

Attachment Patterns Of Fish Traders In Traditional Markets Nanggalo District, Padang City

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Abstract

Traditional markets do not look at caste, buyers can mix well with sellers without any restrictions. The buying and selling system occurs by mutual action of buyers and sellers. In traditional markets, the relationship between traders and buyers is not just the seller receiving money and the buyer receiving goods, but can form social relationships that exist in the buying and selling process. The focus of this study is to analyze the Attachment Pattern of Fish Traders in the Traditional Market, Nanggalo District, Padang City. This study uses a qualitative approach that takes a descriptive type. Purposive sampling was used to select research informants. Research informants are attachments between fish traders. The data collection method begins through in-depth interviews, observations and document data collection. The unit of analysis is carried out from several stages, one of which is data collection, data reduction, data analysis and drawing conclusions which are referred to in the Miles and Huberman model. The results of this study show that the existence of fish traders in traditional markets is inseparable from the cooperation between traders in the process of taking fish. This is marked by the relationship that occurs between large actors such as large agents to small agents as well as to traders where a network has been established, which in turn forms attachment between traders which is characterized by trust in providing merchandise at the initial stage with a system that is no longer the same at the beginning, know, but already at the stage of being able to take fish first with the system of being allowed to owe and the installment system.

Keywords : Attachment Patterns, Fish Traders, Traditional Markets

INTRODUCTION

The market is a gathering place for sellers and buyers where an activity that is formed has a social quality that requires many individuals and activities that establish social relationships (O'neill et al., 2018). The market is an economic institution which is one of the most important institutions in society as a determinant of the dynamics of economic life. As an economic institution, market institutions cannot be separated from the activities of sellers and buyers (Agboola et al., 2018). Buying and selling transactions are an exchange process carried out by traders and buyers for goods and services in the form of objects and money. According to (Putri and Hidayat 2019) Due to the fact that traders meet directly with buyers, traditional markets are clearly visible in their implementation which is still traditional. This buying and selling system is mainly based on price negotiation. The seller's price for an item is not determined exactly; instead, buyers have the option to negotiate the price. According to (Quiñones et al., 2020) the characteristics of traditional markets are (1) buying and selling process through price negotiation; (2) The goods available are generally basic or basic necessities; (3) Prices where goods are sold at low prices, and (4) Open and busy areas (Gong et al., 2022).

Traditional markets are also synonymous with conditions full of commotion and buyers constantly arriving. The market is more synonymous with the bargaining process so that it becomes an icon for buyers, where buyers can go around the market with the same destination just to look for cheaper goods from one trader to another so that there is a lot of interaction with each other (Iskandar, Iskandar, Irawan, & Partasasmita, 2018).

Traditional markets do not look at caste, buyers can mix well with sellers without any restrictions. The buying and selling system occurs by mutual action of buyers and sellers. In the buying and selling process, price determination is something that is very certain, but profit is not the main goal, but togetherness is what can accompany it (Frawley et al., 2019).

In traditional markets, the relationship between traders and buyers is not just the seller receiving money and the buyer receiving goods, but can form social relationships that exist in the buying and selling process. As is the case in the traditional market in Nanggalo District, Padang City

The Nanggalo Traditional Market is located on Jalan Raya Siteba, founded in 1986 and has an area of 2,172.50 Ha. The number of traders in the market is currently recorded at approximately 397 people. With details of 59 shop traders, 140 stone table traders, 32 fish stalls, 16 chicken stalls and 150 street vendors (PKL). In the Nanggalo market there are various forms of economic action and not only that, in the Nanggalo market there are also social networks or attachments between places where goods are taken by traders to be sold to buyers (Warren et al., 2021).

The embeddedness perspective is used by Granovetter to explain a person's economic behavior in social relationships. He said that the idea of embeddedness is an economic action that is tied to the place where the social network takes place and can adapt to the social environment. In this case, what is meant by social network is a relationship in which each actor has a regular relationship or series of regular relationships (Jamal et al., 2021).

