-19 pandemic. Traditional market vendors, including those in the village market, are largely micro-scale entrepreneurs. Market traders must use their heads to dig up income due to the tendency of micro-scale firms to be mobile, which impedes the supply chain's flow, and diminishing buyer demand. A market school program based on information technology is one of the traders' brain-turning policies in the Colombo market.

The revitalization of the Colombo Market through digitization is significant in terms of: a) a payment system capable of protecting the interests of traders and buyers through digital transformation, b) strengthening market institutions and improving merchant ceiling quality, and c) contributing to government policies.

Advice

Some recommendations for ensuring the long-term viability of market school results include:
a) The website pasarkolombo.id must be managed and developed; b) traditional marketing and social media promotion are still required to increase consumer reach; b) using online shopping platforms It is expected to be able to offer a unique and memorable selling and shopping experience, allowing customers to act as marketeers for the Colombo market.

To support Yogyakarta as an education city, Application Si pasar needs to be socialized to key government institutions, traditional markets, and universities in DIY. Such circumstances support the findings of the Sugiyanto study (2004), which considers the social changes that occurred in Yogyakarta, one of the actors being students and students, the impact of market digitization socialization to campuses, so that students and students participate in becoming traditional market consumers, brushes in the Colombo market.

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