

# **Personal Factors on The Behavior of Interactionist Traders in a Traditional Market Environment and Semi Modern (Ethnographic Study on the market in Malang Regency)**

**Saudah**

Communication Science Study Program FISIP University Merdeka Malang, Indonesia  
Corresponding Author: [sudah@unmer.ac.id](mailto:sudah@unmer.ac.id)

## **ABSTRACT**

This dissertation research that has been done, obtained financial support from the Ministry of DP3M Ministry of Technology Research and Higher Education of the Republic of Indonesia in year 2017. The results of this interactionist behavior of traders research, was to respond to the insufficiency of structured studies of market status changes from traditional status toward semi-modern. The reality of increasing status of the perpetually growing market is solely determined by the physical facilities and the quantity number of the commodity. This view has been deteriorated by market participants themselves, because in fact it is not just a commodity transaction markets with all the facilities, but positioning market institutions that offer new norms. Put in depth about the market culture, the more it is revealed the important role of the traders lead as the actor that drives the changes in the social structure of the market. Even the trader's personal factors are contributing in shaping new identity with its own characteristics. Using ethnographic studies as well as the participatory approach of the semi-participative survey, then during the process of the research it is easy to expose the data of 16 informants, and systematically follow the movement in four (4) of the trade network of the vegetables. The snowball technique surely supports the application of qualitative interactive analysis, so that the verification of the analysis results can be directly discussed. Results of the study can be described as follows: (1) personal factors that encourage the growth of the trade's interactionist behavior which is dominated by the closeness, openness, and commitment; (2) the concept of self-traders represent its position as regulator of the commodity chain supply; (3) the presentation of self-traders reflected on the assertive style in building relationships with other merchants; (4) the communication behavior using symbols of the cultural context of the low and the high context on constant basis; (5) the communication pattern occurs in a similar structured conventional on commodities traders; and (6) mobile media is used to interact with the other traders outside the market.

**Keywords:** personal, behavioral factors, traders, market interactionist

## **1. INTRODUCTION**

Economy in a country is said to be the heart of the pulse of the society. Indonesia is the country that has the economic potential that can go ahead, and will become an internationally prominent potential. The economy in Indonesia

also has characteristics which put Indonesia in a great position because of rapid progression. In addition, in recent years, the increased role of manufacturing industry in the economy and the infrastructure development is the main goal of the government which is expected to bring up the multiplier effect in the economy. As for the micro, small and medium enterprises in Indonesia are also together contribute to 99 per cent of the total number of active enterprises in Indonesia is also the backbone of the economy in Indonesia (Indonesia investment.com, 2017). Economic growth is experiencing very rapid movement, and always will be expected to bring a positive value of the people of Indonesia because the public also wishes to get a decent life. Every movement towards the economic always monitored rapidly, due to the impact on other aspects.

The pace of economic growth will always be supervised, so that it is able to balancing the life of the society. One of the backbones is the presence of traditional markets that dispersed throughout Indonesia. From time to time, this traditional market condition still bringing up polemics that continue to look for solutions, especially regarding to the efforts in saving its presence. One of the issues which until now still experienced by the traditional market is a classic problem, for those who are struggling with the market physical environment. Traditional market conditions also struggled fiercely with the modern one. Minister of cooperatives and SMEs (*UKM*), A. Puspayoga also stated that efforts should be made to build and revitalize as many traditional markets and managing modern, because the life of the traditional market is the projectors of an economic growth (Arhando, 2016). The traditional market is also the representative place to develop the people's economy. Solutions that can think about is to improve management, giving priority to the market cleanliness with emphasizing on a better setup, maintain the quality of the commodities being traded as well as develop the technology that could support the existence of traditional market. The struggle to save the traditional market instead of just being on the shoulders of the traders, but it becomes shared responsibility for all the elements involved. The role of government becomes a controller of the existing rate of growth and the policies that brought traders dispensed to a better order.

From time to time, the lives of human beings both as individuals and in groups keep running the economy from simple to complex. Authorities on building the economy based on a notion that the survival of mankind lies in the passion for their sufficient life needs, thus able to move their body to be able to achieve the ideal life for them. The presence of exchange activities in the environmental society, have also arisen because there is demanding and supply. This condition remained until nowadays appeared and coloring in human life in particular related to the wheels of the economy to meet the daily needs. To meet this need, the presence of traditional market represented close to the residences of the society. Various needs are available, and the higher the demand of society, then the market will attempt to fulfill them so that the

process of production and distribution continue to run normally. The availability of essential commodities for society brought about a change in traditional markets, which traders must be able to provide such commodities with good quality so it would retain shoppers who come to the traditional markets.

