

# THE EXISTENCE AND STRATEGIC VALUE OF FLOATING MARKET IN MODERN MARKET ERA IN BANJARMASIN CITY TOURISM DEVELOPMENT

<sup>1</sup>Ahmad Yunani, <sup>2</sup>Syubhan Annur, <sup>3</sup>Enly Hadiannor, <sup>4</sup>Miar Piter Bakar

<sup>1,2,3,4</sup>Lambung Mangkurat of University, Indonesia. Email: syubhan.science.edu@ulm.ac.id

## ABSTRACT:

The purpose of this study is to determine the existence and strategic value of the Floating Market in the Era of Modern Markets and Tourism Development in Banjarmasin City. This research will use primary data and secondary data. Primary data is obtained from objects and community subjects related to floating market activities. This research is designed with action research methods (action research) and the type of research used is qualitative research. Data analysis used an interactive model of analysis developed by Matthew and Hubermen (1992). Interactive data analysis consists of 3 components, namely data reduction, data presentation and conclusions. Supporting factors for the development of the floating market can be divided into public facilities, economic facilities, transportation facilities, accommodation facilities, tourist facilities, social and industrial facilities. Meanwhile, the supporting factors for the development of the floating market in Banjarmasin City which are still not available are public facilities and accommodation facilities. The government's policy regarding the development of the floating market in Banjarmasin city still feels minimal due to the lack of funds to manage tourism by the local government, especially for the Banjarmasin City Floating Market itself. The management of the floating market in Banjarmasin City itself is still under the Department of Culture, Youth, Sports and Tourism of Banjarmasin City. The place that has been provided by the Banjarmasin City Government and related services in the form of a floating market trader gathering dock to make it easier to find the existence of a floating market has changed its function as a peri-crossing pier from Subarjo, Barito Kuala Regency to Banjarmasin City and vice versa and this is still left without any handling. The existence of the existence of a floating market is still needed but requires improvement and revitalization, the public perception strongly agrees if the development and fostering of a floating market are in synergy with the existence of a market on land by prioritizing its uniqueness. The strategic value of floating market in encouraging tourism development in Banjarmasin. Completing the supporting infrastructure for floating market activities such as facilities, culinary activities, creative economy, transportation, accommodation, information.

## Keywords:

Strategic Value, Floating Market, Tourism Development.

Article Received: 18 October 2020, Revised: 3 November 2020, Accepted: 24 December 2020

## INTRODUCTION

Tourism today affects the livelihoods of many of the world's poor. Indeed, in most countries with high levels of poverty, tourism is significant (accounting for more than 2% of gross domestic product or 5% of exports). Ashley, Roe & Goodwin (2001). Poverty alleviation requires strategies in various fields that complement each other, but the prerequisite for significant progress is pro-poor growth (growth that benefits the poor). Tourism is one of the sources of this growth Ashley, Roe & Goodwin (2001).

The most certain thing in the tourism sector is the support from all parties such as the local government as the manager, the community

around the tourist attraction and the private sector who are interested in developing it (Al Muhsin et al., 2020). As with the reciprocal relationship, that when the tourism sector develops in a country, other sectors will also develop because tourism has a relationship with the products needed to support the tourism industry, such as; agriculture, livestock, plantation, folk handicrafts, increasing employment opportunities, and so on. Tourism is not only to have a vacation somewhere, but tourism is also an exchange of experience in terms of education and industry development (Kenzhaliyev et al., 2020). They can visit local plants and educational sectors in order to get acquainted with their structure (Kenzhaliev et al.,

2019). Indonesia is one of the many countries in the world that has very bright tourism potential if it is properly developed. As a country that has a rich and diverse natural and cultural tourism potential, the Indonesian government should do everything possible so that the world of Indonesian tourism will again attract domestic tourists and foreign tourists. This of course must be proven by the empowerment of tourist objects that are scattered throughout Indonesia to be developed as a tourist destination, especially to attract foreign tourists.

In the last ten years, much has been written on the implications of pro-poor tourism around the world (Bowden, 2005; Saville, 2001). The findings of Jamieson (2004) explain the positive aspects of tourism, namely the creation of new business opportunities for small businesses, providing employment and livelihoods from the sale of goods and services, direct employment in the formal sector for the poor, opportunities for capacity development, education, and training (Nwabah et al., 2020). While the negative impact is the provision of facilities that require investment whose funds are taken from local communities.

