

## **THE ROLE OF SOLAR MARKET REGIONAL COMPANY SERVICES IN INCREASING THE INCOME OF NORTH KEPURAN MARKET TRADERS IN SURABAYA**

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### **ABSTRACT**

*This research aims to analyze the role of the Surya Market Regional Company's services in increasing traders' income at Keputran Utara Market, Surabaya. The research focus includes implementing programs to increase traders' income through cleanliness, facilities, and market facilities and infrastructure. Factors such as capital, working hours, length of business, and number of traders were also taken into consideration in this research. The obstacles found included managing cleanliness, order and market infrastructure, which had an impact on the comfort of traders and visitors. This research uses a qualitative approach with interview methods, observation and document analysis related to the development of traditional markets in Surabaya. The research results show that although services such as security, parking facilities, prayer rooms and toilets are available, the Surya Market Regional Company has not been fully successful in managing the market to increase traders' income. These findings have implications for the management of traditional markets so they can compete with modern markets.*

**Keywords:** Traders' income, Keputran Market, Traditional Market Manager

### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis peran layanan Perusahaan Daerah Pasar Surya dalam meningkatkan pendapatan pedagang di Pasar Keputran Utara, Surabaya. Fokus penelitian mencakup pelaksanaan program peningkatan pendapatan pedagang melalui kebersihan, fasilitas, serta sarana dan prasarana pasar. Faktor-faktor seperti modal, jam kerja, lama usaha, dan jumlah pedagang turut menjadi pertimbangan dalam penelitian ini. Kendala yang ditemukan meliputi pengelolaan kebersihan, penertiban, dan infrastruktur pasar, yang berdampak pada kenyamanan pedagang dan pengunjung. Penelitian ini menggunakan pendekatan kualitatif dengan metode wawancara, observasi, serta analisis dokumen terkait perkembangan pasar tradisional di Surabaya. Hasil penelitian menunjukkan bahwa meskipun layanan seperti keamanan, fasilitas parkir, mushola, dan toilet telah tersedia, Perusahaan Daerah Pasar Surya belum sepenuhnya berhasil mengelola pasar untuk meningkatkan pendapatan pedagang. Temuan ini memberikan implikasi terhadap pengelolaan pasar tradisional agar dapat bersaing dengan pasar modern.

**Kata Kunci:** Pendapatan Pedagang, Pasar Keputran, Pengelola Pasar Tradisional

## A. INTRODUCTION

The economy is a fundamental aspect that supports the progress of a country, where economic stability and social welfare are important indicators. To achieve a strong economy, various economic activities are needed which include human activities in meeting the need for goods and services. In this context, the small business sector and the informal sector have a strategic role in national development, especially in increasing income, creating jobs, and encouraging equal distribution of development results in order to reduce poverty levels.<sup>1</sup>

The market, as an economic institution, is a forum for interaction between demand and supply which forms the price mechanism for goods and services. Based on classification, markets are divided into traditional markets and modern markets. Traditional markets, which are generally managed by local governments through Regional Owned Enterprises (BUMD) or in collaboration with the private sector, are the main place for lower and middle class communities to meet their daily needs. However, traditional markets are now facing challenges from the ever-increasing development of modern markets, thus putting pressure on the sustainability of traditional markets which have had a long history of tens to hundreds of years as an integral part of meeting people's needs.

Traditional markets have a significant role in the lives of Indonesian people because of their unique characteristics, such as the bargaining process between sellers and buyers which creates good interpersonal communication. Apart from that, traditional markets are the main means for farmers and fishermen to distribute agricultural products to the community, as well as being a concrete manifestation of the implementation of the community economy. People's economy is an economic system that focuses on implementing, monitoring and distributing the results of economic activities evenly so that the benefits can be felt by the entire community.<sup>2</sup>

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<sup>1</sup> Silvi Ranggayoni, "The Role of Traditional Markets in Improving the Welfare of Traders According to an Islamic Economic Perspective (Study of the Ulee Kareng Market in Banda Aceh City)" (PhD Thesis, UIN Ar-Raniry, 2023), <https://repository.ar-raniry.ac.id/id/eprint/28947/>.

<sup>2</sup> Anung Pramudyo, "Maintaining the Existence of Traditional Markets in Yogyakarta," *Journal of Business, Management and Accounting* 2, no. 1 (2014), <https://jurnal.amaypk.ac.id/index.php/jbma/article/view/32>.