Traditional market conditions until recently also started with the presence of modern markets that feared provides more comfort as well as a variety of commodities that can be found in one location only. Traditional markets must compete with the presence of modern markets has infiltrated into remote places. It cannot be denied that chance to be close to the society is able to get by modern market through presenting a variety of things, ranging from comfort, cleanliness, quality and availability of goods, hospitality in service and there are always discounts as well as other bonuses that can be enjoyed by the buyer. The existence of the traditional market also did not easy to disappear from public life, owing to the economic level of society is still so many diverse drape its life on the existence of the traditional market. For that reason, traditional markets and semi-modern market should furthermore pay attention to the condition of a society that increasingly demands convenience when it comes to market. The superiority over the traditional market in terms of the proximity of the location with the of citizens residence also has started to shifted, modern shops continue to thrive because it goes for potential locations, and it can be said that the advantages of the traditional market started to eroded.

Synergies between traditional and modern markets are expected to start running, to be able to mutually beneficial. The Minister of Trade (*Mendag*) Enggartiasto Lukita explained that the prices of basic commodities in the modern wholesale market are cheaper than in ordinary or traditional market stalls. The modern wholesale market is expected to be able to establish a partnership or a braiding between traditional markets in terms of staple materials procurement (Fauzi, 2016). The synergies give the vastness for merchants to get the products at affordable prices and with better quality, so that the buyer can get the products of the same quality. However, today's society is more emphasis on quality in buying goods, not only insistence on cheap prices. The presence of modern retail in collaboration with traditional markets must begin in earnest across the region, and with an evenly distribution that will provide the traditional market to be existent.

The dynamics of society in facing the new shopping presence are also varying, sometimes it is congested at the moment when there is a new modern market open, all eager to see, come and buy what is in there. However usually this doesn't last long, because the public will again get used to its mobility in an effort to meet daily needs, namely to rely on traditional markets provide possibility for bargains. Modern market is indeed offering the goods which can be selected directly by the buyer, it's just personal satisfaction factor doesn't just

stop there, there is no deep meaning of interaction between buyers and sellers, because the trader are communicate with standard in the modern market, not like the one in traditional markets, by presenting family values. As if the process that happens when visits modern markets, take belongings, heading to the checkout, pay and you're done. Communication that is used internally by the "anything else?, want to *pulsa* top up? Thank you and welcome back ". That is the repetition of sentence when it comes to a modern shopping center to another, so that communication built did not bring its own meaning for visitors or buyers. Socio-economic functions that exist in traditional markets move quickly, where the people that came to the traditional market can compare prices, bargain in accordance with their wishes, specify preferred stall, or even asking for a bonus to the sellers when buying in large quantities. Those kinds of direct interactions with the merchant are able to build more meaningful interaction.

The realities that exist in traditional markets is also visible from the interaction between traders with each other, the rivalry is still there, especially to get the buyers until defend them become the regular, because communication still can run well. The traders are like friends and relatives who share a place in search of fortune. In the midst of the activity of selling every day are able to construct tolerance, harmony up to help without distinguishing. Traditional market not only presents the process of buying and selling, but there is trust and honesty that continue to be built and maintained, either between the traders or with the buyer. When traced further, there is a high concern over what is experienced by other traders. Therefore the humane side are more prominent, and the uniqueness of being able to survive to the present. The changing rules on traditional markets, not to shift what has become typical of the traditional market, particularly the interaction between traders with high tolerance based on each other.

