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Community Distribution Activities on The Riverbanks of Alalak River

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Abstrak

Wilayah yang memiliki keterbatasan sumber daya alam akhirnya saling mensubsidi barangnya melalui aktivitas ekonomi dalam aspek distribusi. Distribusi merupakan kegiatan penyaluran barang atau jasa antara wilayah satu dengan lainnya. Kegiatan distribusi dilakukan bertujuan agar terciptanya nilai guna suatu barang. Hal tersebut tercermin dari kegiatan distribusi yang masyarakat lakukan di bantaran sungai Alalak. Penelitian ini bertujuan untuk mendeskripsikan kegiatan distribusi masyarakat di bantaran sungai Alalak. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data didapatkan melalui observasi, wawancara dan dokumentasi. Uji keabsahan data melalui triangulasi sumber, teknik, dan waktu. Data disajikan dalam bentuk deskripsi dan dilengkapi gambar. Hasil penelitian yaitu kegiatan distribusi yang masyarakat lakukan ditemukan adanya aktivitas pengangkutan, penjualan, pembelian, dan penyimpanan. Barang yang didistribusikan yaitu berupa barang material seperti batu koral, batu split, pasir dan tanah merah. Kegiatan distribusi barang ini melalui saluran tidak langsung barang berasal dari produsen yang berasal dari wilayah pegunungan tepatnya di daerah Mandiangin, Martapura yang kemudian barang tersebut dipesan oleh pelaku ekonomi di bantaran sungai Alalak untuk dijual lagi kepada pemakai.
Kata Kunci: Distribusi, Masyarakat, dan Bantaran Sungai.

Abstract

Regions with limited natural resources subsidize each other's goods through economic activities in the distribution aspect. Distribution is distributing goods or services between one region and another. Distribution activities are carried out to create the use-value of an item. This is reflected in the community's distribution activities on the banks of the Alalak river. This study aims to describe community distribution activities on the banks of the Alalak river. This study uses a qualitative approach with a descriptive method—data obtained through observation, interviews, and documentation. Test the validity of the data through triangulation of sources, techniques, and time. The data is presented in a description and is accompanied by a picture. The research results, namely the community's distribution activities, found transportation, sale, purchase, and storage activities. The goods distributed are coral, split stones, sand, and red soil. These goods distribution activities through indirect channels come from producers who come from mountainous areas, precisely in the Mandiangin area, Martapura, which then the goods are ordered by economic actors on the banks of the Alalak river to be sold again to users.
Keywords: Distribution, Community, and Riverbanks.

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PRELIMINARY

Humans are creatures that will continue to coexist with the natural environment(Handy et al., 2021). Humans and the environment are bound entities (Mutiani et al., 2021). Every human being has various needs and tries to fulfill them in various ways (Syaharuddin et al., 2020). To meet the needs of their lives, humans try to take advantage of existing natural resources. As part of natural resources, Rivers have various benefits that humans can utilize to benefit life from their elements, such as bathing, washing, transportation, and so on. The river is still one of the people's livelihoods. Rivers play an essential role in the community's survival, especially those living on the river banks. Riverbanks are indeed very accommodating for humans to be used both as a place to live and make efforts for their survival (Sari & Khadiyanto, 2014).

Riverbanks are areas where water and land meet. The area in question is unique and dynamic in a city. Riverbanks are strategic areas for people to live in (Husain, 2020; Mutiani, 2020; Abbas et al., 2021). In addition, the riverbank area can also be used for recreation, ports, trade, offices, warehousing, and housing (Lestari, 2010). Communities or residents who live on riverbanks have different characteristics from those living in urban areas. The dominant characteristic is that the river impacts the survival of human life. Various kinds of community activities are carried out on the river banks in fulfilling their daily needs, one of which is distribution activities.