Other research in Bergville also supports this point where it is known that Bergville's accessibility can support tourism development. Other findings suggest that tourist villages are seen as an important factor for economic development. the largest percentage of people agree that tourism development can make a positive contribution to job creation opportunities, entrepreneurial skills development and income generation (Harrison, Egunsola, & Oguntunde, 2020; Mthenbu, 2011) However, until now there has been no similar research in the Muara Kuin Floating Market, Banjarmasin, where most of the people are poor and there is considerable potential for tourism development. In fact, knowing whether floating market tourism in South Kalimantan has headed for pro poor tourism is an evaluation of the local government to seek to increase tourism activities in South Kalimantan

which means reducing poverty in the floating market area and its surroundings where the floating market has become an icon of tourism in Banjarmasin.

So far, the international community only knows tourist areas in Bali, Lombok, and other areas around the island of Java, so that many tourist areas in other areas have not been optimized due to many factors including the lack of promotional media and the availability of facilities and infrastructure. The number of tourist visits that continues to increase requires more attention so that tourist objects in Banjarmasin can continue to exist, be maintained and many people will visit Banjarmasin, so that the circulation of money will occur quickly and be able to generate economic excitement. One of the tourist objects in Banjarmasin is the floating market cultural tourism. The existence of a floating market is the same as other traditional markets, where the market is part of an economic activity that is closely related to human life.

This floating market is located in two locations, namely Muara Kuin, Banjarmasin City and Lok Baintan, Banjar Regency. The area of the two floating markets which is located in two locations is always busy every day, especially on Sundays and holidays. The purpose of coming in generally is to want to enjoy the sensation of shopping on a jukung (a means of water transportation) as well as along the river to various tourist objects around the floating market area such as Flower Island, Shock Island and religious tours. The existence of this tour is only a small proportion of foreign tourists who know it, such as Australia, Malaysia, Japan, Singapore and Taiwan.

The term tourism is often equated with the term tourism, which is generally defined as an activity to travel with the aim of getting pleasure or satisfaction and possibly knowing something. According to Pendit (1986) tourism is a new type of industry capable of producing rapid economic growth in providing employment, increasing income, living standards and stimulating other

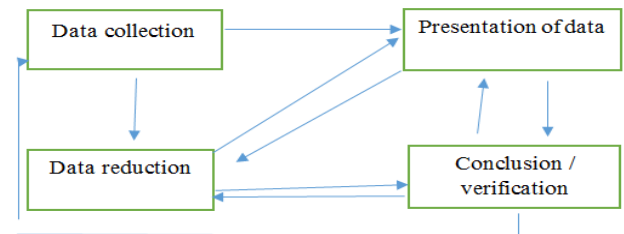
productivity sectors. Seeing the above, it is necessary to change the approach used, namely the community-based tourism approach. Based on an in-depth study of the same topic in rural South Africa, Poultney and Spenceley in Damanik (2005) conclude three important strategies that need to be considered, including expanding business opportunities for the poor, expanding employment opportunities for the poor, reducing environmental impacts on the population. the poor who are more vulnerable (Oviawe, 2020).

## RESEARCH METHODS

This type of research is qualitative research, which aims to explore and understand and describe social phenomena about the Banjarmasin Floating Market. Qualitative research has a naturalistic point of view and an interpretive understanding of human experience. This means that this research will explore human experiences that are directly related to economic activity, namely the market. In addition, there is a process of meaning and interpretation related to market patterns and mechanisms and how the closeness between economic, social, political, cultural and religious functions in maintaining the existence of a floating market.

This study uses a phenomenological research strategy. Phenomenology aims to know the world from the point of view of those who experience it directly or in relation to the natural properties of human experience and the meanings attached to it. In addition, individuals who are chosen to be informants in this study will provide important data information in finding the meaning of the floating market. Researchers in this study to capture the meaning of the Floating Market try to see it from the views of traders, buyers and visitors as well as community leaders related to the activity itself. The research location is in the vicinity of a floating market tourism object on the banks of the Barito Muara Sungai Kuin in the city of Banjarmasin. To reveal the reality in this study, data analysis uses an interactive model of analysis developed by Matthew and Hubermen (1992).

Interactive data analysis consists of 3 components, namely data reduction, data presentation and conclusion. These three components are implemented simultaneously since / simultaneously with the data collection process.



