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The Strategies of Sellers in Mobility Market Viewed from Socio-economic Perspective

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THE STRATEGIES OF SELLERS IN MOBILITY MARKET VIEWED FROM SOCIO-ECONOMIC PERSPECTIVE

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Abstract

This research focuses on the strategies of sellers in mobility market viewed from socio-economic perspective. The economic action done by sellers in the market is not only done in one market but also by mobility from one market to another market in Kamang Baru Subdistrict. The action done by sellers in economic activities has happened since 1950s until now and then. So, this phenomenon is very interesting to be researched based on socio- economic perspective to analyze about the strategies of mobility market sellers. The main goal analyzed was the strategies of mobility market sellers when doing economic action in trading activity. Qualitative approach through descriptive method was chosen to analyze the phenomenon. The informants in this research was taken by purposive sampling and the data collecting technique was done by using observation non participant, document, and depth interview. The research result showed that the strategies of sellers in mobility market viewed from socio-economic perspective are the sellers' rational strategy; the dig holes then close the holes strategy, the sellers' social capital usage strategy, and the panggaleh or selling culture strategy.

Keywords: *Sellers' Strategy; Mobility Market; Sociology Economy*

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A. Introduction

Markets in every community are known and definitely different from each other as its community knowledge according to market phenomena there. Market is a place where buyers and sellers meet to do transactions. The existence of buyers and sellers in the market gives the basic for the continuity of economic relationship between them, the relationship happens in one transaction (Effendi, 2011). Besides, several Sociology and Economy figures have done various definition related to market. According to Slater and Tonkiss (Slater, 2001), market is a meeting place between buyers and sellers which has a specific culture by involving many people in social action and relationship that oppose some levels.

Berger dan Luckman also explain about market where it is a social institution managed by values, norms, and punishments formed by social interaction (Nugroho, 2001). The definition of market according to Damsar is the most important institution in economic institution (Damsar, 2005). It means that market can activate all activities economy life. There are sellers and buyers in the market. Buyers and sellers do economic activities in order to do economic action. Market in sociology economy perspective can be seen as what defined by Weber (Swedberg, 1994) that a market has a "social life" consists of repeating action of a change. The change is directed to whom they are interacted with and to competitors (who bargain) started by contacting each other (survive on price), next the relationship between competitors. (Damsar, 2005) also defines about market, he said that market is not only defined as a meeting place between sellers and buyers but also there are actors who play market activities.

The basic idea of a market is all transaction process, goods, and services change happen in cheap transaction fee and effective, fair and socially involve many people who concern about, useful economically for community welfare financially benefit for all actors in it, sellers, buyers, and other actors (Rinel dan Marleni dan Elvawati, 2015). Minangkabaunese call market as *pasar, pasa atau balai,* there are several markets in Minangkabau known as village market. The activities in village markets are still done traditionally although

the markets are placed in city center such as Padang City West Sumatera. However, when the activities done by the actors dominated by economic activities and action traditionally, it still known as traditional market as said by (Zusmelia, 2009), the focus of the research is about traditional market problems at Pasar Raya Padang after earthquake in 2009. Village market is identical by saying traditional market. There are also interaction and strategies done by sellers and buyers for low and effective transaction fee in village market or traditional market.

Interaction strategy is a way done by someone in his community based on cooperation form or competition of action (Irwan, 2016). Social strategy concept is social fact done by someone for his activities. There are two kinds of social strategies; one is cooperation that is an action done based on getting benefit each other.

The interaction between sellers and buyers in village market is not only about sellers getting money and buyers getting goods, but also will create social relationship happen in the process of buying and selling. Bargaining process in village market can be continuing social interaction because sellers and buyers will know each other. When sellers explain about the goods, buyers will be satisfied change the goods with some money that will be given to sellers. Related to this, market is not only as economic institution but also as institution that can fulfill social needs of actors involved in the market.

