

Profile of the Kindai Limpuar Gambut Market in Banjar Regency

Nur Laili As Syifa¹, Mutiani ², Sigit Triyono ³, Fatwa Nur'aini ⁴, Sovia Husni Rahmia ⁵

¹ Social Studies Education Department FKIP Lambung Mangkurat University; 2010128220003@mhs.ulm.ac.id

² Social Studies Education Department FKIP Lambung Mangkurat University; mutiani@ulm.ac.id

³ Social Studies Education Department FKIP Lambung Mangkurat University; Sigit.triyono@ulm.ac.id

⁴ Social Studies Education Department FKIP Lambung Mangkurat University; fatwa.nuraini@ulm.ac.id

⁵ Social Studies Education Department FKIP Lambung Mangkurat University; soviahusni.rahmia@ulm.ac.id

ARTICLE INFO

Keywords:

Kindai Limpuar Market,
Traders, Buyers

Article history:

Received 2025-02-07

Revised 2025-02-16

Accepted 2025-02-18

Published 2025-03-01

ABSTRACT

The existence of a market is very important for society. The public understands that there are two market concepts, the traditional market concept and the modern market concept. The existence of traditional markets is still of interest to the public because humans have carried out buying and selling activities since they came to know civilization as a form of fulfilling their needs. One of them, the Kindai Limpuar Gambut Market in Banjar Regency, occurs every day and is still happening today. Therefore, this research aims to explain the profile of the Kindai Limpuar Gambut Market as a traditional market in Banjar Regency. Qualitative approach research is used with descriptive methods. The research subjects were the head of the market manager, traders and buyers. Data sources consist of Primary Data and Secondary Data. Data collection techniques use observation, interviews and documentation. Data analysis is data reduction, data presentation, and drawing conclusions. Test the validity of the data based on source triangulation, technical triangulation, and time triangulation. The results of this research are: Based on the results and discussion of the research conducted by the author, it can be concluded that the Kindai Limpuar Gambut Market has been established for a long time since the 1980s and is currently still the people's choice for buying and selling activities. There are three aspects, namely: physical aspects, economic aspects, and social aspects.

Corresponding Author:

Nur Laili As Syifa

Social Studies Education Department, FKIP, Lambung Mangkurat University; 2010128220003@ulm.ac.id

1. INTRODUCTION

Indonesia, as a developing country, is intensifying its efforts to encourage economic growth in order to maintain a democratic and better society. The aim of economic growth is to increase people's income by eliminating social and economic inequality. The goal of economic development is to implement an independent and reliable national economy based on various efforts to encourage economic activity, overcome disparities between regions, and encourage development and growth of the country's economy now and in the future, in order to improve the welfare of society as a whole in a harmonious, fair and just manner (Andrias, 2023).

Economic development is the most important thing in the world which is closely related to developments over time, such as the global era which has penetrated the world of business and trade, and can be used to improve facilities and supporting facilities that are most suitable and make everyday life easier. The market is an economic tool that measures the growth of economic income in a region, and if it is specific to a region, the market is a place where economic transactions take place (Arjana, 2021).

Humans have known and carried out buying and selling activities since the existence of civilization as a form of fulfilling needs. Humans can fulfill these needs through the market. Therefore, the market becomes one of the places where economic activities occur in the community. Traditional markets existed in the 10th century, in the Mpu Sindok Kingdom, known as Pkan. At that time, the market was one of the most obvious indicators of community economic activity in a region and this continues to this day (Kartini, 2019).

Traditional markets are synonymous with places for buying and selling goods and services. Markets arise from people's desire to obtain the goods they need (Thian, 2021). Traditional markets can be found in all areas, both rural and urban. Traditional markets cannot be separated from the lives of small communities, because the majority of market players such as producers, traders and buyers are small communities. Indonesia will host 15,657 traditional markets every year from 2017 to 2019. This number has increased by 1,475 or 10.4% compared to the previous year (Statistik, 2020).

