

## Analysis of the Existence of Traditional Markets Under the Threat of Modern Market Advances

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### Abstract

This research aims to analyze the existence of traditional markets under the threat of modern market advancement, with a case study conducted at Tempurung Market, Kinali District, West Pasaman Regency. The phenomenon observed is the rapid development of modern markets such as minimarkets and supermarkets around the Kinali area, which potentially reduces the competitiveness and public interest in traditional markets. This study uses a qualitative approach with a descriptive method, employing observation, interview, and documentation techniques involving traders, buyers, and market managers. The results indicate that although the presence of modern markets has led to a decline in the number of buyers and income for some traders at Tempurung Market, traditional markets still maintain their distinctive appeal. The main factors sustaining their existence include more affordable prices, the bargaining system, close social relationships between traders and buyers, and the availability of fresh local products. Furthermore, most lower- and middle-income communities continue to rely on traditional markets as their primary place to meet daily needs. However, challenges such as limited facilities and infrastructure, suboptimal cleanliness, and minimal support from local governments in market revitalization remain significant issues. Therefore, greater government attention is needed, including infrastructure improvements, trader training, and the formulation of regulations that support traditional markets so that they can survive amid modern market competition.

**Keywords:** Existence, Traditional Market, Modern Market, Traders, People's Economy.

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## INTRODUCTION

Markets play an important role in the economic life of society because they are places where producers and consumers meet to conduct sales transactions. In the context of regional economic development, markets not only function as a means of distributing goods, but also as centers of economic activity that encourage money circulation and small business growth. In Indonesia, traditional markets have long been part of the social and economic life of the community, with their main characteristics being direct interaction between sellers and buyers and the bargaining process that is their hallmark (Maskuroh, 2019).

With the passage of time and technological advances, the economic structure of society has undergone significant changes. The emergence of modern

markets such as supermarkets, minimarkets, and department stores has made shopping easier through clean facilities, fixed prices, and fast service. However, the presence of these modern markets also poses a challenge to the survival of traditional markets, which are beginning to be abandoned by some consumers, especially the middle and upper classes who prioritize comfort and efficiency (Mulyana et al., 2024).

The Tempurung Market in Kinali Subdistrict, West Pasaman Regency, is one of the traditional markets that plays a major role in supporting the local economy. This market serves as a center for trading agricultural products, fisheries, and various other local products. However, its existence is now facing pressure due to the proliferation of modern markets in the surrounding area. Many vendors have complained about a decline in the number of buyers, while some members of the community have shifted to modern markets, which are perceived as cleaner and more convenient (Istikhomah, 2022).

This phenomenon indicates a change in consumer behavior that directly impacts the competitiveness of traditional markets. Nevertheless, traditional markets such as Pasar Tempurung still have their own appeal that cannot be found in modern markets, such as more affordable prices, a family-like atmosphere between traders and buyers, and the availability of fresh local produce. These factors are the main pillars supporting the existence of traditional markets amid the tide of modernization (Wibowo et al., 2022).

In addition to economic aspects, traditional markets also have high social and cultural value. The interactions that occur between traders and buyers are not limited to economic relationships, but also strengthen social solidarity and create communication networks between residents. The values of togetherness, honesty, and mutual cooperation are still strongly embedded in traditional market activities. Therefore, traditional markets are not only economic spaces, but also social spaces that contribute to the development of community character (Fitria et al, 2025).

However, traditional markets still face many obstacles, such as inadequate facilities and infrastructure, suboptimal hygiene, and unprofessional management. The lack of attention from local governments in terms of market revitalization is also a factor that weakens the competitiveness of traditional markets. If this condition is allowed to continue, there are concerns that traditional markets will be further marginalized by the dominance of modern markets (Sucahyo et al., 2025).

In the context of Islamic economics, traditional markets are a tangible manifestation of a people-centered economy, where buying and selling activities are conducted fairly, voluntarily, and based on the values of honesty and balance. These principles distinguish traditional markets from modern markets, which tend to be solely profit-oriented. Therefore, preserving traditional markets also means preserving Islamic economic values that prioritize the common good.

Based on this description, this research is important to analyze the existence of traditional markets under the threat of modern market progress, particularly at the Tempurung Market in Kinali District, West Pasaman Regency. Through this research, it is hoped that the factors affecting the resilience of traditional markets,

the impact of modern markets on the lives of traders, and strategies that can be applied to maintain the role of traditional markets in the community's economy can be identified.

## **LITERATURE REVIEW**

The market is an important element in the economy because it is a place where sellers and buyers interact to exchange goods and services. According to William J. Stanton, a market is a group of people who have desires to be satisfied, money to spend, and the willingness to spend it. In Islamic economics, the market functions as a means of fair distribution to meet the needs of society by promoting the values of honesty, justice, and prohibiting fraudulent practices. Therefore, the market is not only viewed from an economic perspective, but also has important social and moral dimensions in society (Oktafiani, 2024).