Distribution activities are the distribution of products or services by producers to consumers or users when the goods or services are needed (Karundeng et al., 2018). The distribution activities also give birth to the benefits or advantages of time and place. Distribution activities aim to support, create, and maintain the value and use of goods and services (Nurchayati & Hikmah, 2014; Lestari, 2019). Areas that have limited natural resources need other areas to meet their needs. The limitations of these natural resources make inter-space interactions where inter-regional interrelationships complement each other through distribution activities. In line with this, the distribution of goods is also defined as a marketing activity for delivering goods from producers to consumers at the time, place, quantity, and specifications required.

This article aims to describe the distribution activities that people do on the banks of the Alalak river. Distribution activities carried out by the community are in the form of loading and unloading material goods such as coral, split stones, sand, and red soil. The goods come from the first producers from Banjar and Tanah Laut districts, purchased by the community (economic actors) on the banks of the Alalak river, North Alalak village, then sold and

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distributed to consumers outside the South Kalimantan area. In line with this, the people on the banks of the Alalak river, North Alalak village, have various activities, one of which is buying and selling sand and rocks. (Sari et al., 2017).

METHOD

This study uses a qualitative approach with a descriptive method. It is used to describe the actual state of the phenomenon under study during the research, regarding the people's economic activities on the banks of the Alalak river, North Alalak sub-district, where the surrounding community uses the river as a means of carrying out distribution activities or distribution in the form of material goods to various consumers within and outside the region. Data collection was carried out through stages observations on the banks of the Alalak river, where distribution activities were located in RT 42 to 46 North Alalak sub-districts.

Interviews were conducted with the Lurah, the head of the RT, and especially the people who carry out distribution activities on the banks of the Alalak river, North Alalak sub-district. The data sources chosen were economic actors, namely Tato Effendi, Nurjani, Sahrun, Khairul, Imam, and Norhasanah. An informant from among workers in the economic activity is Anto. Sahlan, Alan, and Saifullah are related to where the distribution of goods is carried out. Data in documents in photos of distribution activities and the North Alalak sub-district profiles. Miles and Huberman model interactive data analysis is used to get saturated data(Krisdayanti et al., 2020). The data analysis technique used in this study refers to Miles and Huberman with an interactive model including data reduction following research objectives and data presentation in descriptions supported by images. The validity of the data by triangulation of sources, techniques, and time. Triangulation of sources with different sources, namely distribution actors and workers. Triangulation with different techniques, namely observation data, is matched with interviews and evidenced by documentation. Time triangulation was carried out at different times, namely in the morning, afternoon, and evening. This was done to obtain data regarding the community's distribution activities on the banks of the Alalak river.

RESULTS AND DISCUSSION

Humans as social beings always carry out activities in their daily lives. Activity is defined as an activity carried out by someone at a particular time or space. Economic activity is defined as an activity carried out by humans to earn income to support themselves and their families (Wiyatna et al., 2015). Distribution is defined as the delivery or distribution of goods to the public or several parties in a particular place (KBBI, 2021). Distribution is defined as the process of delivering a commodity from producers to consumers (Jumriani et al., 2021). A

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collection of elements that interact with each other in a single unit to carry out a process to achieve the main goal (Sutarman, 2009; Mahfuzah et al., 2021)

The purpose of distribution is to support, create, and maintain the value and use of goods and services (Nurchayati & Hikmah, 2014; Lestari, 2019). The distribution of goods is a marketing activity to deliver goods from producers to consumers following what is needed. Based on the results of observations and interviews with people on the banks of the North Alalak river, researchers found that there were goods distribution activities carried out on the banks of the Alalak river, North Alalak village. Distribution activities include transportation, sales, purchases, and storage (Heriyanto, 2015; Syukur, 2018).

1) Freight

As the population increases, the need for goods and products increases. Based on this, it makes an item or product must be distributed to various places. Distributing these goods requires transportation to transport the goods or products to reach consumers. The results of observations on the banks of the Alalak river, North Alalak village on November 1, 2021, the community (economic actors) carried out distribution activities of material goods in the form of split stones, coral, red soil, and sand. The results of interviews with Anto (28 years old, worker) and Khairul (41 years old, economic actor) include:

a. Coral: is pebbles and is one of the stones inside. In addition, this stone also has various sizes, variations, shapes, and colors.
b. Split Stone: is crushed stone that initially comes from a large rock which is then crushed using a crusher. This split stone can serve as a mixture of building materials.
c. Red soil: or what is known as red-yellow podzolic soil.
d. Sand: is a material in the form of small grains that contain crushed rock and minerals. Sand is usually also used as a mixture of building materials.