As a province with great economic potential, East Java, especially the city of Surabaya as the capital, has an important role in economic movement through the contribution of traders. However, data shows that the number of traders in the city of Surabaya from 2011 to 2014 was stagnant, and in 2015 it actually decreased. If this trend continues, the number of local traders may decrease, thereby increasing the risk of domination of imported goods, increasing unemployment rates, and decreasing Indonesia's competitiveness in international trade, especially in the country's commodity export-import sector.<sup>3</sup>

Surabaya is known to have 67 traditional markets managed by the Regional Government through PD Pasar Surya, divided into three main branches. The East Surabaya Branch includes 22 markets with 11,166 booths and 7,486 traders, the North Surabaya Branch includes 28 markets with 10,334 booths and 7,529 traders, and the South Surabaya Branch includes 17 markets with 8,399 booths and 5,339 traders. These markets provide a variety of basic necessities, including clothing, which are easily accessible to people in various areas of the city.

Regional Companies are organizations established by Regional Governments to manage regional assets, improve the quality of public services, and support economic progress and regional income. In the economic sector, the Regional Market Company is responsible for managing traditional markets, providing services to traders and visitors, and ensuring market operations run effectively to support local trading activities.<sup>4</sup>

The Surya Market Regional Company (PD Pasar Surya) is a business entity owned by the Surabaya City Government which focuses on community services, especially traditional market traders. The main functions of PD Pasar Surya include providing market locations, facilities and infrastructure, developing traders, and managing market prices in the city of Surabaya. Currently, PD Pasar Surya manages 67

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<sup>3</sup> Rahmat Agus Triharto Mokodompit, Marten Nusi, and Swastiani Dunggio, "The Role of Government in Protecting and Empowering Traditional Markets in Kotamobagu City," *PROVIDER OF GOVERNMENT SCIENCE JOURNAL* 1, no. 1 (September 28, 2021): 18–29, <https://doi.org/10.59713/projip.v1i1.37>.

<sup>4</sup> Wildiah Mufidah, "THE ROLE OF SOLAR MARKET REGIONAL COMPANIES IN DEVELOPING TRADITIONAL MARKETS IN SURABAYA THROUGH SERVICE OPTIMIZATION (STUDY ON PUCANG ANOM MARKET SURABAYA)," *Audience* 4, no. 8 (2016), <https://ejournal.unesa.ac.id/index.php/publika/article/view/16196>.

market units spread across three branches, namely the east, north and south branches, to support local trading activities.

North Keputran Market, which is in the eastern branch area, is one of the main traditional markets in Surabaya. This market is known as the largest vegetable market in the city, which operates optimally from 14.00 to 06.00 WIB. Located on Jalan Keputran, central Surabaya area, this market is a distribution center for vegetables for traders from other traditional markets. Its strategic location, opposite the Kalimas river, makes it important in supporting the food needs of the people of Surabaya.

North Keputran Market faces various problems related to cleanliness and land use that is not in accordance with its function. The lack of rubbish bin facilities causes the accumulation of rubbish around the kiosks, which creates unpleasant odors and aesthetic disturbances. Apart from that, only 70% of traders have good behavior in managing waste, while the other 30% pay less attention to cleanliness. Apart from that, some of the market land is used for housing, which changes the function of the market from just fulfilling economic needs to becoming a social place, which can have an impact on the existence of the traditional market itself.<sup>5</sup>

The presence of street vendors (PKL) who do not have permits to sell on the side of the road is also a big problem, resulting in the market environment becoming dirty and chaotic. This has an impact on reducing the income of official traders, because visitors prefer to shop at street vendors' stalls. The decline encouraged authorized traders to sell outside the market, which worsened the overall situation. Therefore, PD Pasar Surya has an important role in optimizing traditional market services, including North Keputran Market, to create a better environment, support the welfare of traders, and increase the attractiveness of traditional markets for visitors.

Therefore, with the review above, researchers are interested in conducting research entitled "The Role of Solar Market Regional Company Services in Increasing the Income of Market Traders at the Traditional Market of Kepuran Utara Surabaya Perspective of Masalah Mursalah".

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<sup>5</sup> Administrator, "To become a Perseroda, PD Pasar Surya is expected to be more innovative - Radar Surabaya," To become a Perseroda, PD Pasar Surya is expected to be more innovative - Radar Surabaya, 2023, <https://radarsurabaya.jawapos.com/surabaya/77985630/bakal-so-perseroda-on-the-solar-market-is-hoped-to-be-more-innovative>.