**Figure 2.1** Interactive Model of data analysis

The qualitative analysis processes can be described in three steps as follows:

1. Data reduction (data reduction), namely the selection process, focusing on simplification, and abstraction. and transformation of the crude data obtained in the study field.
2. Data presentation (data display), which is a description of structured information collection that allows for drawing conclusions and taking action. The presentation of qualitative data that is commonly used is in the form of narrative text.
3. Drawing and verification (conclusion drawing and verification). From the outset of data collection, the qualitative researcher looks for the meaning of each symptom he acquires in the field, noting the regularity or pattern of explanations and configurations that may exist, the path of causality. and propositions. The competent researcher will handle those conclusions loosely, remaining open and skeptical, but the conclusions are provided. As long as the research is still ongoing, any conclusions set will be continuously verified so that valid and solid conclusions are obtained.

## RESULT AND DISCUSSION

### 3.1. Supporting Factors for the Existence of the Floating Market

Based on the analysis of the social characteristics of floating market traders based on education level, they are still classified as having relatively

low human resources. As seen from age, most floating market traders are aged 45 years and over so that if it is not immediately managed properly by the government and related parties so that the floating market can develop and the income from trading and other types of work on the floating market is not attractive to young traders, the floating market in the future come will disappear.

Based on the analysis of the economic characteristics of traders, traders who trade in floating markets are still dominated by fruit and vegetable traders by using jukung as a means of transportation as well as a trading medium. Most traders who trade in this floating market have traded between 21-25 years with a general capital of between Rp. 500,000, - up to Rp. 3,000,000, - as a micro and small business.

The income contribution of traders in the floating market to the household income of the traders is 56.93% on average. This figure means that the contribution of income in the floating market to the merchant's household income is quite large or that more than half of household income comes from trading on floating markets. Meanwhile, the income of traders in the floating market, which had the smallest contribution to household income, was 8.69%. The largest contribution based on the type of goods sold was by food and beverage traders, amounting to 90.59% and the smallest and least contributing is the glassware trader and raw cendol trader, which amounted to 9.52%.

Transportation facilities are also very influential in the development of the floating market. The availability of a chartered boat dock will make it easier for visitors and tourists to visit the floating market using river transportation. Meanwhile, the availability of ferry crossing facilities also makes it easier for visitors and buyers from Barito Kuala Regency to reach the floating market. This convenience certainly affects the income of traders, the more effective and efficient transportation facilities are, the easier it will be for visitors and tourists to reach the floating market. The more tourists and visitors

who come to the floating market and buy merchandise from the traders, the greater the income of the traders.

The availability of industrial facilities in the floating market area will also increase the income of floating market traders, especially the household income of traders. This is because most of the merchant family members can work in industrial centers located in the floating market area and can increase family income. This floating market trader can also take advantage of this as another job for traders besides business in the floating market so that it can be an additional capital for businesses in the floating market.

### ***3.2. Public Perception of Floating Market Existence as Local Wisdom***

The existence of a floating market as local wisdom in Banjarmasin is one of the main drivers of how the culture of the people on the banks of the Martapura or Kuin rivers always meets by boat. The concept of local wisdom has received more attention and is different from concepts in other countries, such as Thailand. Because it has become a local culture, it is not surprising that the coastal communities of the Martapura or Kuin rivers carry out trading activities on the river or riverbank. Furthermore, the collecting traders will carry their merchandise farther away to the public market which has a dock / port. Apart from that, retailers who have small boats / jukung are also bought by retailers who have small boats / jukung to sell it to smaller river corners and directly to the houses of consumers who buy through the back of their houses along the river and make transactions through their houses. This local wisdom has been maintained until now as one of the tourism objects.

The public's perception of the existence of a floating market was very important in the role of the community's economic activities at that time. The importance of this floating market is because the floating market is a place of economic transactions for farmers who bring their

agricultural products in the form of rice, rice, vegetables, fruits, fishery products and livestock products which are offered to collectors / middlemen to be marketed in retail. Because at that time the means of transportation was only a boat / jukung so that the transaction is on the river, the commodity products are bought by the collectors with larger boats in the form of jukung tiung and motorized boat / kelotok or boat.

The floating market is now very marginalized with the decrease in consumers and visitors, because it is left out by the land market and the modern market that offers comfort and easy access to household commodities. The floating market has gradually changed its function as a unique market that is visited by many people both at home and abroad so that it is more of a spectacle and a tourist attraction. This has taken place between the last 10-20 years, this condition has led to the existence of the Lok Baintan floating market, which again plays the function of the Kuin floating market in the past, where the sellers were farmers / fishermen who sold their crops / catch.

Public perception of floating markets in the future has begun to be abandoned due to economic pressure and the existence of a land market that is cheaper, simple, easy, safe and comfortable. The shift of consumers to markets on land cannot be denied because it is more practical and safer while floating markets provide limited commodities and difficult means of transportation for ordinary people except for fellow floating market traders who will bring their wares to be resold. The generation who are engaged in floating markets is also decreasing and most of the perpetrators are old traders and traders who do not have other options for earning a living in other fields or becoming traders in the land market.