Traditional markets are markets that grow out of the needs of local communities, characterized by direct interaction between sellers and buyers and a bargaining system. These markets serve as the main forum for small traders and grassroots economic actors to improve their welfare. According to Feriyanto (2006), traditional markets are the driving force of the regional economy because they play a role in facilitating the distribution of goods, creating jobs, and strengthening the people's economy. In contrast, modern markets such as supermarkets and minimarkets offer a more professional management system, fixed prices, and comfortable and clean facilities, which often attract both urban and rural consumers (Aliyah, 2017).

The existence of traditional markets amid the advancement of modern markets demonstrates their ability to survive amid social and economic change. Sartre explains that existence means a real and recognized presence in the social environment. In this context, the existence of traditional markets reflects the economic resilience of the people against the pressures of modernization. Factors that maintain the sustainability of traditional markets include more affordable prices, a bargaining system, close social relationships between sellers and buyers, and the availability of fresh local products. Although modern markets offer convenience and efficiency, traditional markets still have irreplaceable social, cultural, and emotional value (Nina, 2024).

From an Islamic economic perspective, traditional markets are a concrete implementation of a people's economy that emphasizes the principles of justice ('adl), honesty (shidq), and mutual assistance (ta'awun). These principles reject practices of monopoly and hoarding (ihtikar) that can harm society. This is in accordance with Allah's words in Surah An-Nisa verse 29, which prohibits Muslims from consuming the wealth of their fellow Muslims in an unjust manner, except through voluntary trade. Therefore, preserving traditional markets means preserving Islamic economic values that are oriented towards the common good and a balance between profit and social justice.

## **RESEARCH METHOD**

This type of research uses a qualitative method with a descriptive approach, which is a method that aims to describe systematically and factually the real conditions in the field. Through this method, researchers seek to understand the phenomenon of the existence of traditional markets under the threat of modern market advances by examining the views, behaviors, and experiences of market participants such as traders, buyers, and managers of the Tempurung Market in Kinali District, West Pasaman Regency.

## **RESEARCH RESULTS AND DISCUSSION**

### **1. Market Profile**

Pasar Tempurung is a traditional market located in Kinali Subdistrict, West Pasaman Regency, West Sumatra Province. This market has long been the center of economic activity for the local community, especially for small and medium traders who sell various basic necessities such as vegetables, fish, meat, fruits, clothing, and local agricultural products. Buying and selling activities in this market generally take place every day, with the peak of activity occurring on market days, which are every Wednesday and Saturday.

Geographically, Tempurung Market is strategically located on the main road connecting areas in Kinali District. This location makes it easy for people from various surrounding villages to come and shop or trade. In addition, this market also plays an important role in supporting the rural economy as it is the main place for the distribution of local agricultural and fishery products.

In terms of management, Tempurung Market is under the auspices of the West Pasaman Regency Trade and Industry Office. However, most market activities still operate traditionally with a simple management system. Available facilities include stalls and kiosks, parking areas, weighing stations, and market management rooms. However, the cleanliness and infrastructure of the market still need to be improved to make it more comfortable for traders and visitors.

Socially, this market also functions as a space for community interaction and communication. The relationship between traders and buyers tends to be familial and based on mutual trust. This pattern of communication is one of the characteristics of traditional markets that distinguishes them from modern markets. In addition to being a place for economic transactions, Tempurung Market also reflects the socio-cultural life of the Kinali community, which still upholds the values of mutual cooperation and togetherness in daily economic activities.

#### **a. Field Findings**

Based on observations and interviews conducted at Tempurung Market in Kinali District, West Pasaman Regency, it was found that buying and selling activities in the market are still active despite pressure from modern markets in the surrounding area. Some traders admitted to experiencing a decline in the number of buyers, especially since the establishment of several minimarkets and supermarkets that offer convenience and promotional prices. However, many people still choose to shop at traditional markets

because of more affordable prices, the existence of a bargaining system, and the availability of fresh local agricultural and fishery products.

In terms of facilities, the market is still relatively simple, with some of the buildings in need of repair. The parking area and drainage system are not optimally organized, causing flooding when it rains. Nevertheless, social interaction between traders and buyers is still strong and is the main strength of this traditional market. Family ties, mutual trust, and familiarity are factors that keep the community loyal to shopping at Tempurung Market.

In addition, market management is carried out traditionally with the direct involvement of traders in maintaining the cleanliness and order of the market environment. Support from the local government is still limited, especially in terms of infrastructure improvements and kiosk arrangements. However, traders show enthusiasm to survive and compete with modern markets through friendly service and maintaining the quality of their merchandise.