Picture 1. Ordered goods come brought by truck.

Source: Personal Documentation (December 2021)

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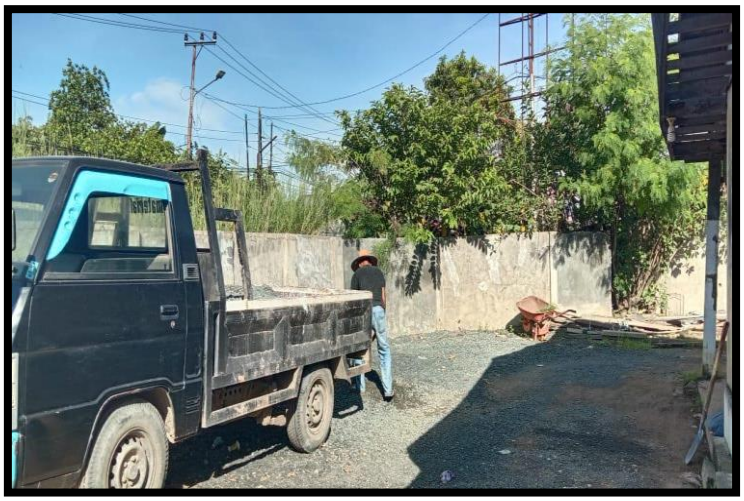
Observation results on December 19, 2021. Transportation of these goods requires transportation so that the goods reach the hands of consumers. Transportation of goods using trucks, by land. The goods transported are material goods with a hefty load, so they must be transported by truck.

2) Sale

The activity of selling a product by the producer will always occur. Transfer of rights from producers to consumers through the sales process. Interview with Imam (58) the goods sold were initially purchased from a material selling agent in the mountain area, precisely in Mandiangin, Martapura. Bought to resell, they just come and look (interview December 19, 2021). In line with this, Norhasanah (37) also revealed that material goods purchased came from different regions. Stone comes from Mandiangin Martapura, sand from Awang Bangkal, and soil from Mount Raja, Pelaihari (interview 19 December 2021).

The process of selling economic actors on the banks of the Alalak river, North Alalak Village, which occurred, namely material producers from Mandiangin Martapura, Awang Bangkal, and Pelaihari, sold material goods to economic actors. This distribution activity is included in the indirect distribution channel. Indirect distribution is defined as the process of distributing goods and services through intermediaries or other parties such as shops, agents, brokers, and retail traders (Syukur, 2018). This is in line with what the community does that the goods they sell come from producers who then sell or market the goods to users, both inside and outside the region, such as the Jenamas, Bahaur, and Kapuas areas.

Picture 2. Transfer of material goods to Pick Up



Source: Personal Documentation (November 2021)

From observations in November 2021, it was seen that a worker was loading materials into a pick-up. Confirmed from the interviews with Sahlan (30 years) and

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Alan (36 years), these materials will be distributed to consumers for building villages, houses, and yard projects. The distribution or distribution of these goods is also within the scope of the city of Banjarmasin but also to areas outside the city of Banjarmasin.

Picture 3. Delivery of goods outside the region by ship

Source: Personal Documentation (November 2021)

Distribution of goods to buyers outside the area cannot be reached by land travel; then, the goods are distributed by ship. From the picture, it can be seen that the workers are transporting or moving goods from the truck to the ship. For example, the Kapuas, Bahaur, and Jenamas areas (Saifullah, 35 years old) (interview December 19, 2021). The movement of goods from one area to another causes the interaction between spaces. Interaction between spaces can be people, goods, and information from origin to destination. Interaction through the movement of goods is called transportation(Iwan et al., 2016). Inter-space interactions occur because of differences in characteristics between one space and another. The interaction between spaces aims to meet human needs in other spaces.