### ***3.3. The Role of Floating Market in Banjarmasin City for Local Economic Development***

The effort to develop the creative economy is by managing the weekly Floating Market Giat, by preserving river transactions, automatically all the cultural potentials of the river will remain sustainable. The wealth of floating market cultural assets owned by the city of Banjarmasin is a potential asset as an inspiration in exploring the development of a creative economy that can compete in the global era.

The cultural preservation of the Floating Market on Jalan Pierre Tandean has become a public item that must be disseminated in the Banjarmasin region, at the national and even international levels. Banjarmasin has strong roots in exploring the Giat Floating Market, this is in accordance with the cultural culture of the city of Banjarmasin which is known as "the City of a Thousand Rivers"

Government policies are needed in development efforts including tourism development. Tourism development requires integrated and mature planning to be able to identify positive and negative impacts and try to minimize negative impacts. The policy that has been carried out by the Banjarmasin City government regarding the floating market is the construction of the Banjarmasin City Floating Market pier, although in practice the pier has changed its function to become a ferry dock. In addition, according to the Department of Culture, Youth, Sports and Tourism, there was assistance in the form of 20 small jukung from the central government through the Culture, Youth, Sports and Tourism office of South Kalimantan Province. According to Mr. Jordan from the Culture Office, Youth, Sports and Tourism of Banjarmasin City, the tourism sector stated that the assistance from the center is still considered insufficient because the quantity of jukung provided is still less than the number of traders and the Banjarmasin City government should also make its own efforts and policies related to the development of the tourism sector. The city of Banjarmasin, however, the lack of funds and research causes the floating market to continue to

decline. Innovation and creative ideas are needed in the development of this floating market in Banjarmasin City so that it remains the main tourism in Banjarmasin and in the end can increase the income of the floating market traders themselves.

Regarding the income of floating market traders, government efforts and policies are still minimal, such as providing capital assistance or credit. Respondents complained about this, namely the lack of capital assistance from the government both from urban villages, sub-districts and the city of Banjarmasin. Another policy is to hold a Floating Market festival in front of the Governor of Banjarmasin building which involves floating market traders from both Banjarmasin City and the Lok Baintan floating market in Banjar Regency as an effort to introduce the Floating Market as a tourist attraction as well as the cultural heritage of the people of Banjarmasin. This festival is held annually by the Provincial Government of South Kalimantan. The government can conduct a comparative study with the management and development of a floating market in Thailand, namely the Damnoen Saduak Floating Market in Rathaburi City. Even though the distance is quite far outside Bangkok, every day it is able to bring thousands of tourists to visit this floating market. Like the floating market in Banjarmasin city which has other tourist objects in the same area as the floating market, the Damnoen Saduak floating market also has another tourism object which was deliberately created to attract tourists visiting the western area of Bangkok. This place is known as the Rose Garden. Rose Garden was built with the concept of a beautiful flower garden, so that it can become an attractive stopover. Here there are also hotel facilities, a food court that can accommodate several tour buses at once, as well as a pretty good fine dining restaurant. In the middle of this area a stage is built which can accommodate about a thousand guests. The stage itself is very large, a replica of a village center. By looking at the way the Thai government manages

the Damnoen Saduak floating market, the Banjarmasin government, especially the Banjarmasin City Government, can apply it to the Banjarmasin city floating market while still paying attention to the culture and uniqueness of the Banjarmasin people.

## CONCLUSION

Based on the description of the discussion above, several conclusions can be drawn as follows:

1. There has been a shift in floating market activities in both Muara Kuin Banjarmasin and Lok Baintan Banjar Regency to be centered in the Siring Piere Tendean Floating Market
2. Supporting factors for the development of the floating market can be divided into public facilities, economic facilities, transportation facilities, accommodation facilities, tourist facilities, social and industrial facilities. Meanwhile, the supporting factors for the development of the floating market in Banjarmasin City which are still not available are public facilities and accommodation facilities.
3. Government policies related to the development of the floating market in Banjarmasin city are still lacking due to the lack of funds to manage tourism by the local government, especially for the Banjarmasin City Floating Market itself.
4. The place that has been provided by the Banjarmasin City Government and related agencies in the form of a floating market trader gathering dock to make it easier to find the existence of a floating market has changed its function as a peri-crossing pier from Subarjo, Barito Kuala Regency to Banjarmasin City and vice versa and this is still left unchecked.
5. The welfare of floating market traders is seen from the monthly household expenditures or expenditures which are still classified as insufficient because as many as 75.55% of traders are in monthly household spending

between Rp. 500,000 to Rp. 1,000,000. Meanwhile, based on household income, 46.66% or most of the traders are still low, namely between Rp. 500,000 to Rp. 1,000,000. However, overall the merchants' household spending can be financed with the merchant's household income.