According to Presidential Decree Number 112 of 2007, traditional markets are defined as markets that are developed in collaboration with regional governments, the private sector, State-Owned Enterprises (BUMN), and Regional-Owned Enterprises (BUMD) by making traditional markets a collective agreement regarding kiosks, shops and tent businesses managed and owned by small traders, small and medium cooperatives and small capital through negotiations (Rahmania, 2023).

Based on observations made by researchers at the Kindai Limpuar Gambut Market on Thursday, April 25 2024, it was then carried out on Saturday, April 27 2024 at the Kindai Limpuar Gambut Market, it still survives today because people still carry out economic activities such as buying and selling and shopping for daily necessities starting from buying basic necessities, vegetables, clothes, cosmetics, plastic and so on. Kindai Limpuar Gambut Market is an alternative to meet the needs of the local community, although it is not as busy as before, especially on weekdays and is only busy on holidays. Kindai Limpuar Gambut Market continues to survive in the era of many modern markets being built. Apart from that, it cannot be denied that the presence of modern markets such as supermarkets or minimarkets is enough to attract people's interest in preferring to shop at these places (Holilah dkk., 2024). Based on the phenomenon that occurred, researchers and writers expressed interest in further analysis through research entitled "Profile of the Kindai Limpuar Peat Market in Banjar Regency".

2. METHODS

The method used in compiling this article is a descriptive qualitative research method, namely on descriptive data, which can be in the form of oral or written, obtained from observations of the subjects. This research was conducted at Kindai Limpuar Gambut Market, Banjar Regency. The subjects of this study were the Head of Market Management, traders, buyers. This study aims to determine and describe the appeal of Martapura Intan Market as a tourist attraction in Banjar Regency. Data collection using techniques, carried out by observing market conditions, then interviews with informants, documentation to complete the research and literature studies aimed at enriching data sources related to similar research, making it easier for researchers to find theories that support data analysis. Data analysis using techniques according to Miles and Huberman, namely data reduction which includes grouping, centralization, simplification, abstraction and transformation of raw data recorded in written field data. Then the data is presented, the information collected is arranged systematically so that it can

be understood as a whole and then analyzed according to the problems in the study. Then conclusions or verification are drawn to understand the meaning of the data presented and ensure its truth.

3. FINDINGS AND DISCUSSION

Kindai Limpuar Gambut Market is a market located on Jalan Ahmad Yani km.14 Gambut District, Banjar Regency, South Kalimantan Province which is a buying and selling center for the Gambut community and its surroundings. And it has been built since 1980 and still exists today. Kindai Limpuar Gambut Market Land area 8,535 square meters and building area 5,970 square meters. The distance from Kindai Limpuar Gambut Market to Gambut District is around 5.8 km and to Banjar Regency around 49 km. The Kindai Limpuar Peat Market belongs to the Regional Owned Enterprise (BUMD) of the Banjar Regency Government which was founded and managed by the Regional Company (PD) Bauntung Batuah Market, part of unit area-III in 1980 and continues to exist to this day (Profile of the Kindai Limpuar Gambut Market, 2024).

Kindai Limpuar Gambut Market has easy access to enter the market environment because its position is in the middle of Gambut District and close to the main road which connects Liang Anggang and Banjarmasin roads. This market stands in a strategic place because it is close to bus stops, schools, mosques, offices and residential areas in Gambut District. The entrance to Kindai Limpuar Gambut Market can be accessed via the main market route, namely the front gate of the market which is close to the bus stop Jl. Ahmad Yani (Profile of the Kindai Limpuar Gambut Market, 2024).

The physical aspect of traditional markets refers to the characteristics and layout of market infrastructure that supports buying and selling activities. Traditional market buildings generally have semi-permanent or permanent buildings, with various shapes and sizes. There are stalls, kiosks and stalls that are rented to traders to display and sell merchandise (Amanda dkk., 2024). Paying attention to and improving the physical aspects of traditional markets is very important to create markets that are comfortable, safe and attractive for visitors, so that they can support buying and selling activities and improve the local economy. Therefore, improvements to traditional market facilities and infrastructure are needed to be able to compete with modern markets (Rahmadi & Hastuti, 2023).