#### **b. Implementation Analysis**

Based on the results of field research, the implementation of traditional market activities at Tempurung Market shows that the people's economic system is still functioning despite the challenges posed by the development of modern markets. The buying and selling activities in this market reflect the values of a people's economy that emphasizes the principles of honesty, togetherness, and fairness. Traders run their businesses independently with limited capital and sell basic necessities at affordable prices. The bargaining system is still a distinctive feature that demonstrates social interaction and direct communication between sellers and buyers.

From a managerial perspective, market management is still traditional in nature, with simple coordination between market managers and traders. The lack of supporting facilities such as sanitation, drainage, and parking areas is an obstacle to creating a comfortable shopping experience. This shows that the implementation of local government policies in revitalizing traditional markets has not been optimal. However, the enthusiasm of traders in maintaining the continuity of their businesses shows that local economic resilience is still strong.

From an Islamic economic perspective, trading practices at Tempurung Market reflect some of the recommended principles of muamalah, such as honesty in weighing, no deception, and voluntary agreements between sellers and buyers. This is in line with the principles of al-'adl (justice) and ash-shidq (honesty) in Islamic economic transactions. The implementation of these values is one of the main factors that maintains the existence of traditional markets amid competition with modern markets that are more organized in terms of management.

Thus, it can be concluded that although modern markets offer various conveniences and facilities, Tempurung Market continues to survive due to strong social interaction, trust between economic actors, and the application of Islamic economic values in daily trading activities. Attention and policy support from the local government are needed to strengthen the

implementation of better market management so that traditional markets remain competitive in the modern era.

## **2. Research Results**

Based on the results of research conducted at Tempurung Market in Kinali District, West Pasaman Regency, it was found that this market is still the main center of economic activity for the surrounding community. This market operates every day with the highest level of activity on market days, which are every Wednesday and Saturday. The majority of traders are local residents who sell various basic necessities such as vegetables, fish, meat, agricultural products, and other household items. The economic activity that takes place shows that traditional markets still have their own appeal amid the development of modern markets.

Geographically, Tempurung Market is located in a strategic location because it is located on the main road of Kinali District, which connects several villages in West Pasaman Regency. Its easily accessible location attracts people from various regions to come and shop or sell their produce. The market not only serves as a place for economic transactions, but also as a social space where people interact and exchange information.

Interviews with several traders revealed that this market has been operating for decades and is the main source of livelihood for most of the community. Although the physical condition of the market is still simple, economic activity continues to run smoothly thanks to the high loyalty of buyers. Several traders stated that they have been selling at this market for more than ten years and have regular customers who are familiar with them.

However, the development of modern markets in recent years has begun to impact the activities of this traditional market. Vendors acknowledge a decline in the number of buyers since the establishment of several minimarkets and supermarkets in the Kinali area. Consumers who previously shopped at traditional markets have begun to switch to modern markets because they are attracted to the convenience, cleanliness, and fixed pricing systems offered. This phenomenon poses a major challenge for traditional market vendors in maintaining their businesses.

However, some people still prefer to shop at traditional markets because of the more affordable prices and flexibility in bargaining. This bargaining process is not only part of the economic transaction, but also creates a close social relationship between sellers and buyers. Many buyers feel more comfortable because they can interact directly and adjust prices according to their means. This is one of the social advantages of traditional markets over modern markets, which are rigid and impersonal.

From field observations, the infrastructure of Tempurung Market still needs further attention. Some of the market roofs are starting to deteriorate, the drainage system is not functioning optimally, and the parking area is still narrow. In addition, hygiene conditions are not fully maintained due to limited cleaning staff and waste disposal facilities. However, the traders take the initiative to maintain cleanliness by working together, especially on weekends.

This shows that there is social awareness and shared responsibility among traders.

In terms of management, this market is under the supervision of the West Pasaman Regency Trade and Industry Office, but day-to-day management is still carried out traditionally. There is no structured administrative system for collecting levies or allocating trading space. Some traders hope that the local government can make improvements through a market revitalization program so that the market becomes more organized and comfortable for visitors.

Economically, traders generally have limited capital with small to medium-sized businesses. Some traders obtain their merchandise from their own production, while others buy from local distributors. The profits are small, but sufficient to meet family needs. Although their income is uncertain, traders remain enthusiastic because traditional markets are considered a place that provides business opportunities for small communities.

In addition to its economic aspects, this market also has an important social function. Based on interviews with the local community, the market is not only a place for buying and selling, but also a means of strengthening relationships between residents. It is in this market that people get to know each other, share information, and maintain the values of togetherness. This shows that traditional markets play a role in strengthening the social and cultural structure of the Kinali community, which upholds the spirit of mutual cooperation.