Moreover, embeddedness can permeate larger relationships and networks. It cannot only be owned and operated by the actors involved in its interactions. The context of embeddedness cannot be assumed to exist only in interactions between two actors or in small interactions (Tavakoli et al., 2021). Attachment is present in every interaction, according to Granovetter (Patra et al., 2020). Although it appears that embeddedness plays no discernible role in economic actions that occur in free markets, embeddedness is actually always present in the interactions that occur between actors up to the point where an economic action is finally taken.

In "The Old and the New Economic Sociology" (Medard et al., 2019), Granovetter explains his theory which differentiates between relational attachment and structural attachment to each other. Relational embeddedness is economic behavior that is influenced by social norms and is rooted in actors' personal social networks (A. T. M. R. Islam et al., 2020). Structural embeddedness, on the other hand, is a bond that is part of a larger network of bonds. Networks of relationships can grow from social structures or institutions. The arrangement of relationships or interactions in social space is known as social structure. The social order in which individuals and other groups interact and networks, or social structures (Dobeson, 2018).

In this research, we looked at the attachment pattern of fish traders in the Nanggalo market. The fish stall has a unique selling point where the fish stall and the fish auction place (TPI) establish a social network relationship and with the sellers the traders also establish a social network relationship with each other in sales (Liu et al., 2020). This is done so that they can connect the formation of social ties with other parties, which can result in the formation of new social networks (Ayuya et al., 2021). Therefore, it is carried out to build existing relationships as a way to unite people's social networks to create order and meaning in social life. In this case, They connect with each other to foster trust and benefit both parties. Therefore, the formulation of the problem and aim of this research is how social attachment patterns are used by fish traders in traditional markets in Nanggalo District, Padang City.

RESEARCH METHODS

The qualitative research approach used in this research is to explain the patterns of social embeddedness used by fish traders when doing business. To achieve a goal, the author of this study used descriptive research methods to explain life events (Yao et al., 2022).



Figure 1. Qualitative Research Approach

Document study, in-depth interviews, and observation are the methods used to collect data. Purposive sampling is used to take or delete informants. Examination of information uses the Miles and Huberman model starting from selecting information, deriving information, presenting information and determining achievements carried out during the exploration cycle (Parappurathu et al., 2019).

RESULT AND DISCUSSION

Traditional Markets A Sociological Review

The market is an institution, a place where sellers and buyers meet to form a condition. It also has a distinct culture with many people, actions, and social relationships intertwined on many levels. (Fitlayeni, Marleni, and Elvawati 2015). In another sense, the market is an institution that controls the dynamics of economic life and plays a very important role in economic institutions (König et al., 2018). The activities carried out by market players, especially the bargaining process, cannot be separated from the function of market institutions as a form of driving the economy because they cannot be separated from the activities carried out by sellers and buyers in the market who seek mutual profit. . In addition to the bargaining process in the

market, different relationship patterns are created through activities involving intrinsic social interactions.

The word "mercato" which means trade or trading place, can be interpreted as originating from the market. In this sense, there are three meanings: first, actual or tangible market; two, as a place to meet three, legal rights or arrangements in connection with meetings in commercial centers (Karlsson et al., 2021). Direct payments between sellers and buyers are a characteristic of traditional markets which are places where traders and buyers gather. Usually, there is a bargaining process there as well. Basic commodities found in markets such as fish, fruit, vegetables, eggs, meat, clothing, electronics and other services constitute the majority of goods sold. There are also those offering sales of pastries and other items. This means that traditional markets play an important role in preserving Indonesian culture for the heirs of the nation's culture (Keller, 2021).

Traditional markets function as spaces that monitor and prevent the socio-cultural dynamics of society as a cultural system. This is because traditional markets are a gathering place for people from various circles to buy daily necessities at relatively cheap prices. As a result, traditional markets are also an excellent place to instill a sense of community, cooperation and hospitality. In traditional markets, the sense of *gemeinschaft* (togetherness) and kinship, or kinship, that is so closely associated with them is the atmosphere that is most felt.