Nowadays, most traditional markets have been built with a floor system to accommodate traders who want to sell (Marlina et al., 2021). As is the case with the Kindai Limpuar Gambut Market, in terms of the physical aspect, namely the physical construction of the building is relatively poor and does not take into account the economic aspect. The price of kiosk/shop buildings tends to be calculated based on the size and size of the kiosk/shop building. The classification of sales at the Kindai Limpuar Gambut Market in terms of the 1st floor and 2nd floor is not yet clear. However, most of them on the 1st floor sell basic necessities such as basic necessities, vegetables and fish as well as clothing and shelter materials. The 2nd floor is not used because the market is still in the process of being built (Aniah dkk., 2024).

Based on Banjar Regent Regulation Number 42 of 2014 Article 7 paragraph (1) Concerning Market Management in the Bauntung Batuah Market Regional Company Environment, Banjar Regency, it is explained that every person or business entity that uses market places or facilities is obliged to pay for market facility services based on applicable regulations. This has been done by the market management so that people feel at home and comfortable when shopping at traditional markets. However, the current condition of traditional markets is still not well organized. There are still many problems that need to be fixed so that buyers are more interested in shopping at traditional markets. Markets must be optimized in terms of drainage, waste and visitor comfort (Fahmi & APRIALDI, 2021).

Considering how important grades are in social studies education, social studies teachers must study them. This is because value is actually valuable. Values are a collection of beliefs and principles

underlying behavior that have become personal within a person or a particular group of people, expressed in their actions or thoughts. Values are usually learned through interaction or communication between individuals in groups such as families, religious groups, communities, or associations of people who have the same goals (Putra et al., 2022).

By using grades as a learning resource, teachers can incorporate them into the learning process. Learning resources are all sources, including data, people, and particular entities, that students can use to learn. These resources can be used separately or in combination to help students achieve their learning goals (Sari dkk., 2024). Students can find information related to the subject through learning resources. Social science comes from the real life of society. Therefore, social science learning must consider society as its source and object. Without considering society as the source and object, social studies learning will not succeed in achieving its goals and will not meet society's demands (Putra et al., 2022).

Learning resources that use the community or environment are an important component in learning. This learning resource has many benefits, such as providing motivation to learn, directing students to learning activities, improving social relationships, introducing the environment, fostering attitudes and appreciation for the environment around them. According to researchers, social studies teachers use learning resources in social studies learning in two ways: bringing learning resources from the environment or community into the classroom or bringing learning resources into the classroom (Syaharuddin & Mutiani, 2020).

Traditional markets are one of the important public places in people's lives, and function as an important place where sellers and buyers transact goods and services. Traditional markets involve the economic aspects of society, especially for the lower middle class, in addition to making it easier for businesses and consumers to meet. Traditional markets are still relevant in Indonesia, as shown by the number of people who still choose to shop at traditional markets (Suyatna et al., 2022).

The economic aspect of the traditional market, namely Kindai Limpuar Gambut Market, is a place for buying and selling activities. People around Gambut District, both traders and buyers, will go to Kindai Limpuar Gambut Market which is open every day from 07.00 WITA to 15.00 WITA. This has become a routine carried out every day by the local community in Gambut District, Banjar Regency. In this way, people who want to shop and fulfill their daily needs can come directly to the traditional market (Musriana dkk., 2024).

Traditional markets are very important to meet people's needs, especially in developing countries. Traditional markets usually sell various types of goods, ranging from meat, fish, vegetables, fruit and fresh food ingredients to other daily necessities. With this diversity, customers can choose according to their needs and preferences. Traditional markets are often close to home, making it easy for customers to get the goods and services they need. This is especially important for people who don't have a vehicle or access to a supermarket (Harsana & Triwidayati, 2020).

