

Medical Environment of Traditional Market Quality in A Business Competition

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Abstract

There are two emerging markets in Indonesia, namely traditional markets and modern markets. Traditional market reform is one of the government's programs to improve the performance of market traders. The existence of medicine environment aspects as the development of the quality of traditional markets is important to be discussed. The greater the health and medicine environment that occur shows a reflection of the level of public welfare. its development Traditional markets are beginning to be marginalized, this is due to the quality of commodities and un health environment that are not guaranteed.

Keywords: *Medicine, Environment, Traditional markets, Constitutions, Law*

Introduction

In general, business competition law is the law that regulates everything related to business competition, while the terms used for this field of law, in addition to the term business competition law, namely antimonopoly law, antitrust law, as argued by Nugroho.¹ Martadisastra opines that the business competition includes all actions of business actors in the market; therefore competition law is a law that regulates the market (law regulating the market or the set of laws and regulations governing market behaviour).² Based on the above understanding, the understanding of business competition is very broad and covers all actions of business actors in the market, including unfair competition actions.

Competition law is a legal instrument that determines how competition must be conducted. Next Christopher Pass and Bryan Lowes in Hermansyah.³ Stated what is meant by competition laws are parts of legislation governing monopoly, merger and acquisition, restrictive trade agreements and anti-competitive

practices. Boner dan Krueger⁴ states that competition policy includes all government policies to maintain and protect competition between buyer and seller. The aim is to improve consumer welfare by encouraging the efficient allocation of community resources, which is based on the fundamental principle that the company is competitive in conditions.

According to Boner and Krueger, quoted by Thee Kian Wie⁴ states that competition policy includes all government policies to maintain and protect competition between buyers and sellers in a free market that is relatively unconstrained. The aim is to improve consumer welfare by encouraging efficient allocation of community resources, based on the fundamental principle that in The company's competitive conditions give consumers good prices and quality.⁶

The existence of health and medicine environment as the development of the quality of traditional markets is important to be discussed, Noor argues that the greater the volume of transactions that occur shows a stable economy and is a reflection of the level of public welfare.⁷ There are two developing markets in Indonesia, namely traditional markets and modern markets. Traditional markets are built and managed

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by the Regional Government, whereas modern/central markets are sold or leased to businesses or managed by themselves to carry out trading activities of goods.⁷

Modern markets provide product prices and have an health environment that is more able to answer customer demand. Compared to traditional markets that are synonymous with slums, chaos, dirty, high crime, uncomfortable, minimal facilities such as parking, toilets, trash, electricity, water, muddy and narrow streets, modern markets provide more value in the convenience of shopping. The added value offered by the modern market is what makes most customers more interested in shopping in the modern market than in the traditional market, according to Tambunan.⁹

Bintoro argues that traditional markets in addition to functioning economically¹⁰ even more, important is as a place to interact with individuals in the community. Unlike the Modern Market, everything is fixed price and served by machines. this difference ultimately affects the behaviour of people's lives, namely from a social society to an individual society. The existence of modern markets has an impact on the existence of traditional markets whose existence has decreased, it is understandable that there are striking differences between traditional markets and modern markets, especially in terms of health aspects.

This health aspect covers environmental hygiene in traditional markets. For example, not littering, packaging, cigarette butts, candy wrappings carelessly in the market environment, as well as the hygienic quality of the commodities traded. Problems arise when modern markets begin, entering the realm of traditional markets. Tambunan opines that this aggressive expansion of the establishment of a modern market shopping centre has already been granted by the Regional Government, where the process of granting permits for local authorities is not done transparently and often clashes with various personal interests therein.⁹

Method

The research method used descriptive study. This research was at the same time prescriptive research, namely research aimed at providing solutions to problems rather than theoretical testing. This research was research that connects the essence and reality of developing medicine environment in the traditional market.