The study about strategy is not a new thing to be analyzed in social science research; even strategy research tends to stay on poverty study context and social change. Research about village market has been done many times. Besides, research about strategy has also ever been conducted by sociology economy scientists that tend to stay on government policy, especially market policy in doing market management. For example the research conducted by (Rinel dan Marleni dan Elvawati, 2015) about The Strategies of Informal Organization in Keeping Traditional Market Persistency in Padang Barat Subdistrict. This research focused on economic institution's role in traditional markets' endurance in this modern era. The

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endurance of traditional markets is because of several actors who plays actively in economy (market) so that traditional markets stay exist in daily life. The actors who play actively in market endurance are market duties and sellers to keep market persistency. Informal organization do various strategy to stay exist to strengthen social network between sellers in keep maintaining traditional market, improve social network between buyers, and improve solidarity in keeping market. The strategies are done as traditional market persistency in Padang Barat Sub-district.

Besides, traditional markets have active role in keeping market to be more persistency in keeping market. The research result also described traditional markets have important roles to build the economy of middle community to under community. Because of that, the actor who plays active in keeping market still neat is local government so that buying selling activities run fluently and good, also can improve sellers' income after earthquake happened in 2009 in Padang.

Another research is conducted by (Irwan, 2015), about The Strategy in Earning Money at Melayu Community in Putri Puyu Village as The Consequence of Livelihood Change. The research result showed that in conducting all hard life survival, all shortage, and all increasing needs, Malay community in Putri Puyu Village did some strategies. The strategies are: 1) Dig holes close the holes strategy, as a strategy to survive by borrowing there and then budgeted to replace it here, or budgeting on the income of rubber plantations that become a source of income; 2) The strategy of becoming a migrant as a final step in order to fulfill household livelihood; 3) Multiple livelihood strategy is doing more than one work activity; 4) The strategy to become a company worker; and 5) Maintaining relationship with the owner of rubber plantations to keep caring and sharing. All strategies were done as the fulfillment economic household needs due to changes in livelihood.

The discussion in this paper about strategy of the study focused on mobility sellers in Subdistrict market. The strategy of mobility sellers in Kamang Baru Subdistrict is a market that becomes a choice for community

in economic action. Mobility market is a market that the sellers move from one village market to another village market in one day, this condition is known as mobility village/nagari market. Kamang Baru Subdistrict has had about eight mobility market managed by village. The village market in Kamang Baru Subdistrict lasts only three until four hours per market day, and then the next hour is continued in another village market. So, sellers move from one market to another market in one day and the accumulated time and energy only make sellers become tired and spend time with a long distance from one market to another market. Therefore, this study focused on the strategies used by mobility sellers Kamang Baru Subdistrict viewed from the perspective of economy sociology. Thus, this study is concerned about how the strategies of the market sellers move when doing economic action in trading activities.

B. Method

This research approach is focused on qualitative approach. Qualitative approach describes in detail about situation and condition happened in the field by doing collecting data in three ways. First, non participant observation, seeing sellers' activities and actions happened to reach a goal. Second is depth interview, doing interview sellers of migrating market and buyers to analyze sellers' activities when doing economic actions. Three documents used in this research are related to the analysis of research field such as condition and situation (geographically and demographically) in the communities. In choosing informants, researchers used purposive sampling technique that is determining the criteria of research informants. In this research, informants criteria are related to sellers sell the goods by mobility minimal during five years, besides it is also related to the buyers who subscribed with sellers of mobility markets. The data are analyzed by using Milles and Huberman (Miles, 1992), by doing some steps that are collecting data, displaying data, analyzing data, and drawing conclusion.

C. Research Finding

The market located in Kamang Baru Subdistrict is a market that serves to fulfill the needs of the village community both primary and

secondary needs. Historically, the market has been established since the Dutch or colonial era. Markets in Kamang Baru Subdistrict have developed well from year to year so it stands several markets including:

1. Sungai Lanset Market in 1950
2. Sungai Betung Market in 1950
3. Kamang Market in 1950
4. Aia Amo Market in 1970

   Aia Amo Market has experienced deterioration during twelve years caused by lack of buyers and the limited amount of population there. So, selling and buying transaction is certainly limited and the goods of the sellers were not sold properly. After twelve years without markets, a market in Aia Amo was reestablished until now.
5. Pintu Batu Market in 1975
6. Tanjung Kaling Market in 1982

   Sellers of Tanjung Kaling Village Market are Javane, Bataknese, and Minangese. However, the majority of sellers are Minangese who come from Sijunjung Regency even outside of Sijunjung Regency (from Solok, Batusangkar, and Dharmasraya).
7. Jorong Proyek Market in 1985
8. Giliran Jauh Market in 1988