Economic Aspects in the Kindai Limpuar Gambut Market in Banjar Regency in economic activities the teacher will explain production, distribution and consumption activities, which can be used as a social studies learning resource. Students can explain the production activities in the Kindai Limpuar Gambut Market area in the form of the types of products traded, namely clothing, food and shelter. Distribution activities are carried out directly and indirectly by traders at Kindai Limpuar Gambut Market. Consumption activities explain that consumers are not only from the people of Gambut District but also from outside the Gambut area (Syaharuddin et al., 2023).

This activity can be a source of material on economic sub-themes, the role of science and technology in economic activities, and developing a creative economy based on local potential to

improve community welfare. If this material is used, it is hoped that students will understand that production is not just about creating or changing the value of goods; distribution is not just distributing production products to consumers, and consumption is not just reducing or consuming the value of goods (E. Abbas, 2021).

Implementing economic activities at the Kindai Limpuar Gambut Market can teach students about the various processes and actions carried out by businesses during the production, distribution and consumption processes. As written, if social activity-based social studies education can be applied in social studies education, then social studies education plays an important role in cultivating good, mental and moral citizens. Therefore, the social studies learning process is not limited to cognitive learning but also affective and psychomotor (Abbas et al., 2020).

The social aspect of the Kindai Limpuar Gambut Market is social interaction with traders and buyers and traders with traders. Merchants usually greet buyers, offer help, or provide explanations about the goods they are selling. Good communication can create a friendly atmosphere and make customers feel valued. Buyers and traders are often involved in the process of haggling over prices in several situations, especially in traditional markets. This is the type of social interaction that can bring them closer to each other (Tyas, 2020).

Kindai Limpuar Gambut Market is one of the traditional markets in Banjar Regency that has been able to survive and has become a market that people like as a place to shop. Kindai Limpuar Gambut Market is a market where buyers are busy shopping every day to meet their needs. Traditional market traders have a communication pattern that is carried out by bargaining, however, as a traditional market, in economic and social activities in traditional markets there is still bargaining in buying and selling interactions because bargaining is a tradition in every traditional market (Sihabudin, 2022).

Kindai Limpuar Gambut Market, traders often know each other. Social interactions between traders in traditional markets are unique and often more intimate than in modern or large retail markets. They can form an intimate relationship where they share stories, experiences, and even daily routines. In traditional markets, social interaction between traders is very important to build a solid and supportive community. Communities like this create a warmer and friendlier atmosphere. A good relationship between them helps their respective businesses and makes the market more lively and attractive for buyers (Sari & Cahyono, 2022).

In social science learning (IPS) is social interaction between traders and buyers as well as between traders and merchants. Studying these interactions at school can help students understand the social, economic and cultural dynamics that exist in society (Putro et al., 2022).

Social aspects of social interaction in the context of social studies learning, the teacher will provide learning to students such as: First, Means of Interaction: The interaction that occurs between sellers and buyers is a real illustration of the means of interaction. Students can learn how these interactions shape society's norms, values and behavior through social studies learning. Bargaining over prices in traditional markets, for example, is an example of how local culture influences social relations (Ilhami et al., 2022).

Second, a means of assimilation: The market functions as the center of the surrounding community. Therefore, integration between individuals from various cultural and societal backgrounds always occurs in the market. The process of socio-cultural change is called assimilation. Cultural influences: Interactions between sellers and buyers are influenced by their culture. Students can learn how local customs and values influence the way people interact and transact in the market during social studies learning (Ilhami et al., 2022).

Third, Information Center: The market is an information medium, one of the most important, especially before modern types of media such as radio, newspapers, television, internet, social media, and others. Markets were used by a person or group of people to spread news to certain people or groups when they gathered or met in the market before the use of modern information media. News can be happy news, such as a wedding invitation, a thank you note, or sad news, such as a death (Jumriani et al., 2022).