Findings and Discussion

The emergence of a modern market is indeed beneficial for consumers, but a threat to the existence of traditional markets. The rapid growth of modern markets with hygienic conditions, not only influences the number of traditional markets but also greatly affects the income of traders in traditional markets. According to Boeke in Sutrisno, there is a dichotomy between modern markets and traditional markets in Indonesia¹² The two economic systems are not transitional economic systems in which the nature of one is getting weaker and the other is getting stronger, but both are side by side with different systems.

The existence of markets, especially traditional markets, is one of the most tangible indicators in the economic activities of a region's community. The government must pay attention to the existence of traditional markets as one of the public facilities that support the economic activities of the society. The development of the era makes the existence of traditional markets threatened. However, traditional markets are still able to survive and compete amid the rush of modern markets in various forms, as argued by Indrakh.¹³ For people who think positively will most likely behave, that "traditional markets have lost competitiveness" because infrastructure is far behind amid modern markets and poor health aspects in traditional markets.

In business, activity can be ensured that competition occurs between business actors. One important essence for the implementation of market mechanisms is the competition of market participants in meeting consumer needs. In the health aspect of the business will endeavour to create, package, and market the products that are owned by the goods or services as well and as attractive as possible so that they are in demand and are bought by consumers.

The problem of traditional market competition is a logical consequence arising from the presence of modern markets. Problems arise when modern markets begin, entering the realm of traditional markets. According to Tambunan, this aggressive expansion of the establishment of a opping centre or modern market has received permission from the relevant Regional Government where the process of issuing permits by local authorities is not done transparently and often clashes with various personal interests in it.⁹

Competition in business can have positive implications, on the contrary, it can become negative if it is carried out with negative behaviour and an economic system that causes it to be uncompetitive.¹⁵ Business competition which is carried out negatively or is often termed unfair competition, according to Hikmahanto Juwoana, according to Nugroho.¹ Will result in a) death or reduced competition between business actors; b) the emergence of monopolistic practices, where the market is controlled only by the business actor; and c) even the tendency of business actors to exploit consumers by selling expensive goods without paying attention to adequate quality.

The increasingly unavoidable investment liberalization has made traditional markets increasingly pushed by the presence of modern markets that offer more commodity advantages, price and convenience. Conditions like this, of course, very influential on the level of growth of traditional markets. On the one hand the emergence of modern markets is indeed beneficial for consumers, but it is a threat to the existence of traditional markets, as argued by Malono.⁷

Law No.5 of 1999 is in line with the spirit of the Pancasila and the 1945 Constitution, particularly Article 27 Paragraph (2) and Article 33. This can be seen from the sound of Article 2 and Article 3 of Law Number 5 the Year 1999 concerning the principles and objectives of establishing Law Number 5 of 1999. Article 2 states, "Business actors in Indonesia in carrying out their business activities are based on economic democracy by taking into account the balance between the interests of business actors and the public interest". for the rapid growth of the modern market in Indonesia. Whereas Article 3 states the purpose of establishing this law is to: a) safeguard the public interest and improve national economic efficiency as an effort to improve the welfare of the people; b) create a conducive business climate through the regulation of fair business competition so as to ensure the certainty of equal business opportunities for large businesses, medium business actors, and small business actors; c) prevent monopolistic practices and or unfair business competition arising from business actors.

The market mechanism turns out to lead to a dualism of economic activities, especially trade, which in turn will also refer to dualism of other aspects such as land use distribution, environmental health, and socio-cultural conditions. In trade, the superior group usually appears

that dominates the inferior group. Emerging modern markets amid the existence of traditional markets. different and adjoining economic systems, more wide open as the times. a condition where "superior" coexists with "inferior" so that there is a gap between "superior" and "inferior".

Dualism (modern markets with traditional markets), one of the consequences in the development of trade areas The differences in zoning management and regulation are often not counted in providing spatial patterns. Planned which eventually lead to fiction and the pros and cons of his presence. This phenomenon makes us take into account the development of an area from the planning period so that the coexistence of the two situations is not opposite or antagonist, but as complementary or inter-dependency. Reformulation of business competition law as an effort to realize integration of traditional and modern markets requires various policies such as spatial planning policies, zoning regulations, development plans for the production sectors, regulation of economic infrastructure (including regulation of functions and determination of market locations), licensing, fiscal and monetary, etc. So that there is no mutual domination, modern markets cannot dominate traditional markets, otherwise traditional markets cannot dominate modern markets. So that the reformulation of business competition law as an effort to realize the integration of traditional markets and modern markets can be done through three aspects: regulatory aspects; structuring aspects and market cementation aspects.