Traditional markets provide a local wisdom values as a manifestation of Indonesia people. A heterogeneous society has the uniqueness of the society illustrates that it is dynamic and always ready to anticipate any changes that exist in the environment in which these communities live. The local wisdom values embodied in market environment by engaging buyers, merchants, apparatus as well as other party that have an interest over the existence of the market makes the traditional market is moving towards the semi-modern. Bargaining without harming the price is still the survive value up to this day. Not only with the sold products, but the negotiation process that involves verbal and non-verbal language that can be understood. In addition it can happen the unwritten agreement, if the items purchased have been damaged, then by oral agreement can be returned. In traditional markets is not just limited to buying and selling, but the open spaces of communication that can be developed because there is freedom of choice and without any oppression. Either the buyer or the seller as an autonomous individual who gives freedom

in bargaining without leaving the ethics in interacting with others. Communication plays a vital role in every line of public life, because not only personal encounters, but the society will form groups, ensuring themselves to enter an organization, and cannot be separated from the mass media, so the ethics of communicating is important as the signs in the interweaving of interaction.

The market is where the economic transaction and market concept can also be understood from various perspectives, such as economic, social and culture to politics. The existence of the demand and supply in the economy point of view, confirms that there is a change in the society, due to the demands of a growing society needs. Selling activities that occur at traditional markets and semi-modern with face-to-face encounters, colored by cultural values which emphasize the importance of the encounter directly, because the relationship between the seller and the buyer is getting closer and become social relations since the bargaining process, ask about the quality of the products, as well as other activities. The encounter that there are not limited to buying and selling goods, but also a tools that bring together the members of the society to build social interaction and can communicate with the topic of personal problems to existing problems in the vicinity. Personal communication plays an important role from the encounter between the traders or the sellers with shoppers, because personal communication in response can be quickly seen. Communication for individuals is a line connecting one another, means to convey the impression, express themselves to affect other people, which means that someone will learn about the world and others, who is he, can jokingly, persuaded as well as informed, and through the communication of a person is said to build a relationship on many levels, whether personal, group to join on an organization and society (Reuben, 2014).

## **2. RESEARCH METHODS**

The research was carried out using ethnographic studies as well as participatory and spring survey approach to systematically follow the movement in four (4) of the trade network of the vegetables. According to Le Clompte in Pujileksono (2015), ethnographic research methods that are useful for finding the knowledge contained or embodied in a particular culture or society. The application of snowball technique is very efficient in supporting qualitative interactive, so that the verification of the result analysis can be directly discussed. As for the informant this study is representative of the elements that exist in the market, especially in the Malang district of the Karangploso and Lawang market. The techniques for data collection are using the interview, observation and documentation.

### **3. RESEARCH RESULTS**

#### **3.1. Personal factors that encourage the growth of interactionist traders' behavior.**

Awareness to build interaction with other people is fundamental in the life of human beings, including traders. With communication being run will imply that awareness building relationships with others is a part of human life. Everyone has challenges in their private life to relationships at work, even when the attitude of caution appears in certain situations, it is not going to make connections with others for worse. The efforts that can be made is how someone is able to control the attitude and behavior in the life of society. A harmless situation went smoothly and there will be an effort of improvement is at fundamental thing in building relationships with others. The nature of man is in need of other people in different levels so that it is able to do their activities based on the nature of the man is a creature of each uniqueness.

The merchant profession also requires the ability to be able to analyze the situation, develop a communication strategy to attract and retain customers by running effective communication, capable of working with others and able to convey ideas in a variety of situations. In the profession of merchant, technical expertise related to the knowledge and ability to communicate with other traders and buyers. Traders with each other will have characteristics that could be carried away at a time when the interaction is carried out, in particular concerning the personal side or personality. As individuals who have also evolved in an environment, then the traditional market traders will also bring certain habits that characterizes the life of traders.

Custom that brought by the traders showed mixed behavior, because the behavior as a man who has a distinctive or characteristic trait on him. The behavior of these traders is very dynamic, as traders also have the ability of creativity, so being able to master the circumstances surrounding it. The ability of every human being are essentially different, both in the ability to think, the attitude to behave as a whole. Sometimes what is not the same as their feelings, as a result it looks different from their body language. Typical of the man seen from social sensitivity, have aspirations towards any effort being striven for and have a uniqueness that are different from each other.

Personal factors that encourage the growth of the merchant interactionist behavior are dominated by the closeness, openness, and commitment. These personal factors patterned on communication that runs in environment of traditional and semi-modern market. Although in a different order, nonetheless the merchants assuring themselves that the interactions based on the belief to perceive others as brothers. In a deal and a relationships that are considered important in this way economic transactions within the framework of not only as a human relations but also one model that underlies actions and human relationship, whether in friendship, fraternity until the formation of a family.