3) Purchase

Purchasing is defined as one of the activities of selling. Economic actors purchase goods based on the banks of the Alalak river, North Alalak Village, namely buying through orders to producers of material goods. Tato Effendi (41) said that the sold items originated from Mount Mandiangin, Martapura. The goods are ordered, then the goods come and are carried by trucks." (interview November 6, 2021). Based on this, the material goods purchased by economic actors came from the Mandiangin area, Martapura. Goods are purchased if there is depreciation or a reduction in goods; the goods will be ordered again.

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This is in line with the expression of Norhasanah (37). In one week, the goods run out about 35 minutes, so order is made before the goods run out or there is a depreciation of about 70 percent of the goods. Imam (58) also revealed that the goods sold are uncertain every day, but only three units are sold in one week. The results of interviews from some of these informants show that economic actors buy goods based on the situation because if there is a new depreciation, the goods will be ordered.

4) Storage

Products or goods that have been purchased before being distributed to consumers will be stored first. For example, based on the observations on December 19, 2021, on the banks of the Alalak river, North Alalak Village. Economic actors store material goods that have been purchased in open areas, namely on the banks of rivers. In line with this, Sahrun (36 years old) said: after the goods were ordered, a truck arrived carrying the goods, then the goods were piled up on the river banks.

Economic actors use riverbanks as a place to carry out their economic activities. In line with this, Syaifullah (35) said that the banks of the Alalak river in the North Alalak village are open areas. In addition, it is also busy traffic both motorized and non-motorized vehicles.

Picture 4. Material Stack

Source: Personal Documentation (November 2021)

The results of observations in November 2021, goods coming from the mountain were carried by trucks. The goods were immediately transferred from the truck and then piled on the riverbank, Arriving at the location. The community considers the riverbank as a strategic location. Besides being crowded by motorized vehicles, it also makes it easier for economic actors to distribute goods to consumers outside areas that land travel cannot reach.

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The distribution process that occurs on the banks of the Alalak river, North Alalak Village, namely: goods come from the Banjar district, namely Mandiangin, Martapura (stone) and Awang Bangkal (sand), from Tanah Laut Regency, namely from the Pelaihari area (red soil). The goods were purchased by economic actors on the banks of the Alalak river, North Alalak village. Purchase of goods occurs based on the situation. In the event of the depreciation of goods, a purchase will be made to the material producer.

Material goods from producers are transported by truck to the North Alalak area. When the goods arrived on the banks of the Alalak river, North Alalak village, they were immediately piled up on the river banks for resale. Material goods by economic actors on the banks of the Alalak river, North Alalak village are sold to domestic and foreign consumers outside the region such as the Central Kalimantan region: Kapuas, Jenamas, and Bahaur.

Each region requires services and goods from other regions due to limited services and goods. Differences in the characteristics of space cause the interaction between spaces. Inter-space interactions can occur in the form of travel, such as travel, trade, going to work, and migration (Setiawan et al., 2016). The interaction between spaces has a positive impact. The process of exchanging goods and services between regions can improve the community's economic welfare. For example, coastal areas producing fish need vegetables from mountainous areas, and mountainous areas require fish from coastal areas, interacting through trading activities. This condition of interdependence causes spatial interactions that are complementary.

CONCLUSION

Rivers play an essential role in the community's survival, especially those living on the river banks. People who live on the river banks try to develop their knowledge in utilizing the river to fulfill the necessities of life. Communities on the banks of the Alalak river, North Alalak village, carry out distribution activities. The distribution of goods that the community carries out is transportation, sales, purchasing, and storage activities. The goods distributed are coral, split stones, sand, and red soil. Through indirect channels, these goods distribution activities come from producers from mountainous areas, precisely in the Mandiangin area, Martapura, which then the goods are ordered by economic actors on the banks of the Alalak river North Alalak Village to be resold to users.

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