The sellers sell foods, daily needs, fruits, clothing, and others. Sellers in doing trading activities are as an element and strength to fulfill all community needs. Reviewing about the market, there is a main market in Kamang Baru Subdistrict market as the market which plays an active role in fulfilling community needs. In addition, the market day in Kamang Baru Market is on Monday to Sunday during three to four hours. The following are the markets in Kamang Baru Subdistrict:

Table 1.1
Day and Time of Markets in Kamang Baru Subdistrict

No	Markets Name	Market Day	Market Time	Nagari
1.	Tanjung Kaliang Market	Sunday	10 am - 12 am	Nagari Tanjuang

				Kaliang
2.	Jorong Proyek / Maloro Market	Sunday	7 am – 10 am	Nagari Maloro
3.	Sungai Lanset Market	Monday	7 am – 10 am	Nagari Sungai Lanset
4.	Sungai Betung Market	Monday	10 am - 12 am	Nagari Sungai Betung
5.	Pintu Batu Market	Friday	7 am – 10 am	Nagari Padang Tarok
6.	Kamang Market	Friday	7 am – 10 am	Nagari Kamang
7.	Aia Amo Market	Friday	7 am – 10 am	Nagari Aia Amo
8.	Giliran Jao Market	Saturday	6 am – 10 am	Nagari Muaro Tapung

Based on Table 1.1, it shows that currently there are eight nagari markets in Kamang Baru Subdistrict. The sellers of the markets sell goods by mobility from one market to another market. The days taken are Sunday with two markets/nagari, Monday with two markets/nagari, Friday with three markets/nagari and Saturday with one market/nagari. In addition, the distance between village market from the main market (Kunpar-Kunangan Paritrantang Main Market, Kamang Baru Subdistrict), that are Jorong Proyek Market is about 25 kms, Sungai Lanset Market is about 25 kms, Sungai Betung Market is about 30 kms, Pintu Batu Market is about 36 kms, Kamang Pasar is about 15 kms, Aia Amo Market is about 27 kms, Giliran Jauh Market is about 6 kms and Tanjung Kaling Market is about 45 kms from the main market. Therefore, the furthest market from the main market is Tanjung Kaling Market and the nearest one is Giliran Jao Market.

D. Discussion

Persistence proposed by Seligman and Peterson (Christoper and Seligman, 2004) explained about the strength of characters possessed by human in taking an action. The action taken was certainly goal achieved to achieve one's future. The power of persistence was as a voluntary act committed by humans with the goal to be achieved in life. The action was done by someone to realize the desire though the obstacles and difficulties

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that will be achieved. Thus, persistence is an action taken by a person certainly is voluntary, has a goal to be achieved to achieve satisfaction or desire though having obstacles and difficulties in the activity.

Mobility market is the result of the definition carried out by the author in relation to the term often used by the community at the location of the research conducted, the community knows that what is actually called mobility market is not the location, the institution, the mobility building market but the sellers who move from one village/nagari market to another village/nagari market on the same day that means the sellers can sell goods in two to three village/nagari markets in one day. These mobility sellers are similar to mobile sellers who visit the market every market day to another village/nagari market, while sellers of this mobility market conduct trading activities in different village/nagari markets in one day to two and three village/nagari markets. If measured by time efficiency, it seemed less in line with the income; interestingly the sellers are still persisting in doing economic actions like this since 1950 until now.

The persistence of sellers in the mobility village/nagari market can be seen from the length of trading. To see how far the resilience or persistence done by the sellers of mobility market in Kamang Baru Subdistrict, so it is necessary to be viewed from the aspect of the long time spent in trading. The existing village/nagari market of Kamang Baru Subdistrict when viewed from a distance from Subdistrict capital is quite far away to get the village/nagari market because most of sellers are from Sijunjung, Dharmasraya, and others. Down the long journey, quiet and steep because the material is good with asphalt, but the road is build on a hill and edge-edge steep cliffs. In addition, it is not infrequently happened as such experienced by seller of gold that is accompanied from outside and get crime on the way the market. These struggles and obstacles do not diminish the enthusiasm of sellers to keep trading in Kamang Baru Subdistrict. All of these is inseparable from the goal to be achieved by the sellers that is getting more profit, because they can visit two to three village/nagari markets in one day, the markets sometimes operating time is different. Among sellers who sell in the village/nagari markets, such as

in Aia Amo Village Market, Pintu Batu, Tanjung Kaling, and others on average has existed more than twelve years. This situation if analyzed by the social action approach proposed by Weber, actions taken to fulfill the needs of living in the household.