### **3.2. The concept of self-traders represents its position as regulator of the commodity supply chain**

The self-concept is an important part in people's lives, because it is inherent in the nature of owns with eliciting the uniqueness so that it becomes the criterion with others. The concept of self will appear strong and attached when someone is able to actualize himself as organisms that have the drive to thrive and look at that other people also requires the presence of a person. Every interaction that that has been built would further strengthen the concept of one's self, starting from development realized by someone, to consciousness is implanted by others. The development experienced by a person will help the formation of the self-concept. Consciousness that appears in a person at different stages, as in the individual have different properties, they do not have confidence in them, some even encountered very confident in interactions that take place. A way of looking at one's self also relies on quality, and with regard to positive or negative toward them will have an impact on quality in doing a job.

Behavior that appears in the interaction of reality that can be caught by others, as it played all the symbols that exist as well as custom in everyday life. If it is associated with the life of the trader himself, the trader will indicate the behavior of the overall picture of the characteristics of a trader that built up on constant basis. The existence of the contribution of the communication are constructed with other traders will progressively enrich the characteristic in a person. Traders could not escape from the involvement of others in daily life, both in and outside the market environment. Traders almost spending their time on the market, due to the routine that became the choice demanded his presence to guarantee his choice of profession as a trader. Travel time from midnight until morning, and then proceed to the afternoon until late in the afternoon by the time the market closed. Practically, only a few hours of time spent in the merchant's home environment. After that the behavior that appears as a trader with identical of unstructured behavior, only emphasizes the habit only.

The characteristics of the traditional market traders in shaping behavior also realized from the relationships which built with fellow traders, that is a relationship of mutual trust. This connection is done by traders who already know each other and each trader already understand the person's history, obtained from the results of the discussion with others. When traders have good behavior, their good name stayed up and have a high tolerance towards others, then others will surely also treat them good. Mutually beneficial relationship, although it does not counted in the material. However will certainly be strengthened because of the personal encounter took place each day of the activity in the traditional market. Cannot be indisputable that between traders are known each other and be able to give a precise assessment.

Interactions between traders that entwined in time will indicate the role that brought in the market environment. The concept of self-trader represents the position of the trader as a regulator of the commodity supply chain. Each traders has been determining what commodity will be run, there are consistent from the start of trade with one commodity, but it is also undeniable that the changes to the supplied commodity occurred at some merchants with a variety of reasons and the goal is surely to earn their income that can be used to meet daily needs and other necessities.

### **3.3. Conventional communication pattern occurs on a structured on similar commodities trader**

Growing together in one society becomes the real picture that the public remain in the corridor to complement each other. In its own market environment, each trader will be faced with a wide range of people that have different character, and yet still be understood that among the traders and buyers definitely need each other. On behalf of, it did not close the possibility that interactions is requiring many things, the most important are mobility in traditional markets can walk. The market is known as the principle of life in society and become life interaction center of society, because in this society could unite to determine the economy and the existing values represented into a power to maintain traditional markets.

The communication pattern during of this run was to meet directly or face to face communication that has become a daily life of the society. Conventional pattern is becoming more structured on merchants that have the same commodities. The intensity of the encounter is also getting higher, where each other is going to act as merchants or buyers. The communication pattern is a picture of the communication process, which is related to each other. The communication pattern being formed into a relationship will be effective in the process of sending and receiving of messages took place appropriately. Its success is not only located on one side only, but both parties is involved in the interaction. Face-to-face communication patterns, will reposition the communicator as well as a communicant, and feedback occur directly. The communication pattern proceeded between the merchants that offers companionship to the buyer, or there are also buyers who initiated the conversation by asking about the price of a commodity which likely to be purchased.

In Karangploso market itself, vegetable wholesale centers have become a semi-modern market is already able to provide commodities with good quality and quantity, so that small traders, retailers do not need to move the market to find the products. Traders in the Karangploso market already provide one-stop service, which means in one place all the activities can be done at one place. While Lawang market which also provides places for selling to vegetable commodities, also fixed to synergize market Karangploso market. Has no

hesitation quality of the product, the market prepared as Lawang tourism market, a place for tourists to shop vegetables and other commodities. By keeping the quality of the products, then the Lawang market will not be abandoned by shoppers.

