



Sustainability of Traditional Markets on Face of Modern Market in Province of Bangka Belitung Islands

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Abstract

Traditional markets in the Bangka Belitung Province play a significant role in supporting the local economy, particularly for Micro, Small, and Medium Enterprises (MSMEs). However, the emergence of modern markets, which offer convenience, efficiency, and a wider variety of products, presents a major challenge to the sustainability of traditional markets. This study aims to assess the sustainability of traditional markets in Bangka Belitung in the face of competition from modern markets. The methods used include field observations, interviews with traders and market managers, and consumer surveys. The results indicate that the revitalization of traditional markets through infrastructure improvements and digitalization training has enhanced competitiveness. There has been a 15% increase in visitor numbers, and traders who participated in digital training saw an average income increase of 10%. Additionally, 65% of traders have adopted digital payment systems. However, some traders still face difficulties in adopting new technology. Consumer satisfaction has increased from 60% to 78% after revitalization efforts. Collaboration between the government, academics, and the community is a crucial factor in supporting the sustainability of traditional markets amid competition from modern markets.

Keywords: Traditional Markets, Revitalization, Digitalization, Competition, Bangka Belitung

Introduction

Traditional markets in Indonesia, including those in Bangka Belitung, play a crucial role in the local economy. As centers of economic interaction, these markets are not only places for buying and selling but also integral parts of the local culture and social life (Irbah & Khairina, 2023). However, with the rapid development of modern markets such as shopping malls and supermarkets, traditional markets face increasingly complex challenges. The presence of modern markets offers various conveniences, such as a more comfortable shopping experience, a wider range of products, and faster, more efficient service systems (Wibowo et al., 2022)

In Bangka Belitung, traditional markets often serve as a livelihood source for small and medium enterprises (SMEs). Additionally, traditional markets play an essential role in preserving local identity by supporting regional specialty products (Zulfa et al., 2022) Reniati et al., 2019). However, changing consumer behavior, increasingly leaning towards modern markets, has diminished the appeal of traditional markets, particularly among urban populations (Charis et al., 2023; Simanjuntak et al., 2022). Efforts to sustain traditional markets in Bangka Belitung have been made through various revitalization programs initiated by the government (Pribadi, 2024).

Our program focuses on revitalizing markets by improving infrastructure and management, with the hope of enhancing the competitiveness of traditional markets. Nevertheless, the greatest challenge for traditional markets is how to adapt to consumer demands for the convenience and efficiency offered by modern markets (Rohman & Larasati, 2023)

The sustainability of traditional markets depends not only on physical revitalization but also on how well these markets can adapt to rapidly evolving digital trends (Ariyani & Sugiyanto, 2020; Irbah & Khairina, 2023). Digitalization in payment systems, online promotion, and e-commerce integration can be potential solutions to keep traditional markets competitive against modern market competition (Rohimah, 2023). Therefore, this study is crucial to examine how traditional markets in Bangka Belitung can survive and thrive amid intensifying competition with modern markets and to identify effective strategies for maintaining their sustainability. The aim of this community service article is to evaluate the impact of modern markets on traditional markets, both in terms of direct competition regarding price and convenience, and indirect effects such as declining consumer interest in traditional markets.

Method

The implementation methods are designed to ensure that traditional markets in Bangka Belitung remain relevant and sustainable in the face of competition from modern markets through strengthening traders' capacities and comprehensive market revitalization. The methods of community service are as follows (Wardhani et al., 2022; Ridwan et al., 2024):

1. Field Observation

Identify the real conditions of traditional markets in Bangka Belitung. The community service team will visit several traditional markets in Bangka Belitung to observe the physical condition of the markets, the number of visitors, and the interactions between traders and buyers. Observations will also include infrastructure, cleanliness, and the strategies used by traders to compete with modern markets. Expected Outcome: Descriptive data on the condition of traditional markets, challenges faced, and the uniqueness that persists.

2. Interviews with Traders and Market Managers

Obtain direct insights from traditional market participants regarding the impact of competition with modern markets. Semi-structured interviews will be conducted with traditional market traders and market managers to understand the main challenges they face, the adaptation efforts they have undertaken, and their expectations for support from the government and community. The team will gain a comprehensive view of the issues and opportunities faced by traditional market traders in maintaining their business sustainability.