6. The existence of a floating market is still needed but requires improvement and revitalization, the perception of the community strongly agrees that the development and fostering of a floating market are in synergy with the existence of a market on land by prioritizing its uniqueness.
7. The strategic value of floating market in encouraging tourism development in Banjarmasin. Completing the supporting infrastructure for floating market activities such as facilities, culinary activities, creative economy, transportation, accommodation, information, etc. Making specific policies in the development of floating market tourism is complemented by in-depth and thorough sociological, anthropological and economic studies. Conduct intensive and integrated promotions.

## REFERENCES

- [1] Al Muhsin, M. A., Nisaa, M. K., Muhammad, M. M., Sarudin, A., Osman, Z., Makki, S., Etigani, M. A. M. A. (2020). THE CHARACTERISTICS OF PROPOSE ARABIC LANGUAGE MODULE FOR THE PURPOSE OF TOURISM: A CASE STUDY ON TOURISTS' MOSQUE IN KUALA LUMPUR. *Journal Critical Review*, Vol. 7(14), DOI: <http://dx.doi.org/10.31838/jcr.07.14.89>.
- [2] Ashley, C., Roe, D., & Goodwin, H. (2001). Pro-poor tourism strategies: Making tourism work for the poor. A review of experience. Retrieved from: <http://www.odi.org.uk/resources/download/2358.pdf>. February 1, 2013.
- [3] Bowden, J. (2005). Pro-poor tourism and the Chinese experience. *Asia Pacific Journal of Tourism Research*, 10(4), 379-398.
- [4] Damanik, J. (2005). Poverty reduction through tourism. Yogyakarta: Kepel Press.
- [5] Harrison, G. M., Egunsola, A. O. E., & Oguntunde, G. A. (2020). Evaluation of farming skills acquisition programme of Adamawa State Government, Nigeria. *Asian Journal of Vocational Education and Humanities*, 1(1), 1-7.
- [6] Jamieson, W., Goodwin, H., & Edmonds, C. (2004). Contribution of tourism to poverty alleviation pro-poor tourism and the challenge of measuring impacts: UN ESCAP.
- [7] Kenzhaliyev, B., Kul'deev, E., Luganov, V., Bondarenko, I., Motovilov, I. Y., & Temirova, S. (2019). Production of very fine, spherical, particles of ferrous pigments from the diatomaceous raw material of Kazakhstan. *Glass and Ceramics*, 76(5-6), 194-198.
- [8] Kenzhaliyev, B. K., Trebukhov, S. A., Nitsenko, A. V., & Burabayeva, N. M. (2020). Extraction of selenium from the dusts of bag dust filters of the kaldo furnace. *International Journal of Mechanical and Production Engineering Research and Development*, 10(3), 547-552.
- [9] Matthew, M. B., & Hubermen, A. M. (1992). *Qualitative data analysis, a resource book about new methods*. Jakarta: Penerbit UI.
- [10] Mthenbu, B. M. J. (2011). Rural tourism as a mechanism for poverty alleviation in Kwazulu-Natal: The case of Bergville. Thesis for the Degree of Doctor of Philosophy in the Department of Recreation and Tourism, at the University of Zululand Kwadlangezwa.

- [11] Nwabah, N. I., Oluwaleyimu, O. O., Ihenskhien, I., & Oshio, L. E. (2020). Human capital development and education: A strategy for sustainable income among university undergraduates in Edo and Lagos States, Nigeria. *Asian Journal of Vocational Education and Humanities*, 1(1), 8–15.
- [12] Oviawe, J. I. (2020). Technical education lecturers' knowledge of students' engagement in application of interactive instructional strategies. *Journal of Technology and Humanities*, 1(1), 1–10.
- [13] Pedit, N. S. (1986). *Science of tourism, a prime introduction: Jakarta Pradnya Paramita*.
- [14] Saville, N. M. (2001). Practical strategies for pro-poor tourism: Case study of pro-poor tourism and SNV in Humla District, West Nepal. Retrieved from: [http://www.pptpartnership.org/nepal\\_cs.pdf](http://www.pptpartnership.org/nepal_cs.pdf) f November 3, 2010.