With the concept in both the market, it was seen that the communication pattern of social interaction that is created between the sellers or buyers-sellers which ultimately bring positive value of traditional markets. An intertwined interaction in the market can continue turn into a relationship outside of the market, which represents growth of hospitality cord among market participants. The existence of the traditional markets will be maintained when there are individuals able to maintain communication and control the situation to stay safe, comfortable and not leave the characteristic that has already formed a long time ago. The hospitality on the market becomes a growing power character in of bargaining process which is the traditional process in the mechanics trade. The market will get to be a strategic place in the buying and selling activity and transactions made by bargaining, although in the process requires special skills, for example in constructing the word, play the intonation when speaking to supplementing with nonverbal symbols. It cannot be denied that communication holds a key role in human relations, which involves sending and receiving messages between individual, and if effective reciprocal understanding then between the individual occur more smoothly (Hanurawan, 2010). Communication could not be detached from human roles as an actor, and functional ability as individuals and as the most important elements in human life. One of the basic human needs of interaction in the sphere of braiding is spacious to be able to meet the needs to socialize. However, people will learn from all the process that took place, which requires mutual understanding, and be ready with the consequence that arises from the interaction of the run. Complexity in the human self eventually results of a dignified society.

#### **3.4. Mobile Devices as Medium Used to Interact with Other Traders Outside The Market**

Social economy conditions of the traditional market environment will be associated with the traders welfare that is mapped from the daily consumption, such as adding venture capital, the need of the production cost, cost of education, the need of the health care costs which is relatively stable despite the increasing necessities of life. Socio-economic position of these traders can also be examined from traders' stall, and no doubt each area has various price. Both of traders placement, new and old merchant traders, are set up in such a way, but nonetheless it is still not fit for overall traders so that it is still found traders which hold their merchandise outside the market area. However, the interaction will not be stopped offhand, due to the dependence of human life toward a need to interact and sosialize is a phenomenon of human activities that can not be released from the fundamental interests factors of mankind

itself. So that, the activities of the market life largely determine human social activity. The culture of the market gives an overview that individual will be associated with inherent norm in society. Culture is a belief that will continue to be maintained and strengthened in each of parties involved and have the same desire. Within the society itself there is a relationship between individuals or groups, and usually this relationship has a strong influence on the market environment.

The reality depicted from traditional market is not only to confront sellers and buyers directly, but also it is through mobile devices which become the current trend nowadays. This communication aims to speed received information to each other and use the time to immediately complete the activity in the market. Using mobile devices as a communication channel is indeed as the impact from the communication development that change the pattern of information access in the society, without exception in the traditional market. In the communication context, mobile devices are media for conducting effective communication with customer, because the message will be conveyed directly according to the wishes of party who begin communication. Mobile media for all people has become the primary needs and this media is always carried everywhere by users. This is the power of mobile media compared to others.

In traditional market environment, retail traders until the supplier have made the mobile medium as a bridge to transact, starting from ordering goods, pricing information until paying bills. This media is not only used by fellow traders who were in one market area, but it can also link with traders outside market. With fast information, traders outside the market will not come in vain to market or will not run out of merchandise when they book via the mobile medium. This is to minimize disappointment of other traders who used to frequently run out of merchandise caused loss information. The market is indeed a place to gather traders who sell many merchants that needs of the society. Good service is visible from the trader hospitality, so that the buyers are happy to transact in the next day. Market movement is not only in one place, Karangploso and Lawang market which are central market run fastly, and certainly the merchants will communicate intensively to inform about the usual merchandise purchased in large quantities.

#### **4. DISCUSSION**

An area development, especially in the economic field, could be impacted by trading activity happening in the market itself and the frequency of activities that support the sector. Trading activities require many facilities beside the existence of spaces equipped with adequate facilities and infrastructure. Traditional markets itself in the last few years are trying to improve themselves in order to maintain its existence in society, and keep working to maintain their characteristic. Bargaining directly is an activity that

can still be found, although the society is starting to understand that sometimes the price offered can not change. By giving understanding to the buyer that it is fitting and the cheapest price given, so the deal between the two sides is happening. Bargaining is not only to get cheap prices, but that process also rises a personal communication form which requires each party to play verbal or non verbal language.