In addition, the persistency built on mobility market sellers is not out of the strategies used by sellers, they are:

1. The Sellers' Rational Strategy

Sellers also do the rational strategy though trading in traditional market; in this case we call it as village/nagari market. According to (Sutami Wahyu Dwi, 2012) sellers in traditional markets also avoid losses because they do various way to keep trading such as distance, weather (heat, rainy, and cold) and trust that has been built between sellers, middlemen, and buyers). The condition also the same as experienced by sellers in Kamang Baru Subdistrict sellers to attract buyers to buy their goods by giving low prices for fixed customers. Based on field information that married couples sell chilly and dried fish they reduce prices when bargaining with the buyers, however, still rational by considering the costs, distance, and obstacles experienced by sellers.

In the study of economy sociology, the actions carried out by actors performed economic actions by expecting material and utilities by trading in a moving market most likely all the merchandise they carry are always out of stock, this is due to the obstacles experienced by buyers in Kamang Baru Subdistrict. The obstacles in economy sociology are not only related to the distance from the main market, but also to knowledge of prices.

Buyers bargain prices, sellers give alittle cheaper price than buyers who do not interact by bargaining prices. However, for fixed customers do not need to offer cheaper prices because sellers have given cheaper prices than buyers who bid prices.

2. The *Dig Holes Close the Hole*s Strategy

The *dig holes close the holes* strategy is one of strategies that aims to carry out household life by doing ask for a debt strategy (Irwan, 2015).

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Sellers in village market of Kamang Baru Subdistrict Sijunjung Regency also have the *dig holes close the holes* strategy in economic action besides the sellers' rational strategy. This sellers' strategy tend to provide an opportunity for the fixed customers to ask for a debt. If the customers want to ask for a debt again, the customers must pay half of its debt first. By using this strategy, the fixed customers will not do shopping elsewhere because they have got easiness. The easiness provided by sellers can help customers to fulfill all their life needs. A mobility market seller is one of the public interests to keep buying good.

When the buyers have limited money in buying goods, one ways is by ask for a debt with the agreement that has been discussed. This mutual trust is the element of the sellers to keep existed in the middle of a difficult economic life. Moral action here refers to aspects of human actions that are considered good and right in society. Moral economic patterned here if there is formed a relationship of subscribing, educating, and others.

3. The Sellers' Social Capital Usage Strategy

One of the strategies used by sellers to keep the persistence of mobility market in Kamang Baru Subdistrict is by utilizing social capital between sellers. Social capital has been defined by Dudwick, et al 2006 in (Fatimah, 2013) that social capital itself consists of groups and network, trust and solidarity, collective action and cooperations, informations and communications, social cohesion and inclusion, and also empowerment and collective action.

Based on the explanation above, it can be concluded that one of strategies used by sellers to keep persistent is by utilizing sellers' social capital; one of the social capital is network. Social network approach sees the market as a relationship structure between some actors of market such as companies, competitors, suppliers, partners, distributors, customers, buyers, and others. All of these actors formed a relationship network complexity that involved cultural capital and social capital. Mobility market is seen not only because of the demand and supply but more than that, namely the complexity of the network of market actors who use various kinds of socio-cultural energy such

as trust, clientization, various kinds of relationship such as kinship, ethnicity, origin, almamater, and so on (Damsar, 2005).

Mobility market sellers in market of Kamang Baru Subdistrict have strategy to strengthen their network. According to Ariesta (Ariesta, Sri Rahayu,Irwan, 2016) the network pattern here means an action when there is a repetitive action in building a network so that it becomes a pattern. It always involves trust in building a network pattern. It is used to attract buyers when doing economic action. Sellers keep the buyers' trust by the size of the scales and the goods quality. Besides, the strategy is done to reduce the price of goods when selling to relatives or customers who are already considered like their families.

