Section: Management and Economics

The Challenge of Traditional Market Traders in Denpasar City with the Problem of Business Management and Sales Strategy

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Abstract:
Challenges by traditional fruit market traders in Denpasar are weaknesses in business management, bookkeeping administration sales strategy, buyers service, communication techniques, and rotten fruits that do not sell yet untapped. The purposes of this empowerment are to (1) improvement of business management, (2) increased of knowledge for traders: bookkeeping administration is the procedure of recording financial transactions and can easily perform financial analysis, sales strategy, especially arrangement of merchandise (display), service to buyers, communication techniques and transactions honest but still profitable, (3) utilization of rotten fruit that is not sold to be processed into MOL (local microorganisms) for the manufacture of organic fertilizers in the household scale. The method used is counseling and training. The results of the activities are as follows: 1) fruit trader group can already well manage its trading business. 2) fruit trader group can make good administration and business bookkeeping 3) fruit trader group can make marketing strategy by arranging (display) with well, and already use Show Case for display merchandise, customer visits increased 25%. 4) Fruit merchant group can already utilize rotten fruit as MOL for liquid crop fertilizer.

Keywords: Empowerment, Business Administration, Bookkeeping Management, Traders, Strategy

1. Introduction:
Community empowerment can not be done optimally (Yuesti, et al 2018, Yuesti and Sumantra, 2018, Sumantra and Yuesti 2016, Sumantra and Yuesti, 2017, Yuesti 2015). Including the empowerment of traditional market society. The presence of a modern market that provides a lot of comfort makes some people are reluctant to shop into traditional markets. Various reasons may be made public, from the start of the market conditions are muddy and smelly, lazy bargaining, security (pickpocket), the risk of reducing scales on purchased goods, crowded, and a number of other reasons. Though traditional markets also still have some advantages that are not owned modern market. Among them is still the social contact when bargaining between traders and buyers. Unlike the modern market that forces consumers to comply with prices that have been pegged. Traditional markets, however, illustrate the pulse of the economy of ordinary people. In traditional markets,
there are still many people who rely on their lives, from small traders, porters, and hawkers.

Abdimas in traditional fruit market traders group is conducted on traditional market fruit group "Nyambu Barak" traditional market Nyanggelan Desa Pakraman Panjer, South Denpasar. Nyanggelan Village Market is located in a very strategic location in the middle of the village apply Trimandala concept consists of: Main Mandala, Madya Mandala and Nista Mandala, Palemah market Nyanggelan Village is in Nista Mandala. Nyanggelan Village Market is built on the land of Pelaba Pura Dalem Desa Pakraman Panjer area of 4.595 m2. Nyanggelan Village Market is one of the socio-economic activities of Pakraman Village Nyanggelan that nurturing 9 neighborhoods and 9 Banjar Adat. On 2016 has 14 stalls, 30 shops, 105 morning stalls, 10 culinary stalls, 17 plot senggol and 20 yard.

Traditional fruit market traders group "Nyambu Barak" consists of 10 traditional traders, mostly traded goods, are fruits for the needs of religious upakara khusnya Hinduism. Many traders who have not been able to manage finances well, do not have a record of financial use, making it difficult to obtain loans in formal financial institutions, such as banks or village credit institutions so that many who use moneylender services. Therefore, the trader's knowledge about bookkeeping administration is the procedure of recording financial transactions needs to be improved. This problem is also faced by society in general (Yuesti, et al, 2018, Sumantra and Yuesti, 2017, Yuesti 2015).

Sales strategy, especially the arrangement of merchandise (display), is still chaotic. The group of Nyambu Barak fruit merchants, lack of hygiene both themselves and their kiosk environment and service that is less friendly, so it needs counseling and training to provide understanding about consumer behavior, how to satisfy customers, the convenience of shopping (Arnawa & Arisena (2013); Arnawa, Runa, Astuti, Palgunadi, Raka & Martini (2013), Arnawa, Tamba & Anindita (2015); Martini (2015); Arnawa, Sukerta, Martiningsih & Astuti (2017); Arnawa, Runa, Sukerta, Astuti & Martini (2018) )

A. Inspiration Sources:
Based on the analysis of the situation above, and discussions between the implementing teams of Abdimas, with the chairman of the traditional fruit market traders group can formulated several problems of partners, as follows: 1) the traders have not been able to manage the business properly, so that the trading business owned does not show progress and tend to be stagnant, 2) traders do not have financial administration records (no business records are recorded properly 3) the traders have not managed their goods well enough to appear chaotic. 4) the merchant is not maintaining good hygiene himself and his kiosk environment, 5) the traders do not yet have the ability of communication techniques in doing transactions with the customers so as to have the impression of unfriendly, 6) The traders have not utilized fruits that rotten not sold, and just discarded.

2. Method of Implementation:
The methods used to assist traditional fruit market traders, are counseling, training and mentoring, in detail are as follows:

1. Counseling, training and management assistance in the management of business management of traditional fruit market traders
2. Counseling, training and mentoring of administrative records on traditional fruit market traders
3. Counseling, training and assistance to the traders in managing their merchandise, so it looks neat and interesting
4. Counseling, training and assistance to the traders in maintaining good hygiene both himself and his kiosk environment
5. Counseling, training and assistance to communication traders in conducting transactions with customers so as to have the impression of friendly and attractive to its customers
6. Counseling, training on the manufacture of MOL from rotten fruits and their application for garden crops.

3. Result and Discussion:

3.1 Business Management:

Traders in Nyanggelan Market are still weak in business management, the solution given is giving counseling. In order for the market to run in a balanced hence required a management of management in it. Management is intended to create a market that can prosper the trader without any cheating in it. Management involves coordination activities and supervision of the work of others, so that the work can be completed efficiently and effectively.