Meanwhile, the goods purchased and saled in traditional market is also a staple goods. Traditional market in which there is a transaction to obtain desired goods, has variations in interacting with customers. It tends to change, and it is related to each individual perception. The service quality provided to customers will have impact on recurring activity. The economy movement in the traditional market could be in a high position on a specific situation, for example in the fasting month of Ramadan or new year. Here the traders activity and commodities being traded is very varied, changing and having a rich stock. Many merchants are turning a commodity on the month, due to meet the society needs. On the other hand, for other traders with the same commodities, also have an effect on the number of items that are requested by the customer, and it was filled by the traders.

The current traditional market conditions have changed, but the public views about markets cleanness, public facilities that are unwell preserved, still attached strongly in the public minds. To respond the situation, government think quickly of it, with improving public facilities that exist in traditional markets. Sustainable innovation has done to restore the image of the traditional markets in the society. Not all of them becomes the government responsibility, traders also should be able to take care of the exist facilities because the traditional market is an asset whose existence must be maintained.

However traditional markets in some regions, are still faced the same condition, no exception in Malang. Rapid growth in development of Malang effects on greater complexity of societies living needs. For the societies of Malang itself, the existence of traditional markets are still very important and sought after. This is due to the merchandise or commodities traded had a cheaper price as well as goods quality which are not inferior to the supermarket, making it achievable by all people. In addition, the traditional market is still the main objective for the society to complement the needs, especially daily necessities. Although modern shops have already existed in traditional markets neighborhood, they do not still fully shift the existence of traditional markets.

To meet the needs of the society, the market comes with providing convenience for the public to complement the needs without difficulty. Market development itself also carries the impact on increasing variation of consumptive patterns, so that market presence became essential needs for the society. In the regulations of the President about the arrangement and

construction of traditional markets, shopping centers and modern stores, market is a location where people buy and sell goods with number of seller more than one well known as a shopping center, traditional market, shops, mall, Plaza, so forth.

The traditional market as one of the public facilities meets sellers and buyers to make deals, usually it is in a strategic location and close to the settlement, hence the market is not only as a place for process of buying and selling, but also as a place of exchange information and as a place for crowds of people. Activity in the traditional market allows the occurrence of social process between communities in terms of communicating and interacting because the market has a function as the site of a social process. This encourages the formation of cultural market with the complexity of the interaction process that is formed and sustained so that conjures up an image that the daily activity is able to survive to the present.

The modernization market to improve small traders can be started from the application management market oriented standardization of physical building, standardization of commodities, standardization of sale quality and price. Deputy of production and marketing, Kemkop and UKM I Wayan Dipta explained that based on the results of a study of AC Nielsen, a modern market in Indonesia is growing 31.4 percent annually, while the traditional market shrank 8 percent per year. The number of traditional markets in Indonesia as many as 13,450 with approximately 12.6 million small traders. Revitalizing market program has already been encouraged since the year 2003, and up to 2015 as many as 569 traditional markets revitalized. (Harnum, 2016)

From time to time, this traditional market environment brings out nuances that counterbalance the presence of modern markets. Moreover, the society began to feel that the bargaining was quite complicated, they can be a winner if fortune or on the contrary get expensive price. Not everyone has a courage and skill in bargaining. The embarrassment began to appear when making a bid, until the advent of compassion to the seller. In the end the buyer always insists to request fitting prices to the buyer, so the interaction takes place faster. Whereas the traders themselves also begin to understand the changes that occur in interaction with buyers, so that they are able to play the rhythm to have equally benefit. In the free time, traders discuss each other, especially when the market is not crowded. The subject certainly will always change at any time, because each person who involved in the interaction has different background and experience. Another uniqueness which is visible in the process of the interaction is, hope to achieve the common goal which must not end with a sameness of views, but the satisfaction when it was able to give a mean on the topic of conversation.

Interaction among traders does not leave character that adhered inside. However, personal values can not be separated because since the early human birth, self concept arises on the basis of other view during communication so

that someone are able to know herself from someone else's glasses. In a relationship, identity and communication is important because communication with others does not only affect the sense of identity, but also directly affect physical health (Syam, 2013). The communication also plays an important role in building a relationship. At that point, the personal identity appear because each individual is involved in interaction both verbal and non verbal. Traders behavior inside or outside market do not much change, due to the same behavior and repeating every day. So it can be said that traders dynamics in the aspect of the establishment of the interaction starts from a character that exists in itself. Behavior that appears when interacting insisted that there were many factors that made the traders have a uniqueness in their loose talk, style, choicing of simple language, intonation that tend to rise and could call other people names spontaneously.

