

IMPLEMENTATION OF THE ANGSO DUO MARKET RELOCATION POLICY IN JAMBI CITY IN THE PERSPECTIVE OF TRADERS

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ABSTRACT

This study aims to describe the implementation of the Jambi city government's policy regarding the relocation of Angso Duo Market in the perspective of Angso Duo market traders in Jambi City. This study uses a descriptive method with a qualitative approach, data sourced from primary data and secondary data. Data collection was carried out through observation by observing the activities of Angso Duo Market traders, interviews with Jambi city trade officials and traders, and documents in the form of government regulations, literature and other documents that support this research. Data is processed through data presentation, data reduction, drawing conclusions, and recommendations. The results showed that the implementation of the Angso Duo traditional market relocation policy from the perspective of traders, namely: additional costs incurred by traders to rent new kiosks at Angso Duo market with kiosk rental costs being more expensive than before, and costs to pay for the arid transportation costs from Pal 10 (a place for loading and unloading goods in bulk) to the new Angso Duo market location; and nd a decrease in revenue due to a decrease in the number of customers due to the emergence of a buffer market due to the location of the Angso Duo market which is far from the main road, and the difficulty of customers l finding the merchant market

KEYWORDS

Policy Implementation, Relocation, Market



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INTRODUCTION

The main purpose of governance is to produce policies for the benefit of the community. this is one of the reasons the government issued the Regional Government Law No. 23 of 2014. When compared to the previous regional government law, Law No. 23 of 2014 is considered quite in favor of the interests of the local community. One form of partiality to Law No. 23 of 2014 for the benefit of the community in the region is the continued strengthening of the authority of local governments to determine various policies in order to accelerate regional development according to regional characteristics and needs (Ali, Saffa, Besar, & Mastuki, 2018) .

Development is one of the important goals in the governance of a region. And the main goal of development is to improve the quality of human life so that to achieve this goal, development needs certain mechanisms or methods in order to improve the quality of human life and a guideline for mechanisms, methods, ways in implementing the development which is understood as a policy (Bailey Jr., McWilliam, Buysse, & Wesley, 1998) . In the policy there are various stages that will determine the direction of the policy or policy objectives so that it becomes an effective policy in development (Gjerde, Knivsflå, & Sættem, 2008) .

Traders in their activities in the market are to trade their goods to consumers. For this, consumers must have an interest in buying. One type of trader found in practice is a street vendor (Jurkowski et al., 2020) . The emergence of these street vendors is basically due to various factors, especially the trading facilities provided are not able to accommodate all traders (Kasmir, Senthilkumar, Britto, & Raj, 2011) . In an effort to increase market retribution income and also the market as a place for traders to sell their wares, and the market as a place to buy daily necessities which have enormous benefits for the community, besides that the market also accommodates non-formal workers (Watts & Zimmerman). , 1986) .

Jambi City Regional Regulation Number 15 of 2015 concerning Guidelines for Arrangement and Development of People's Markets, Shopping Centers and Figures, Considering that managing markets, including the focus on market traders, is not common, because the number of traders is very large, of course it will cause a problem for the market. the Jambi city government, both the problems of traders who are in the markets and street vendors, namely traders who sell outside the market, such as on the sides of public roads and so on and are not permanent (Kirkulak & Balsari, 2009) .

In order to optimize the function of the market, the Jambi City Government has implemented a policy of revitalization, one form of market revitalization policy is relocation, namely moving the location of the market from one place to another. Based on the Jambi City government's policy, in 2016 the location (relocation) of traders was moved from a temporary place to a new market building, namely to the new Angso Duo Market because the market location in the old place had to be vacated immediately.

The Jambi City Government cooperates with the private sector, namely PT. Era Guna Bumi Nusantara (EBN) as the sole investor carried out the

rebuilding of the Angso Dua traditional market with an investment value of +- IDR 146 billion. In 2018, the Jambi traditional market was finally completed under the name Pasar still Angso Dua so that the traders could occupy and relocated to the new Angso Dua Market with a modern permanent building that is better and more comfortable to live in.

Table I
Number of Merchants

No	Number of Merchants	Block
1	55 Merchants	Block A
2	35 Merchants	Block B
3	862 Merchant	Block C
4	1,281 Merchants	Block D
Total	2,233 Merchants	4 Blocks

Source: Angso Dua Market Office Jambi

This relocation has a goal, including from a city planning perspective, namely to make the condition of the city of Jambi more organized, beautiful and more comfortable for road users to pass, because the traders of the Angso Dua traditional market are quite disturbing to road users and reduce the beauty of the city of Jambi because of the location. while those used for trading are in public facilities. In addition, this relocation is intended so that the Angso Duo traditional market is not abandoned by consumers because of the arrangement.