## B. RESEARCH METHOD

In collecting data in this qualitative research, researchers used three main methods, namely in-depth interviews, observation, and documentation. In-depth interviews were conducted using a semi-structured approach, where the researcher prepared several initial questions to explore information in accordance with the research objectives, but still opened up opportunities for informants to express views and ideas freely. This technique allows the development of questions according to the situation during the interview. Researchers carefully recorded all the information provided by respondents to obtain more in-depth and accurate data.<sup>6</sup>

In addition, observations are carried out to systematically observe and record various phenomena that occur directly at the research location, thereby providing a real picture of the object being studied. Documentation techniques are used as a complement to obtain relevant secondary data, whether in the form of written notes, archives, news, or other sources of information such as journals and internet data. This documentation plays a role in strengthening research results obtained from interviews and observations, thereby providing a more comprehensive understanding of the problems studied.<sup>7</sup>

## C. DISCUSSION

### 1. The Role of Regional Companies

A Regional Market Company or regionally owned business entity is an organization established by the regional government to manage regionally owned assets to improve quality, provide services, provide community benefits and increase regional income. According to Moekiyat in his book "Government Dictionary" provides a definition of Regional Companies as regional business entities formed by regions to increase regional income. Meanwhile Law no. 5 of 1962 defines a regional company as

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<sup>6</sup> Nikmatul Maskuroh, "The Role of Traditional Markets in Improving the Community's Economy According to an Islamic Economic Perspective (Case Study of Yosomulyo Pelangi Market, Metro Center District, Metro City)" (PhD Thesis, IAIN Metro, 2019), <https://repository.metrouniv.ac.id/id/eprint/128/>.

<sup>7</sup> Hera Wahdania and Agus Salim Hr, "The Potential of Traditional Markets in Improving the Community's Economy from an Islamic Economic Perspective (Case Study of Cekkeng Market in Bulukumba Regency)," *Jurnal Ar-Ribh* 3, no. 1 (2020), <https://journal.unismuh.ac.id/index.php/ar-ribh/article/view/3298>.

any company established where the capital required for all or part of it is the property of 22 separate regions, unless otherwise determined by or based on law.

The existence of regional companies or BUMDs is expected to be able to seek profits in their business fields in order to increase original regional income from dividends paid to regional treasuries. The dividends obtained from the BUMD will then become regional government income which will increase the APBD's ability to finance regional development. The division of the BUMD concept which is oriented towards business and service to the community actually has several consequences. BUMDs that are oriented towards business aspects are expected to provide financial benefits. Meanwhile, BUMDs that are oriented towards community services are expected to be able to meet the needs and interests of the general public. Regional Companies can be created and operate in various fields. One of them is a Regional Company which operates in the economic sector.<sup>8</sup>

This regional company manages matters related to sales, purchases and trade as an example of a regional market company. The Regional Market Company handles matters in managing traditional markets and also provides services to traders or visitors at traditional markets. The solar market regional company is a regional market company owned by the regional government which was established based on the Surabaya Level II Regional Municipality Regional Regulations. It has been stated in the Surabaya City Regional Regulation No. 6 23 of 2008 concerning the Surya Market Regional Company that there is a PDPS or Surya Market Regional Company whose aim is to provide services to the community in accordance with its scope, namely establishing, building and/or managing markets. The existence of the Solar Market Regional Company. The Surabaya City Government is developing a traditional market management mechanism with the aim of supporting regional development and improving the quality of services to the community by providing market facilities and infrastructure, especially in traditional markets. To achieve its vision and mission, it can be done through the implementation of traditional market development. Apart from developing market players, the Surya Market Regional Company also has main duties

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<sup>8</sup> 071211133045 Sifaul Qolbia, "APPLICATION OF GOOD CORPORATE GOVERNANCE PRINCIPLES IN COMPANIES IN THE SURABAYA SOLAR MARKET REGION," *Public Policy and Management* 5, no. 2 (February 2017): 86–95.

and functions in accordance with Surabaya City Regional Regulation No. 6 of 2008, namely providing services to the community in accordance with its scope. The targets of the services provided are traders and visitors to traditional markets.<sup>9</sup>