3. Consumer Surveys

Analyze consumer behavior and preferences between traditional and modern markets. Surveys will be distributed to consumers in Bangka Belitung to understand why they prefer shopping at modern or traditional markets, as well as the factors influencing their shopping decisions.

4. Training and Revitalization

Implement training programs and revitalization efforts to improve market infrastructure and management, aiming to enhance the competitiveness of traditional markets.

5. Monitoring and Evaluation

Conduct regular monitoring of the results from training and market revitalization efforts. Collect feedback from traders and consumers regarding the changes perceived after the program has been implemented.

Result and Discussion

1. Identifying traditional and modern markets

Identifying traditional and modern markets, with a total of 87 traditional markets and 102 modern markets in Bangka Belitung Province. The higher number of modern markets indicates a trend of consumer preference shifting towards shopping at places that offer greater comfort, efficiency, and a more comprehensive range of goods. Modern markets are often equipped with better facilities, such as air conditioning, digital payment systems, and organized layouts, which appeal to urban consumers with modern lifestyles.



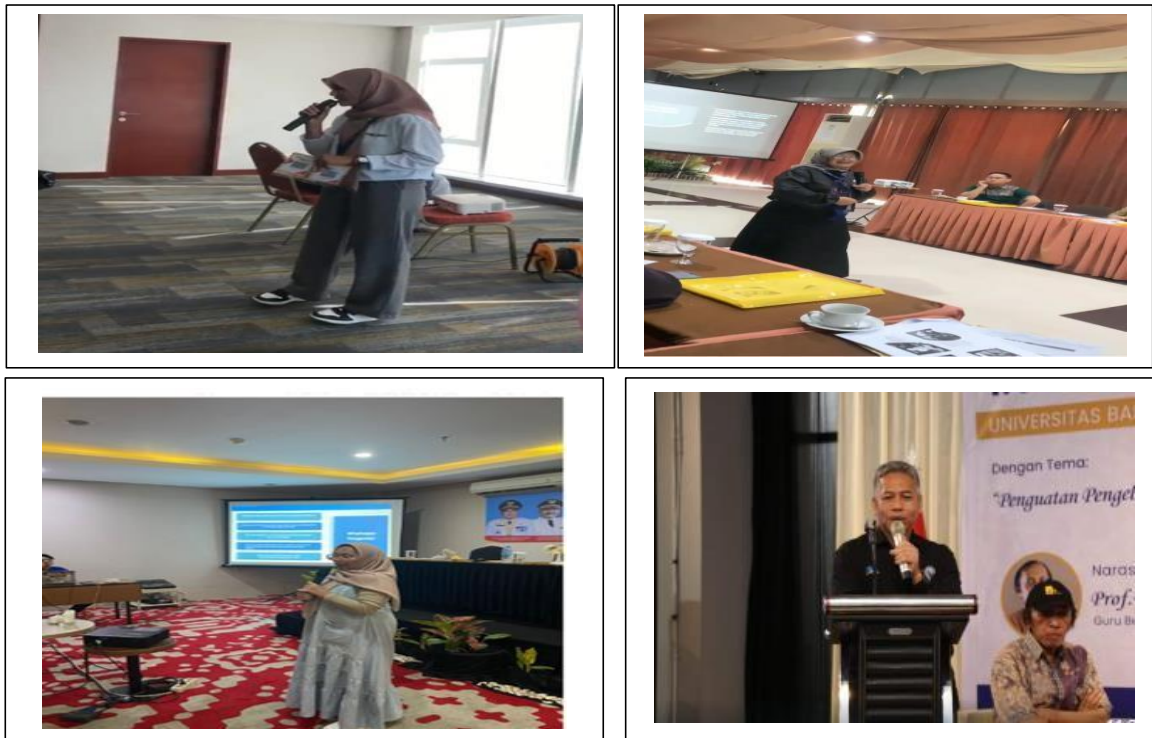
Figure 1: Examples of Traditional Markets in Bangka Belitung Province



Figure 2: Examples of Modern Markets in Bangka Belitung Province

2. Training and Revitalization

The community service team conducted digitalization and marketing training for market traders. They provided education on the use of e-commerce and digital payment platforms. They collaborated with the government and market managers to implement physical and managerial revitalization programs and provided support to traders in implementing the technologies that were taught.