Between sellers have a network, for example the both move from one market to another market, there are already standard cars to move their goods. Sellers do mobility market because a sense of empathy that is build up in the context of social relations between sellers and the community. They trade because there is a feeling to help community in trading. It means that the distance between market and the community house is far away. Then they do migrating trade.

In addition, it is also build economic morale of sellers in trading to gain social life. The economic morale built between sellers and buyers as relatives who trust each other in doing economic action.

4. The *Panggaleh* or Selling Culture Strategy

Panggaleh is a term used by Minangkabau people for people who have high trading or entrepreneurial spirit. Mobility sellers in Kamang Baru market do selling because of the entrepreneurial spirit in them. The entrepreneurial spirit is inherited from their family especially their parents in transmitting the entrepreneurial spirit. Most of 21 mobility sellers continue the business of their parents when doing economic action in getting household income. Mobility sellers in Kamang Baru Subdistrict market continue the business from the maternal lineage. It means that if the mother is a seller, the children will follow their mother and rarely follow their father. The following figure is the bloodline chain of mother and father to continue the business as a mobility seller.

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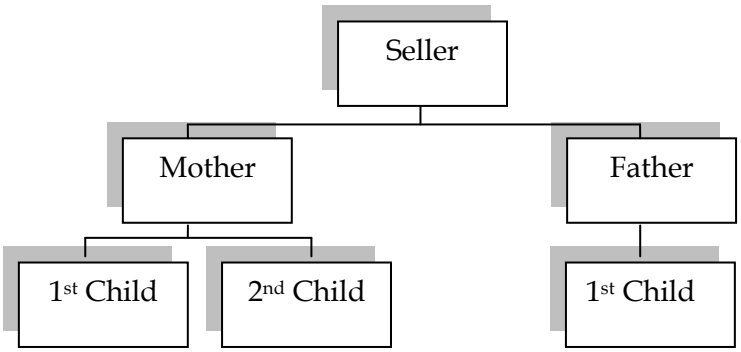

Figure 1: The Chain of Descendants from Mother and Father to Continue Business

Figure 1 explains that most of mobility sellers continue the business from matrilineal when compared to patrilineal or based on father's line. It means that mother's influence in continuing the business is very important to mobility sellers in Kamang Baru Subdistrict market. The business will keep exist until several generation based on matrilineal. Based on the figure above, it is showed that the business until the third generation and there is a research result showed until the fifth generation. Whereas, the business from father line is usually up to one generation and then stop and does others work. Usually they go away or leave their village/nagari. This also illustrates that matrilineal in Minangkabau is still strong and exist until now, especially in continuing the business as a seller in the market.

E. Conclusion

Market in Kamang Baru Subdistrict is the traditional market where there are trading activities in fulfilling community needs. The market has developed since 1950s since now and then with the transaction trading by mobility. Economic action is done as a part to fulfill all household needs for the community itself. The activities are done in the economic action as a part of building economy life in family. In order to keep the economic action, the strategies done by sellers viewed from sociology economy perspective are sellers' rational strategy where traders in the nagari market in Kamang Baru Subdistrict, to attract buyers to buy their merchandise by providing low prices for regular transactions, where

traders in the village/nagari market in Kamang Baru Subdistrict, to attract buyers to buy their merchandise by providing low prices for regular transactions dig holes close the holes strategy. This sellers' strategy tend to provide an opportunity for the fixed customers to ask for a debt. If the customers want to ask for a debt again, the customers must pay half of its debt first.

By using this strategy, the fixed customers will not do shopping elsewhere because they have got easiness, sellers' social capital strategy one of the strategies used by sellers to keep the persistence of mobility village/nagari market in Kamang Baru Subdistrict is by utilizing social capital between sellers one of the social capital is network. The market is viewed not only because of demand and supply, but more than that, namely the complexity of the network of market actors who use various kinds of socio-cultural energy such as trust, clientization, various forms of relationships such as kinship, ethnicity, region of origin, and *panggaleh* culture strategy, the spirit of entrepreneurship or entrepreneurship arises based on family security, market traders move on the average mentality of entrepreneurship or entrepreneurship transmitted by their parents and extended family. This research gives an innovation that economic action in traditional community at mobility sellers market is more rational that gives priority on material and utility. It becomes an innovation in the research about the strategies of mobility market sellers at traditional market (rural community).

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