The extension materials provided about the management functions include planning, organizing, actuating, controlling. It is hoped that fruit traders can plan to organize, mobilize and control their business well. Traders should also always coordinate with fruit suppliers, so that fruit supply remains available on an ongoing basis as expected, as well as coordinating with market managers. So that the flow of goods entering the market can be controlled well by the market manager, so that the fruits that enter the market can be guaranteed quality and run continuously, following the situation when conducting counseling about business management. Counseling is given by way of face to face, because traders difficult to collect, because they do not want to leave his wares.

From the results of counseling, fruit traders can manage their business, so that the supply can run smoothly as well as coordination with market managers can run well, so as to create a harmony relationship between traders with parties involved in fruit business in the market Nyanggelan.

3.2 Business Administration and Bookkeeping:

Fruits traders in Nyanggelan Market do not have good business accounting. The solutions offered to assist the trader are provided by way of counseling and mentoring, the material provided is about the administration and business bookkeeping, which contains the recording of all business activities including records of traders transaction data, finance, production, production inventory in terms of are fruits available at merchant kiosks, and other issues that may affect the smoothness of its trading business. The purpose of the administration and bookkeeping is so that a trader can: 1) monitor the activities of his trade administration, 2) evaluate the activities of organizing his trade business, 3) be able to develop business development programs and organizing business activities and 4) to secure business activities and its business organization. Counseling is done directly to each individual trader, following the extension and assistance to the merchant (Figure 2)

Figure 1. Counseling of business management

Figure 2: Counseling an Assistant Administration and Bookkeeping

From the results of extension activities and assistance fruit traders in Pasar Rakyat Nyanggelan have been able to make administration and pembukuan about fruit business trading.
3.3 Market Strategy:

With so many small businesses emerging nowadays, it is necessary to have the right marketing strategy in order to attract consumer interest. Although difficult, but if focus in planning the marketing strategy, it is not impossible small business fruit merchants can grow to grow. Generally, small businesses have relatively small marketing budgets when compared to large-scale enterprises. With a minimal budget is certainly a trader should be more creative in determining the right marketing strategy. Here's how merchants can do in optimizing marketing even with limited funds:

1) cooperate with entrepreneurs or fellow fruit merchants in advertising, such as sending product offers to customers or giving rebates for purchases of certain packages.
2) introduced merchant products and businesses through several free media. It aims to help consumers search for what products are on offer, such as publications over the internet by involving the environment around the merchants’ businesses.

Nyanggelan fruit market traders have not mastered a good marketing strategy, still cluttered wares are not well organized, to overcome these problems need to have a strategy, that is by providing counseling and mentoring to traders. The strategy offered to fruit merchants in Nyanggelan market is the strategy of attracting consumers by arranging the display so that it appeals to the consumers, the following is the result of counseling and accompaniment that has been done, there is an increase of about 25% of the customers to come to the merchant kiaos, there are several options for customers, because the fruit is already packaged, and the contents of the fruit in the packaging vary, according to customer needs, among others, there is packaging mixed fruit, and there is only one type of fruit and the number of fruit in the pack also varied. And the fruits are arranged according to their kind, for example; bananas are grouped together, as well as mangoes, apples, barks and others. Here the results of the fruit arrangement in Nyanggelan market (Figure 3)

![Figure 3: Display for fruit of Fruit Dealer Nyanggelan Market](image)

Furthermore, other activities undertaken for the marketing strategy of fruit in the market Nyanggelan is, for the fruit still looks fresh and interesting is to display merchandise in the refrigerator. This is of great interest to customers, evidenced by an increase in subscribers of up to 25%. Here's a picture of the fruit display in the refrigerator (Show case) (Figure 4)

![Figure 4: Fruit arranged in Show Case](image)

3.4 Making of MOL:

Nyanggelan fruit market traders have problems often face the rest of the fruit that is not sold because of rotten, usually traders will throw away the rotten fruit. The organic fertilizer can be divided into 2 (two) based on the form of solid organic fertilizer and liquid organic fertilizer. One type of liquid organic fertilizer is commonly known as Local Microorganisms (organic microorganisms)
MOL) is a solution of fermentation. MOL material comes from various sources that contain micro nutrients, macro, bacterial organic matter remodel, growth stimulator and pest control agents / plant diseases. Therefore, MOL can be utilized as (a) Liquid organic fertilizers, (b) Decomposers or compost-making, (c) Vegetable pesticides. Sources of Mole Material are 1) Carbohydrates (source C): rice laundry water, cassava, potatoes, rice etc. 2) Glucose (source C and N) derived from red sugar water, sugar, molasses and cow urine and 3) Vitamins and minerals: coconut water and milk.

Here is how to make MOL from rotted fruits: ingredients: 5 kg rotten fruits, 1 kg red sugar, 10 liters of coconut water and 10 ml EM4, making way: 1) Cingcang of small rot, 2) Dissolve brown sugar with washing water rice and EM4.3) put all the ingredients into the bucket, tightly cover the air hole by inserting the hose connected to the water-filled bottle, the end of the plastic hose should be submerged in water, 4) let stand for 2 weeks an aerobically, 5) strain the solution then put in a storage container. Here's the result of making MOL fruit merchant Pasar Nyanggelan (Figure 5)

![Figure 5: MOL from Fruit Market Nyanggelan](image)

4. Conclusion:

Based on the results of the activities of counseling and mentoring conducted can be concluded:

1) Group of fruit traders have been able to properly manage their trading business.

2) Group of fruit traders have been able to make administration and business bookkeeping properly.

3) Group of fruit traders can make a marketing strategy by display well, and already use Show Case for display merchandise, customer visits increased 25%.

4) Fruits traders can already use rotten fruit as MOL for liquid crop fertilizer

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