Many studies regarding the implementation of local government policies regarding market relocation have been carried out with different locations and methods (Liu et al., 2022) (Netzer et al., 2011) (Neumann et al., 2019) (Oswald, 2008) . Referring to the description above, this study aims to describe the perspective of the Angso Duo Market traders regarding the implementation of local government regulations regarding the relocation of the Angso Duo market focusing on the 2016-2020 implementation year.

RESEARCH METHOD

The method used in this study is a qualitative method with a qualitative descriptive approach because this approach is in accordance with the research objective, namely to provide a description or description regarding the implementation of Jambi City Regional Regulation No. 15 of 2015 concerning the relocation of the Angso Duo market in Jambi City in the perspective of traders. The data in this study were collected by means of observation, interviews, and documentation. The observations made by the researcher were by asking traders in general regarding the relocation of the Angso Duo market and observing the activities in the Angso Duo market using an observation sheet. Interviews were conducted in the form of structured interviews with open-ended questions to the Angso Duo market traders in Jambi city . Documentation data in the form of local regulations regarding relocation, previous research, theoretical studies, and newspaper news and others. The collected data is analyzed by reducing the data, and displaying the data. While the data analysis technique used is the interactive model qualitative analysis technique as proposed by Miles and Huberman (1992).

RESULTS AND DISCUSSION

In the theory of public policy implementation, policy formulation is an initial component of implementation or implementation. In the case of the relocation of the Angso Duo Market, the process of formulating the relocation and market modernization policy has resulted in a decision that the Jambi City Government agreed to relocate the Market, to the Angso Duo Baru Market. Judging from the definition of the word relocation, namely moving places or moving places. Relocation is one of the activities in government policy which includes the field of spatial planning, improvement of social economic welfare, etc. So that the government, especially local governments, has the right to relocate in sectors controlled by local governments, including public facilities such as markets. In terms of relocating the Angso Duo Market in Jambi City, the local government relocated because according to the Jambi City Government the condition of the old Angso Duo Market no longer met market standards, even far from being feasible (Van Bergen et al., 2016) .

In implementing the market traders relocation policy, the Regional Government through the Office of Cooperatives, Small and Medium Enterprises, Trade and Industry relocated traders from the Angso duo market to a more modern-based traditional market, which had been built by the local government. In implementing the policy, the Department of Cooperatives, Small and Medium Enterprises, Trade and Industry is able to carry out a policy of relocating traders to new places and is able to carry out optimal arrangement of market traders' places. On the other hand, the Department of Cooperatives, Small and Medium Enterprises, Trade and Industry cooperates with other agencies when relocating market traders. Because in implementing this policy program, the Government does not want problems or commotions between traders and implementers when the trader relocation policy program is implemented. This relocation policy aims for the common interest, both the community and the traders who sell in traditional markets (Siagian & Utami, 2022) .

The local government's policy of moving traders to the Angso Dua Market was only carried out because the traders who were in the Angso Dua Market had not been accommodated for a long time, many traders were selling in forbidden places, this made traffic jams everywhere, traders selling on the sides of the road made traffic jams. the market looks slum, not well organized, and spoils the beauty of the city. This requires the local government (city) to relocate the Angso Duo Market.

The government relocated the market based on the Jambi City Regional Regulation, but its application was not in line with the expectations of the traders. The Government's plan is already quite good, but on the other hand, the Regional Government must pay attention to the strategic aspect of the location that will be used as a place of relocation. So that the traders do not feel disadvantaged and the traders do not experience a decrease in income, because the traders just want to make a living to fulfill their survival.

Basically relocation activities have positive and negative impacts both from a social and economic perspective on economic actors in it (Park & Gao, 2006) . The positive impacts are increasing business feasibility and convenience, increasing job opportunities, changing the status of traders to legal traders, while

the negative impacts are decreasing traders' income, increasing operational costs, weakening social networks, and decreasing opportunities for traders to participate in non-formal social groups . Sembiring, 2005) . Likewise, the Angso Duo Market will also have an impact on market entities, both in terms of economic impacts that affect the income of traders as well as social impacts, such as market comfort, market security, cleanliness of the market environment and market traffic conditions.