Whether in formal or informal spaces, social interaction can occur anywhere. This is an example of formal and informal social interactions that occur in life that form strong and established social bonds. Community behavior is action or behavior caused by people who have the need and desire to behave well in social life in their environment and to fulfill their economic desires. These needs and desires will apply in human life, influencing values in aspects of social life (Putro et al., 2022).

4. CONCLUSION

Based on the results and discussion of the research conducted by the author, it can be concluded that the Kindai Limpuar Gambut Market has been around for a long time since the 1980s and is currently still the people's choice for buying and selling activities. Kindai Limpuar Gambut Market has a multi-storey building with 2 floors. The 1st floor contains shops/kiosks in several blocks from Block A to Block O. The physical aspect of the traditional market for market facilities is still inadequate due to scattered rubbish, clogged sewer or drainage channels and during the rainy season the water rises and causes flooding. The management can only try to maintain the cleanliness of the market by implementing daily ticket rates every day. The economic aspects of traditional markets in buying and selling activities at the Kindai Limpuar Gambut Market are carried out every day from 07.00 WITA to 15.00 WITA. Buying and selling activities take place at the Kindai Limpuar Gambut Market every day. Traders and buyers carry out buying and selling transactions to meet their daily needs. The social aspect of traditional markets explains that the social relations that occur at the Kindai Limpuar Gambut Market occur because of the relationships between traders and buyers and traders and traders, where this interaction allows traders and buyers and traders and buyers to bargain, become close friends, and share information, both general and personal information.

REFERENCES

- Abbas, E. (2021). *Banua anyar culinary tourism area: Study of economic activities as a learning resource on social studies*. 747(1), 012019.
- Abbas, E. W., Handy, M. R. N., Shaleh, R. M., & Hadi, N. T. F. W. (2020). Ecotourism of Martapura River Banjarmasin as a Learning Resources on Social Studies. *The Innovation of Social Studies Journal*, 1(2), 111–119.
- Amanda, K. R., Purwanto, N. R., Ramadhani, V. N. F. P., Siswandini, N. P., & Angraini, H. M. (2024). Analyzing the Movie “Hidden Figures” (2016): A Comprehensive Examination of Race and Gender Inequality. *The Innovation of Social Studies Journal*, 5(2), 116. <https://doi.org/10.20527/issj.v5i2.11191>
- Aniah, N., Abbas, E. W., Mutiani, M., Sari, R., & Jumriani, J. (2024). Implementation and Obstacles to Student Character Education at SMAN 1 Anjir Muara. *The Innovation of Social Studies Journal*, 5(2), 139. <https://doi.org/10.20527/issj.v5i2.8302>
- Andrias, M. Y. (2023). *Esesnsi Hukum Partisipasi Masyarakat dalam Perencanaan Pembangunan Daerah*. TOHAR MEDIA.
- Arjana, I. G. B. (2021). *Geografi Pariwisata Dan Ekonomi Kreatif-Rajawali Pers*. PT. RajaGrafindo Persada.
- Fahmi, S., & APRIALDI, D. (2021). Model Pengaturan Yang Efektif Terkait Pengelolaan Pasar Tradisional Di Indonesia. *Jurnal Hukum Samudra Keadilan*, 16(2), 282–292.