The characteristic of the traditional market traders in shaping behavior is also realized from the relationships built with fellow traders, that is a mutual trust relationship. This connection is done by traders who already know each other and each trader already understand the person's background obtained from the results of the discussion with others. When traders have good behavior, his good name stayed up and have a high tolerance on the others, then others will surely also treat them well. It is called mutual relationship, although it is not counted in the material. However psychologically it will certainly be strengthened because of the personal encounter took place every day in the traditional market. It cannot be disputed that traders know each other and be able to give a precise assessment.

In brief, personal factors that underlie the interactions among traders in an environment of traditional markets and semi modern are not detached from the circumstances that support these interactions. By trying to understand thoroughly and examine various factors, it is depicted that interactions will keep the economic potential built. On the situational perspective, the running communication emphasize on important aspects include a number of communicants and communicators, proximity and availability of physical communication channels (Berger, 2014). On the communication situation, face-to-face communication has an equal chance in giving feedback immediately.

## **5. CONCLUSION**

The changes in traditional markets gradually to semi-modern market is a reality that cannot be rejected by the society. The dependence of the presence of this market still survive until today and supported by caring government in traditional market management so it is to able to survive amid fierce of modern market. The exist competition does not decrease traders in traditional markets to still exist to trade every day and provide opportunities to advance the traditional market. Traditional markets and semi-modern gives an overview that the life of a trader is waked up and getting stronger, conjuring up a unique

character through interaction that is built with fellow traders, buyers, apparatus and other market participants. The interaction give impact on traders behaviour that can not be separated from personal factors. By constructing personal side of the traders comprehensively, it ultimately showed that the traders presence must also be supported by policies that prosper the traders and rules of governance that did not harm the traders. Interaction among traders is created naturally in a process that is not instantaneous, but the intensity of communication has been awaken continuously.

## REFERENCES

- Berger, Charles R. Roloff, Michael E. Ewoldsen, david R Roskos. (2014). *Handbook Ilmu Komunikasi*. Bandung: Nusamedia
- Fauzi, Ahmad. (9 Juni 2016). Artikel Kompas.com. *Mendag Minta Pasar Grosir Modern Bermitra dengan Pasar Tradisional*.  
<http://ekonomi.kompas.com/read/2017/06/09/145900626/mendag.minta.pasar.grosir.modern.bermitra.dengan.pasar.tradisional>. Diakses pada hari sabtu, tanggal 22 Juli 2017 Pukul 13.50 WIB.
- Hanurawan, Fattah. (2010). *Psikologi Sosial*. Malang. Universitas Negeri Malang dan Remaja Rosdakarya.
- Hardum, Siprianus Edi. (26 Februari 2016). Artikel Berita Satu.com. *2016, Kemkop dan UKM akan Revitalisasi 85 Pasar Tradisional*.  
<http://www.beritasatu.com/ekonomi/351651-2016-kemkop-dan-ukm-akan-revitalisasi-85-pasar-tradisional.html> Diakses pada hari Sabtu, 22 Juli 2017, pukul 21.14 WIB.
- Julianto, Pramdia Arhando. (17 September 2016). Artikel Kompas.com. *Menkop: Pasar Tradisional Tulang Punggung Ekonomi Indonesia*.  
<http://bisniskeuangan.kompas.com/read/2016/09/17/223208426/menkop.pasar.tradisional.tulang.punggung.ekonomi.indonesia>.
- Julianto, Pramdia Arhando. *Ekonomi Indonesia*. Artikel Indonesia investments. 2017.  
<https://www.indonesia-investments.com/id/budaya/ekonomi/ikhtisar-struktur-ekonomi/item251>. Diakses pada hari Sabtu, 22 Juli 2017 Pukul 13.26 WIB.
- Pujileksono, Sugeng. (2015) *Metode Penelitian Komunikasi*. Malang. Kelompok Intrans Publishing
- Ruben, Brent D. Steward, Lea P. (2014). *Komunikasi dan Perilaku Manusia*. Jakarta: Raja Grafindo Persada
- Syam, Nina W. (2013). *Model-Model Komunikasi Perspektif Pohon Komunikasi*. Bandung: Simbiosis Rekatama Media