## 2. Merchant Income

Income is a fundamental element in economic life, because almost all economic activities depend on the income of individuals or entities. In general, income can be defined as remuneration for the use of production factors, which can be in the form of salaries, wages, rent, interest, business profits, or other forms of compensation. According to Antonio, income is an increase in assets or a decrease in liabilities that occurs during a certain period through halal activities such as investment, trading, providing services, or other activities aimed at making a profit. Sadono added that income includes income from a profession, individual business, or wealth.<sup>10</sup> Meanwhile, Mardiasmo explained that income includes compensation for work or services such as salaries, wages, bonuses, business profits, as well as other income from the difference between sales of goods and production costs.<sup>11</sup>

In an economic context, income (*income*) is also defined as money received by a person or company through certain economic activities, including from the sale of production factors they own. Based on the Indonesian Socioeconomic Balance System (SNSE), household income consists of wages or salaries, non-corporate household business profits, and transfer receipts. Increasing income can be understood as a process or effort made to increase the amount of income in a certain period, which reflects an increase in income compared to the previous period.<sup>12</sup>

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<sup>9</sup> Mufidah, "THE ROLE OF REGIONAL SOLAR MARKET COMPANIES IN DEVELOPING TRADITIONAL MARKETS IN SURABAYA THROUGH SERVICE OPTIMIZATION (STUDY ON PUCANG ANOM MARKET SURABAYA)."

<sup>10</sup> 160604036 Fera Agustina, "Analysis of Income Levels of Street Vendors in Ketapang Market, Aceh Besar Regency" (masters, UIN Ar-Raniry, 2021), <http://repository.ar-raniry.ac.id>.

<sup>11</sup> M. Alvyann Chandra, "ANALYSIS OF TRADITIONAL MARKET TRADERS INCOME BEFORE AND DURING THE COVID-19 PANDEMIC IN MAKASSAR CITY= ANALYSIS OF TRADITIONAL MARKET TRADERS INCOME BEFORE AND DURING THE COVID-19 PANDEMIC IN MAKASSAR CITY" (PhD Thesis, Hasanuddin University, 2021).

<sup>12</sup> Andre Febriantoni, "THE INFLUENCE OF PRICES OF GOODS AND CAPITAL ON TRADERS' INCOME FROM AN ISLAMIC ECONOMIC PERSPECTIVE (Study at the Bambu Kuning Trade Center Market



The factors that influence the increase in traders' income include:

a. Merchant Abilities

The characteristics and abilities that a trader must have to get lots of customers and make a profit can be in the form of trading strategies and market location which are benchmarks for market sustainability. Skills in financial management, human resource management (employees), product management are factors that will influence trader income.

b. Market Conditions

Each region has different conditions and potential. Empirically, it can be observed that the centers for the procurement and service of goods and services, which are generally urban (central places), have different levels of service provision. In the real world, the conditions and potential of a region vary. The impact becomes easier to analyze because it is known that human behavior in potential spatial conditions is the same. One element of space is distance.

c. Capital

In line with technological developments and further specialization in companies and more and more companies becoming large, capital has an even more prominent meaning. Capital is a collection of money or goods that is used as a basis for carrying out a job or business. Based on the source, capital can be divided into own capital and foreign capital. Own capital is capital that comes from the company owner (entrepreneur). Meanwhile, foreign capital is capital obtained from loans or credit from existing financial institutions. The strength of capital that is based on its own strength will be better than capital originating from outside because capital from outside certainly has the consequence of interest costs and dependence on outside parties.

d. Trading hours/working hours

Trading hours/working hours are the time someone uses to sell certain goods or services. The time referred to here is the number of hours that someone actually uses for trading activities to sell the goods they have, so the more goods they sell, the more their income will increase. Automatically the profits they get will also increase.

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in Bandar Lampung)" (Undergraduate, UIN Raden Intan Lampung, 2019), <http://repository.radenintan.ac.id/8433/>.



e. Length of business

In running a business, the length of business plays an important role in the process of conducting a trading business. The length of a business can give rise to a business experience, where experience can influence a person's observation of behavior. The length of time a business is opened can affect the level of income, the length of time a business person pursues his business field will affect his productivity so that he can increase efficiency and reduce production costs to less than sales.

f. Total power

The number of workers is one of the variables that has quite an influence on the size of traders' profits. The more workers or employees you have, the better the customers will be served, because of time efficiency so that the quality of the service will appear good.