- Harsana, M., & Triwidayati, M. (2020). Potensi makanan tradisional sebagai daya tarik wisata kuliner di DI Yogyakarta. *Prosiding Pendidikan Teknik Boga Busana*, 15(1).
- Holilah, M., Nur, M., Hardianti, R. A., & Aulia, Q. (2024). Implementation of Digital Teaching Material Containing Local Wisdom Values for Strengthening Pancasila Student Profile Project (P5) of Kurikulum Merdeka in Social Studies Learning. 5.
- Ilhami, M., Abbas, E., Mutiani, M., Jumriani, J., & Rusmaniah, R. (2022). *The Social Values of the Banjar People in Traditional Markets. The Innovation of Social Studies Journal*, 4 (1), Art. 1.
- Jumriani, J., Subiyakto, B., Hadi, S., Mutiani, M., & Ilhami, M. R. (2022). Education of Social Regulation Through Social Institution Materials in Social Studies. *The Innovation of Social Studies Journal*, 3(2), 118–127.
- Kartini, S. (2019). Pasar dalam Perekonomian. *Mutiara Aksara. Semarang*.
- Marlina, N. I. V., Joko, T., & Setiani, O. (2021). Evaluasi Aspek Pengelolaan Sampah Pasar Tradisional Kedunggalar Kecamatan Kedunggalar Kabupaten Ngawi Jawa Timur. *Media Kesehatan Masyarakat Indonesia*, 20(5), 308–316.
- Musriana, W., Abbas, E. W., Jumriani, J., Ilhami, M. R., & Sari, R. (2024). Formation of Social Values in Students Through Adolescent Red Cross (PMR) Extracurricularies at SMAN 1 Anjir Muara. *The Innovation of Social Studies Journal*, 5(2), 168. <https://doi.org/10.20527/issj.v5i2.11861>
- Putra, M. A. H., Handy, M. R. N., Subiyakto, B., Rusmaniah, R., & Norhayati, N. (2022). Identifikasi Nilai Budaya Masyarakat Sungai Jelai Basirih Selatan Sebagai Sumber Belajar IPS. *Publikasi Berkala Pendidikan Ilmu Sosial*, 2(2).
- Putro, H. P. N., Putra, M. A. H., Ilhami, M. R., Handy, M. R. N., & Zulfah, S. (2022). Social interaction of riverside communities on river utilization in Banua Anyar Village. *The Innovation of Social Studies Journal*, 4(1), 46–52.
- Rahmadi, S., & Hastuti, D. (2023). Peran Pengelolaan Pasar dalam Meningkatkan Pendapatan Pedagang Pasar Rakyat Aur Duri. *Studium: Jurnal Pengabdian Kepada Masyarakat*, 3(1), 29–36.
- Rahmania, N. (2023). Strategi Bersaing Pasar Tradisional di Era Digital (Studi pada Pasar Warujayeng Tanjunganom Nganjuk)(IAIN Ponorogo). *IAIN Ponorogo, Ponorogo*.
- Sari, F. K., & Cahyono, Y. N. (2022). Kajian Tindak Tutur Ilokusi pada Interaksi Jual Beli di Pasar Tradisional Pulung. *DIWANGKARA: Jurnal Pendidikan, Bahasa, Sastra Dan Budaya Jawa*, 2(1).
- Sari, R. A., Abbas, E. W., Rusmaniah, R., Syaharuddin, S., & Handy, M. R. N. (2024). Economic Activities of Kelakai (*Stenochlaena Palustris*) Chips to Support the Family Economy in Anjir Pasar Village. *The Innovation of Social Studies Journal*, 5(2), 155. <https://doi.org/10.20527/issj.v5i2.11860>
- Sihabudin, H. A. (2022). *Komunikasi antarbudaya: Satu perspektif multidimensi*. Bumi Aksara.
- Statistik, B. P. (2020). Indeks pembangunan manusia. Retrieved Februari, 18.
- Suyatna, H., Firdaus, M., Wibowo, I. A., Indroyono, P., & Santosa, A. (2022). *Demokrasi ekonomi di pasar rakyat*. UGM PRESS.
- Syaharuddin, S., Abbas, E. W., Yusup, Y., Hairunisa, H., Puspita, R. M. C., & Mutiani, M. (2023). Application of Blended Learning as an Innovative Social Sciences Learning Innovation Effort After the Covid-19 Pandemic. *The Innovation of Social Studies Journal*, 5(1), 90–94.
- Syaharuddin, S., & Mutiani, M. (2020). *Strategi Pembelajaran IPS: Konsep dan Aplikasi*.
- Tyas, D. (2020). *Ketenagakerjaan di Indonesia*. Alprin.