Following the training, support, and market revitalization, there was a 15% increase in the number of visitors to traditional markets within three months. Previously, the average number of visitors per day was 500, and after the intervention, it increased to 575 per day. Traders who participated in digitalization training saw an average income increase of 10% after adopting digital payment systems and utilizing local e-commerce platforms. For instance, the average daily income of traders before the training was Rp 500,000, which increased to Rp 550,000 per day after the training.

Consumer satisfaction levels showed that 78% of respondents were satisfied with the improvements in facilities and comfort at traditional markets after revitalization. Previously, only 60% of consumers were satisfied with the market conditions. This satisfaction includes cleanliness, ease of access, and the overall shopping experience. Additionally, 65% of traders who participated in the training successfully adopted digital payment systems, while 40% have started using social media for product promotion.

Qualitatively, this community service activity also had a significant impact on traditional markets in Bangka Belitung. Some of the qualitative results obtained are as follows:

- Traders' Perceptions of Revitalization, Interviews with traders revealed that 90% of them felt that market revitalization significantly helped improve the competitiveness of traditional markets. Traders felt more confident competing with modern markets due to enhanced facilities such as sanitation, space arrangement, and improved road access to the market.
- Consumer Survey Results, It was found that the majority of consumers (65%) who previously shopped more often at modern markets began returning to traditional markets. The main reasons for this return were the improved comfort and the availability of unique local products not found in modern markets.
- Traders' Feedback, Traders who attended the training reported that the training provided significant benefits in enhancing promotion and sales. One trader who successfully sold products through local e-commerce platforms said, "Now buyers can place orders via WhatsApp and Instagram. My sales have increased because people can order before coming to the market."

The results of this community service indicate that the revitalization of traditional markets, particularly through the adoption of digital technology and infrastructure improvements, has had a positive impact on the sustainability of traditional markets in Bangka Belitung. Increased visitor numbers, higher trader incomes, and improved consumer satisfaction are indicators that traditional markets can compete with modern markets when supported by appropriate strategies. However, challenges remain. Not all traders are able to quickly adopt digital technology, and some still rely on conventional sales methods. This highlights the need for ongoing support to help all traders adapt to digital trends. Additionally, further outreach to the community is necessary to emphasize the importance of preserving traditional markets as a part of local culture and economy.

Overall, the community service program has achieved its intended goals, namely enhancing the competitiveness of traditional markets in Bangka Belitung. The sustainability of traditional markets amid competition from modern markets can be achieved through a combination of technological innovation and the preservation of local values that are the strengths of traditional markets.

Conclusion

This service demonstrates that traditional markets in Bangka Belitung still play a crucial role in supporting the local economy, despite the increasing number of modern markets posing significant challenges. Through observation and direct interaction with traders, consumers, and local government, the following conclusions can be drawn:

1. Traditional markets face significant challenges from modern markets in terms of convenience, facilities, and the increasingly digital shopping patterns of consumers. Nevertheless, traditional markets remain central for the distribution of local products and are an integral part of the local culture.
2. Revitalization of traditional markets through infrastructure improvements and the adoption of digital technology has proven effective in enhancing the competitiveness of these markets. Digitalization training and electronic payment systems for traders have positively impacted sales and attracted new consumers.
3. The combination of cultural and economic local values with modern innovation is key to maintaining the sustainability of traditional markets. The uniqueness of traditional markets, offering distinctive local products, continues to attract interest, especially from those who value cultural and social significance.
4. Collaboration with the government and other stakeholders is crucial in ensuring that traditional markets can survive and compete with modern markets. Sustainable revitalization policies and support for traders will aid the long-term success of traditional markets.

With a strong synergy between revitalization, digitalization, and the reinforcement of cultural values, traditional markets in Bangka Belitung have the potential to remain relevant and thrive even amidst the competition from modern markets. Continuous support and involvement from various parties will be key to the success of traditional markets in facing the challenges of the modern era.

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