Based on the definitions above, it can be concluded that income is the result received by an individual or company in return for the use of its production factors, which can be in the form of salary, wages, rent, interest, profit or profit. Income can increase through various factors, such as the trader's ability to attract customers, conducive market conditions, the strength of the capital used, the duration of working hours, the length of time the business has been running, and the number of workers involved. These factors, either directly or indirectly, influence the amount of income received in a certain period.

### **3. Analysis of the Role of Regional Solar Market Companies in the North Keputran Market**

a. Surya Market Regional Company Profile

The Surya Market Regional Company is a regional market company owned by the regional government which was established through the Surabaya Regional Municipality Level II Regional Regulations. Surabaya City Regional Regulation No. 6 of 2008 concerning the Surya Market Regional Company states that the existence of PDPS or Surya Market Regional Company has the aim of providing services to the general public within its scope, namely establishing, building and/or managing the market.

The Surya Market Regional Company (PD Pasar Surya) is a business entity owned by the Surabaya regional government which functions to provide public services

in terms of markets, develop market traders, and help determine locations, prices, facilities and infrastructure available in Surabaya City traditional markets. Currently the traditional markets in Surabaya through PD Pasar Surya are developing and are divided into 3 branches. Namely the east branch, north branch and south branch. The total number of markets managed by PD Pasar Surya is around 67 market units.

The existence of the Surya Market Regional Company. The Surabaya City Government is developing traditional market management mechanisms with the aim of supporting regional development and improving the quality of services to the community by providing market facilities and infrastructure, especially in traditional markets. The vision of PD Pasar Surya is to become the best market management company in Indonesia, while the mission of PD Pasar Surya is to be a healthy, trusted, competitive company to provide optimal contributions to society, shareholders, employees and other stakeholders.

To achieve its vision and mission, it can be done through the implementation of traditional market development. Apart from developing market players, the Surya Market Regional Company also has main duties and functions in accordance with Surabaya City Regional Regulation No. 6 of 2008, namely providing services to the general public according to its scope. The services provided are traditional market traders and potential buyers. Guidance for market players is carried out in the form of providing knowledge to traders about the retribution process, market layout, good trading procedures, placement of goods and the importance of maintaining the cleanliness of stalls/lots.<sup>13</sup>

#### 1) Types of products and services

##### a) Provision and Arrangement of Kiosks and Losses:

- i. Kiosk: A kiosk is a generally more permanent unit of business space, often a small building or enclosed space that can be locked. Kiosks are used by traders to sell a variety of goods, from daily necessities to specific products such as clothing, electronics and food.

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<sup>13</sup> Bambang Pramana and Saqofa Nabilah Aini, "ANALYSIS OF SEGMENTING, TARGETING, POSITIONING OF SOLAR MARKET REGIONAL COMPANIES TO INCREASE THE EXISTENCE OF THE SURABAYA TRADITIONAL MARKET," *Investama: Journal of Economics and Business* 10, no. 2 (2024): 161–82.

- ii. Los: A stall is usually an open or semi-open area in a market, which does not have a fixed building structure such as a stall. Los are used for selling products that require more open space, such as vegetables, fruit, fish and meat.

b) Stand Allocation and Arrangement:

- i. PDPS is responsible for allocating these business premises to traders who need them. Allocations are made by considering several factors such as type of merchandise, space requirements, and potential for managing market visitor traffic.
- ii. Stand arrangements are carried out to create an orderly and efficient market environment. This includes an arrangement that makes it easier for visitors to find the items they are looking for, as well as maximizing the use of available space.

c) Care and Cleaning:

- i. PDPS ensures that kiosks and stalls are in good condition and suitable for use. This includes physical maintenance of the business premises, such as repairs to the roof, floor and walls of the kiosk, as well as cleanliness of the stall area.
- ii. Maintained cleanliness not only covers the stand itself, but also the surrounding area, in order to create a comfortable environment for traders and visitors.

d) Rule Setting and Enforcement:

- i. PDPS sets rules regarding the use and operation of kiosks and stalls. These rules include operational hours, rules for using the place, as well as regulations related to cleanliness and security.
- ii. Enforcement of the rules is carried out to ensure that all traders comply with existing regulations, in order to maintain order and mutual comfort in the market.

e) Supporting Services and Facilities:

- i. PDPS also provides supporting services and facilities that help smooth kiosk and stall operations. This could be in the form of market security services, parking facilities, public toilets (MCK), and waste management.
- ii. These supporting facilities are important for maintaining a clean and safe market environment, as well as increasing comfort for traders and visitors.

f) Organize Activities and Cooperation

- i. Senja Surya was held by PD Pasar Surya in 2 market units, namely Kembang Market and Wonokromo Market. This event presents a variety of interesting culinary delights to taste and live music to entertain visitors. Apart from that, Senja Surya also holds competitions to make it more interesting so that people are interested in visiting. By holding this event, PD Pasar Surya provides a platform for MSMEs to introduce their culinary products so that they can improve the economy in the MSME sector and also the existence of traditional markets.
- ii. The Cheap Market is a strategy implemented by the Surabaya City Government through collaboration between BUMDs including PD Pasar Surya, with the aim of reducing inflation, stabilizing prices of basic necessities and maintaining stocks of basic necessities such as rice, oil and sugar. PD Pasar Surya, which functions as a public service provider in terms of markets, develops market traders, and helps determine prices in traditional markets, also participates in this strategy through TPID (Regional Inflation Control Team) kiosks built in traditional markets.<sup>14</sup>

b. Analysis of North Keputran Market Traders' Income

North Keputran Market, which is in the eastern branch area, is one of the main traditional markets in Surabaya. This market is known as the largest vegetable market in the city, which operates optimally from 14.00 to 06.00 WIB. Located on Jalan Keputran, central Surabaya area, this market is a distribution center for vegetables for traders from other traditional markets. Its strategic location, opposite the Kalimas river, makes it important in supporting the food needs of the people of Surabaya. In the implementation provided by regional companies, the solar market has various factors that can influence traders' income, including:

1) Market Size

Outside the market has been fulfilled in the implementation of buying and selling, but trading order is one of the obstacles, as stated by the head of the North

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<sup>14</sup> Mufidah, "THE ROLE OF REGIONAL SOLAR MARKET COMPANIES IN DEVELOPING TRADITIONAL MARKETS IN SURABAYA THROUGH SERVICE OPTIMIZATION (STUDY ON PUCANG ANOM MARKET SURABAYA)."

Keputran market himself, namely Mr. Rokib as head of the Keputran market: "In the past, traders' management arrangements had been implemented according to the type of sales such as vegetables, basic necessities and so on. "However, Keputran market sellers prefer to sell vegetables on the 1st floor because they are more productive, so traders are less interested in selling on the 2nd floor."<sup>15</sup>

As for the obstacles, the traders themselves feel uncomfortable with the presence of street vendors who sell as they please in the front area of the market, parking areas and streets, these street vendors do not have business permits, as per the interview conducted with Mr. Saiful: "When street vendors start selling, the traders inside become quiet, sometimes they use motorbikes and sell directly in front. In my opinion, this is very detrimental for traders who have official permits and have been enforced but still come back again."<sup>16</sup>

From this explanation, it can be concluded that the North Keputran Market in Surabaya can be emphasized regarding security and order from both official traders and street vendors who sell without permits.

## 2) Merchant Abilities

Businesses run by traders are carried out from generation to generation from parents to continue the knowledge gained, while merchandise obtained through cooperation that exists from time to time makes prices cheaper as expressed by Mr. Arif, one of the vegetable traders in Keputran. north :

"I have been trading in my parents' business since I graduated from high school. When I first started trading, I saw my parents' performance. From there I tried to spread my wings to find suppliers directly from farmers. "Usually I take merchandise from Kediri, Blitar, rocks and I even take carrots from Medan." <sup>17</sup>

As expressed and reinforced by the merchant's sister, who was still young, around 20 years old:

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<sup>15</sup> Mr. Rokib, Interview with Head of North Keputran Market, Surabaya, December 2024.

<sup>16</sup> Mr Saipul, Interview with Keputran market traders, December 2024.

<sup>17</sup> Mr. Arifin, Interview with Keputran market traders, n.d.

"Yes, usually when I sell, I already have regular customers based on the trust of the trader. Apart from that, appearance, friendliness and neatness need to be paid attention to in order to provide good service to consumers."<sup>18</sup>

### 3) Merchant Hours

Sales of goods and services of course have time in accordance with regulations and greatly influence traders' income. The longer the hours provided, the more effective and efficient they can be used for trading, which means the more goods sold, the higher the profits you will have.