Angso Duo Market Traders Perspective Regarding Market Relocation Policy The Angso Duo Market Relocation Policy has positive sides in the implementation of the Policy as follows:

1. Market management is more organized which is managed by PT Eraguna Bumi Nusa, where the Province gets levies and land leases provide certainty to the Provincial PAD.
2. Facilities and infrastructure are more organized, and provide convenience to buyers and traders, the location of the stalls is neatly arranged based on merchandise clusters.
3. A large parking area and roads provide convenience for loading and unloading of goods.
4. The cleanliness of the market is maintained by being managed by a separate company, thus ensuring the cleanliness of the market, both lamps, and smooth and clean water, where water and lights and market cleanliness must be paid before the 10th of every month to the management of PT Era Guna.
5. From a location that started as a slum, it is now a clean and comfortable place.
6. Provide convenience to the Cooperative and Provincial Government in controlling the price of goods in Angso Duo.
7. Does not cause traffic jams on Jalan Protocol, the Angso Duo market.
8. Traders are more organized with the allocation of places that have been classified based on the type of merchandise such as clothing, vegetables.

While the negative side of the policy is that some traders experience a decrease in income because the configuration of the merchant kiosks is not the same as when they were in the Angso Dua Lama market so that if in the previous market some traders got a strategic kiosk location and when relocating they got a kiosk that was not strategic, it would result in decrease in the income of some traders. The positive policy implementation that occurred was the process of interaction in the Angso Dua Market became wider, while the negative side of the policy implementation that occurred was regarding market management and parking.

1. Kiosk rental is more expensive than the old Angso Dua market, due to the permanent construction of kiosk buildings, kiosks, shops and shop houses.
2. New duo angso market Far from the main road, so buyers.
3. The number of emerging markets buffer around the city of Jambi Jambi.
4. It is not allowed to unload goods in bulk, so swords require additional costs for the cost of transporting goods from pal 10 (Induk Market) this has an impact on the price of goods in the new Angso Dua market.

5. The stalls have not been fully occupied, especially Block B, which is prioritized for clothing, the reason is that people think that the Angso Duo is only intended for vegetables.

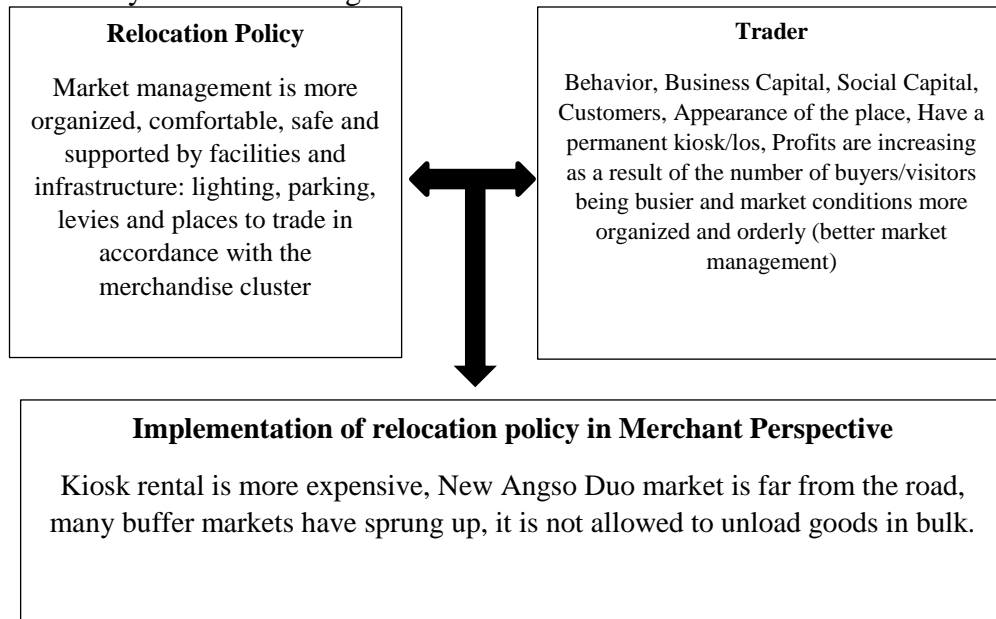


Image I
Abstract Policy Implementation as follows in the form of a diagram

CONCLUSION

Based on the results and discussion of research, this research can be concluded that; Financial statement restatement has no effect on firm value; Profitability, leverage, firm size and audit quality together can explain the possibility of a financial statement restatement. The influence of each variable is described as follows (a) There is insufficient evidence that the greater the profitability, the more likely the company to restate its financial statements. (b) There is insufficient evidence that the higher the leverage owned by the company, the more likely the company is to restate its financial statements. (c) It is proven that the larger the size of the company, the more likely it is that the company will restate its financial statements. (d) There is insufficient evidence that the poorer the audit quality, the more likely the company is to restate the financial statements.

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