Traditional markets that are spread both in cities and villages have distinctive features in the buying and selling process, not only as a meeting place between sellers and buyers, but also a place for very personal relations, a place of information resources, and an important means of power support the economy of cities and villages. The market is a social institution that is regulated by norms and sanctions and is formed through social interaction. This opinion confirms that the market is not just an economic space, but also as a social space. It is in this space (the market) that social capital is activated which ties social relations together and allows for lasting economic transactions.

Traditional markets have the potential that cannot be ignored both economically and socially. First, economically, the traditional market is able to support

thousands of people or is an arena to meet the needs of life or space for the empowerment of the people's economy. Second, the traditional market as a public space is an arena to form relationships of socio-economic relations, in which the values of mutual trust, mutual respect, and feelings of empathy for each other are built. *Third*, naturally, in the traditional market a community of various social groups has been built, ranging from large traders, small traders, foster workers, and buyers.

There are things that traditional markets have that don't exist in the modern market. The development of modern markets in various categories (minimarkets, supermarkets, hypermarkets, department stores) will become competitors that will be able to threaten the presence of traders in traditional markets, because of the existing reality, buyer segments for certain types of goods (nine staples) between traditional markets and modern markets are not much different (the same), this is because there is almost no significant price difference for the types of staple goods between modern markets and traditional markets, even for certain types of commodities such as sugar and cooking oil prices in Modern markets are cheaper than prices in traditional markets.

Considering the important role of traditional markets from the socio-economic aspects of society, protection of the existence of traditional markets is absolutely necessary by making efforts to synergize the strengths of modern markets with the weaknesses of traditional markets. The existence of modern markets must be able to maintain the existence of traditional markets and not vice versa. One way that can be done by the government is by issuing several laws and regulations governing the pattern of relations and structuring between traditional markets and modern markets. So, the laws in the form of laws and regulations are able to realize the protection of traditional markets. Through reformulation of regulations regarding the types of commodity commodities that can be traded in the modern market, and the types of commodity commodities for the traditional market share, there will be hormonal or synergy (mutual symbiosis) between traditional markets and modern markets. The intended integration can be in the form of physical integration, distribution channel integration, and regulation integration.

Market segmentation is an attempt to classify markets, from heterogeneous markets to market

parts that have a homogeneous nature, according to Gitosudarmo.¹⁸ Market segmentation can also mean the division of markets into different groups of buyers who may require separate marketing or products, as argued by Kotler and Armstrong.¹⁴ So market segmentation is a comprehensive process where companies must pay attention to the purchase of each segment, at least the business will be more economical if the purchase units are grouped into several groups. This all can not be separated from efforts to achieve maximum profit¹⁵.

The formulation of target markets in market segmentation can be done on the basis of regional criteria, regional density, population criteria such as age, gender, education, income and so on, psychiatric criteria (psychographic criteria) such as lifestyle, personality, product use behavior criteria (behavioral criteria) and various other criteria, such as the criteria for the benefits sought by consumers in selecting / consuming products (benefit segmentation). if the quality of traditional market health is improved, it will lead to an increase in consumers. The influence of the health aspects¹⁶ of both goods sold and the environment causes an increase in trader income. So that a positive and significant effect on the welfare of traditional market traders.

Conclusion

Reformulation of business competition law in the medicine environment is carried out to integrate traditional markets and modern markets so that one is not superior and dominates the inferior group. So that the modern market cannot dominate the traditional market otherwise the traditional market cannot dominate the modern market. Integration can be done through three aspects: regulatory aspects; structuring aspects and health aspect. Every citizen and state operator must obey the law with the principle of justice. the government must also pay attention to environmental medicine as a guarantee of the quality of traditional markets.

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