As stated by Sister Putri, a trader at the Keputran market, she said, "I usually sell at the market at 13.00 and the latest is 06.00 WIB. Not only that, as Mr. Arif said, "Usually I sell from 15.00 until the merchandise runs out, but for operational trading I have handed over to my employees here, my job is only to monitor their performance."<sup>19</sup>

From this explanation it can be concluded that the working hours of one trader and another at the Keputran market in Surabaya are different. This depends on the policies of each trader who has their own wishes.

### 4) Total Workforce

The more workers or employees, the better customers can be served because time efficiency increases. This also has an impact on more optimal service quality. As said by Sister Putri: "Yes sir, here I am not alone, assisted by 2 employees and my husband, having the employees makes it quite easy and helpful for me to sell, the payment for them is approximately IDR. 125,000 per day". Meanwhile, Mr. Arif also feels helped because he cannot work alone, he has 3 drivers and 2 employees. "In my opinion, the workers are very helpful, the large number of consumer requests makes buyers increasingly busy and in more or less a day the turnover can reach Rp. 3,000,000 – Rp. 4,000,000 million per day while the employee's salary is also per day with a nominal value of Rp. 150,000 does not include cigarettes and food."<sup>20</sup>

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<sup>18</sup> putri's sister, Interview with North Keputran market traders, Surabaya, n.d.

<sup>19</sup> daughter's sister.

<sup>20</sup> Mr Arifin, Interview with Keputran market traders.

However, it is different from Mr. Imam, a green onion trader, who stated that "I don't have workers, bro, here I only have the help of my wife because there is a lack of consumer demand for my merchandise, right, because the green onions only make a mixture of food ingredients, it's different from me. This tomato seller definitely has a lot of fans."<sup>21</sup>

From the results of these interviews it can be concluded that the workforce has an influence in helping to make the work of traders easier. On the other hand, the 3 interviewees also have different numbers of workers and some even do not have workers, which influences the ups and downs of traders' income.

### 5) Market Conditions

The market is a place used for transactions between sellers and buyers to offer goods and services. This is in line with the opinion of Mr. Saiful, a trader at the North Keputra market. He said, "As for the cleanliness of the market itself, yes, it's like that, sir, it's also called a traditional market, but from PD Surya Market's side, every morning there is always a periodic cleaning of the market. If you look at it from security, it also feels safe and there has never been any theft, so on In terms of facilities, I think there are enough fans and there are also lights to illuminate each stall."<sup>22</sup>

Meanwhile, according to Putri, she also feels that the existing facilities are sufficient, such as a mosque, toilets, parking area and so on. Apart from cleaning staff, the solar market PD is always around to maintain market security so that it remains safe from theft. However, what makes traders uncomfortable is that there are street vendors who sell carelessly in front of the market without permission and the traders themselves lack awareness of maintaining cleanliness and they see the market as unclean.<sup>23</sup>

It can be concluded from the results of the interview that the condition of the Keputran market in terms of adequate facilities such as the availability of toilets, prayer rooms and cleanliness is good because the officers clean it regularly every day but there is a lack of awareness of maintaining cleanliness for both traders and buyers.

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<sup>21</sup> Mr Imam, Interview with Keputran market traders north of Surabaya, n.d.

<sup>22</sup> Mr Saipul, Interview with Keputran market traders.

<sup>23</sup> Putri's sister, Interview with North Keputran market traders, Surabaya.



#### D. CONCLUSION

Based on research conducted by the author regarding the role of regional company services at Surya Market in increasing the income of North Keputran market traders, it can be concluded The results of the research show that the Service Role of the Surya Market Regional Company is not appropriate to the role of the market for traders who should enforce order for street vendors who do not have permits to sell haphazardly, resulting in a decrease in income for official traders. Apart from that, in the Keputran Market, the market arrangement does not comply with the predetermined rules, traders choose to sell on the first floor, which they feel is busier with buyers. Merchandise segmentation is also evenly distributed, choosing to sell all vegetables.

Factors that influence traders' income include collaboration between sellers and merchandise suppliers which have been passed down from generation to generation, so that sales have started to stabilize compared to previous years which were faced with the Covid-19 pandemic. Facilities such as parking lots, prayer rooms, toilets, cleaning staff are always provided for market visitors and North Keputran Market traders. There is little attention to order and responsibility of traders because many traders do not have an awareness of the cleanliness of their kiosks or stalls.

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