
HOW TRADERS MARKET THEIR TRADE AT THE “LOK BAIN TAN” FLOATING MARKET, BANJAR REGENCY

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Abstract

This study aims to describe how traders market their wares at the Lok Baintan Floating Market, Banjar Regency. The method used is the observation method. The research data source is the words and actions of traders in the traditional market. Research data in the form of words, sentences, attitudes, and actions of traders. Data analysis is done by identifying, classifying, interpreting, and verifying. The results showed that traders carried out marketing on the river with boats used to approach visitors to offer their wares. Many traders offer their wares, namely in six ways, namely (1) lifting, (2) thrusting, (3) handing it to visitors, and (4) asking for tasting (fruit/food), (5) pantun, and (6) government assistance.

Keywords: Traders; Marketing; Merchandise; Floating Market.

Preliminary

Traditional floating markets that have existed for a very long time, namely since the days of the Banjar Sultanate (1520-1905), are still there, especially the Lok Baintan Floating Market in Banjar Regency. The term floating market refers to traditional markets, namely markets held on river water ups and down. The condition of rivers that experience ups and downs, among others, is in South Kalimantan, especially Banjarmasin and its surroundings. This allows a floating market to be held with supporting facilities in the form of jukung (especially for traders) and kelotok (especially for prospective buyers) as a means of transportation and float the market. Other supporting facilities are docks or ports for visitors who do not use boats.

They carry out activities at the floating market every day from 07.00-09.00 WITA. At first, they gathered at the agreed-upon place (above the river). All traders use their jukung (a boat without an engine). Likewise, buyers must use a boat if they want to buy their wares. Then, they transact with buyers or their fellows while following the river flow that slowly carries them. After about two hours, they were there, separating themselves one by one. The distance of the river they follow is about 300 meters.

Merchandise sold in the floating market, among others, is as follows.

- a. Clothing includes kebaya, headscarves, shirts, sarongs, and skirts.
- b. Fruit, garden produce, or local plants
- c. Vegetables, garden produce, or local plants
- d. Fish, namely: fish that are still alive and dried / preserved.
- e. Food, namely: rice and cakes.

All these merchandises are Banjarese vocabulary used to communicate and make buying and selling transactions. From the first until now, they still use the Banjar language as

the language of instruction even though there are buyers (tourists) who do not understand. If tourists are domestic, they can communicate and transact with them, even though they do not understand one hundred percent. However, foreign tourists (overseas) who do not master the Indonesian language will require a communication guide. All Banjar language vocabulary is a regional cultural wealth (Chaer & Agustina, 2014; Martutik & Bustanul, 2014; Krisdalaksana, 2014).

Method

The method used in this research is the observation method. The research data source is the words and actions of traders in the traditional market. Research data in the form of words, sentences, attitudes, and actions of traders. Data analysis is done by identifying, classifying, interpreting, and verifying (Rustono, 2015; Hymes, 2012)

Result and Discussion

How Traders Market Their Merchandise

How traders offer their wares to visitors is as follows.

1) Lifting merchandise

Merchants show merchandise by lifting it while speaking the name of the item.

2) Presenting merchandise

Traders thrust their merchandise towards visitors as closely as possible to be observed while speaking their names and prices.

3) Handing it over to visitors

Merchants hand over their wares to visitors without being asked. Traders hope their wares are bought with words that sometimes can make visitors feel sorry, for example, claiming only the trade results are for their daily needs.

4) Welcome to taste

Traders ask visitors to taste their merchandise, such as fruit, by mentioning their sweet taste. It makes visitors more interested and believes in the goods to be purchased.

5) Pantun

Traders offer their wares with rhymes, for example:

(1) If you buy Fanta

Do not forget the strawberry flavor

If you travel

Do not forget to come here

(2) One colon

Who is the beautiful mother

6) Government Assistance

To be better known and more accessible to the public and to increase their income, the government of Banjarmasin City 2013 built a floating market in the center of Banjarmasin, known as the Siring Tendean Floating Market. They continue to trade using a "jukung" boat that is propped up beside the Tendean siring, which is open two days, namely Saturday and Sunday. Most of them are from Lok Baintan Floating Market. As a result, there are fewer traders in the market. Instead, they stay overnight, in boats or siring while keeping their wares on Saturday nights and Sunday afternoons when they return home (Abbas et al., 2020, 2021).



Figure 1. Lok Baintan Floating Market



Figure 2. Banjarmasin Floating Market

Conclusion

The research results show that traders market on the river by boat. Traders use “Jukung” boats to approach visitors to offer their wares. Many traders show their wares in four ways,

namely (1) lifting, (2) handing it, (3) handing it to visitors, (4) asking for tasting (fruit/food), (5) pantun, and 6) government assistance.

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