In the context of Islamic economics, trading activities at Tempurung Market reflect the principles of muamalah in accordance with sharia law. Traders conduct transactions based on the principle of mutual consent without any element of fraud or usury. The practices of honesty, transparency in pricing, and a balance between profit and social justice are the main foundations of their economic activities. This principle is in line with Islamic values that emphasize justice ('adl) and honesty (shidq) in every transaction.

The study also found that the lack of attention from local governments is a major obstacle to the advancement of traditional markets. Traders believe that assistance or programs to improve trader capacity are still minimal, as are efforts to revitalize market infrastructure. In fact, if the government provides support in the form of business management training, facility improvements, and promotion of local products, the competitiveness of traditional markets can increase and they will be able to adapt to developments in the modern market.

Overall, the research results show that Tempurung Market still has a strong presence amid the advancement of modern markets, despite facing a number of structural and economic challenges. Social, cultural, and Islamic economic values are the main pillars that sustain this market. To maintain this existence, synergy is needed between the local government, market managers, and traders in improving service quality, cleanliness, and competitiveness so that traditional markets can continue to be an important part of the people's economy in West Pasaman.

### **3. Interview Results (Quotes from Sources)**

- a. "Nowadays, many buyers prefer minimarkets because they are clean and fast, but there are still many who come to this market because the prices are negotiable and the goods are fresh." (Mrs. Rahma, vegetable seller).
- b. "In the past, there were many buyers, and we could sell out all our goods in a day. Now it's a bit quiet since the minimarket opened, but we're still holding on because we have regular customers who trust our products." (Mr. Hendra, fish vendor).
- c. "I still prefer shopping at traditional markets because I can bargain and choose the goods myself. At modern markets, everything is fast but the prices are non-negotiable." (Mrs. Siti, buyer).
- d. "We merchants here always work together to maintain cleanliness. Even though the facilities are not yet ideal, we strive to keep this market lively and comfortable for shoppers." (Mr. Dedi, market manager).
- e. "Nowadays, there are many competitors from modern stores, but traditional markets are still needed by the small community. Here, prices are cheaper, payments can be made in installments, and the atmosphere is more familial." (Mrs. Nuraini, grocery vendor).
- f. "We hope the government can improve market facilities such as leaky roofs, drainage, and parking lots. If the market is good, more shoppers will definitely come." (Mr. Sahrul, clothing vendor).
- g. "We young vendors are starting to try promotions through social media so that shoppers know that traditional markets can also compete. Sometimes we post our merchandise on Facebook." (Rizal, grocery vendor).
- h. "In modern markets, the atmosphere is quiet and stiff, whereas in this market it is lively, with many people greeting each other, and it feels like family." (Mrs. Wati, regular customer).
- i. "Income has indeed declined, but we are still grateful because we still have loyal customers. We believe that sustenance is predetermined as long as we are honest and do not deceive customers." (Mr. Ridwan, dried fish seller).
- j. "I enjoy trading in traditional markets because, in addition to earning a living, we can also socialize. Every day we meet new people and help each other as traders." (Mrs. Lina, vegetable seller).

## CONCLUSION

Based on the results of research conducted on the existence of the Tempurung Traditional Market under the threat of modern market advances, it can be concluded that traditional markets still have an important position and strategic role in the economic life of the Kinali District community in West Pasaman Regency. Despite the emergence of various forms of modern markets such as minimarkets and supermarkets that offer convenience and fixed prices, the Tempurung Market continues to survive as a center of economic activity for the people because it has its own appeal that cannot be replaced by modern markets. This appeal lies in the system of bargaining, the close social relationship between sellers and buyers, and the family atmosphere created in every buying and selling activity. Traditional markets also serve as a platform for small communities to run businesses and earn income, thereby contributing to the improvement of local

economic welfare. On the other hand, these markets still face various obstacles, particularly in terms of inadequate facilities and infrastructure, suboptimal hygiene, and traditional management practices. Nevertheless, the enthusiasm and perseverance of traders in maintaining their businesses demonstrate the strong economic resilience of the people. From an Islamic economic perspective, trading activities at Tempurung Market reflect the principles of honesty, fairness, and mutual consent between sellers and buyers, which are important foundations for blessed and fair transactions. Therefore, traditional markets are not only places for economic transactions, but also social and cultural spaces that reflect the character and values of the community. To maintain its sustainability amid the advancement of modern markets, tangible support from the local government is needed through market revitalization policies, facility improvements, trader development, and promotion of local products so that Tempurung Market can continue to be a competitive pillar of the people's economy in the era of modernization.

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