Figure 2. Traditional Markets A Sociological

Sociologists view markets as a diverse phenomenon that includes a wide range of products. Markets can be viewed from various perspectives, such as dense social network patterns or as hotbeds of conflict and competition (Le Velly et al., 2022);(Irwan et al., 2019);(Irwan et al., 2020). A wider range of meanings is seen in the market from a sociological perspective. Sociologists believe that there are various phenomena that can be studied in markets. This is because markets are more than just places where sellers and buyers exchange goods and services; it also contains a large number of interesting phenomena.

The pattern of market social embeddedness is one of many social phenomena. The market is seen as an area consisting of social structures as patterns of relationships between related social units (individuals acting together as collaborating actors) that can explain society's behavior towards those involved (Sivaraman et al., 2021);(Irwan, Siska, et al., 2022).

Embeddedness Patterns are a type of social network relationship in which social actions are related to relationships between individuals or groups. Trust is woven throughout these social actions in the form of social strategies and morals (Hidayat et al., 2022);(Irwan, Pitri, et al., 2022). Norms that bind both parties maintain the trust that has been established. It can be seen from the observations made in the field that many sellers carry out strategies to gain buyers' trust, especially fish traders, where Mr (R) sells a pile of fish containing 5 fish for 10,000, but at that price he cannot attract the attention of buyers so Mr (R) looks for strategy by using 2 piles of 10 fish at a price of 15,000. This strategy forms a social network. Buyers believe that the price offered by the seller is a cheap price so that there is a good relationship between the seller and the buyer or what is also called a subscription.

Attachment Patterns of Fish Traders in the Nanggalo Traditional Market

Attachment Patterns of Fish Traders in the Nanggalo Traditional Market. Based on the concept of embeddedness coined by Granovetter (1985), economic actions in social relations are explained by the basic idea of embeddedness. Socially conditioned acts of economic embeddedness are embedded in actors' ongoing personal social networks. Attachment doesn't just go hand in hand. Relationships and networks have developed in many directions, which is why Embeddedness exists. Therefore, a social network can be described as a network of structured or similar social relationships between individuals or groups. Because it is expressed in interactions with other people, actions carried out by network actors (Álvarez-Contreras et al., 2021). According to Granovetter, the existence of social networks in economic life can provide an explanation of the embeddedness of economic behavior with social relations. For the human sciences, the perspective of interpersonal organization is related to how people are connected to each other and how powerful bonds are both for getting things done and as a way of providing demand and significance for public activities (Granovetter 2002). Granovetter shows how strong network connections can make it easier for someone to take action.

In Granovetter's theory of embeddedness it can be concluded that economic actions are rooted in ongoing personal networks between actors and are socially situated. It goes beyond the actions of individual actors and includes broader behaviors such as price setting and overall economic institutions, all of which are part of social networks. Because they are expressed in interactions with other people and the actions of members of the wider network (Yi, 2019).

The amount of social action and institutional outcomes are both influenced by a person's position in a network of social relations. For example, people's involvement in social relations has a significant impact on production, distribution and consumption. Sociologists and economists say that economic activities are usually oversocialized and undersocialized.



Figure 3. Nanggalo Traditional Market

From Granovetter's theory, it can be seen from the fish trader informants in the Nanggalo traditional market, namely the pattern of attachment that occurs between fish suppliers and sellers in the market because of the network relationship pattern established from the results of interviews that have been conducted, namely Mr (M), he takes fish from the Pasie Sabalah area. , Pasie Gauang, this man's fish auction place (TPI) sells various types of fish including gambolo fish, bada fish, sarai fish. The price of fish purchased by the seller from the agent supplying 1 basin is 1 million, while the selling price applied by Mr (M) is at 2 prices, namely the first price is 10,000.00, one pile of fish contains 5 fish and the second is 2 piles of fish containing 10 fish. price 15,000.00. Mr (M) said that the second price applied was more profitable than the first price applied, the profit that Mr (M) got from one basin was 350,000 and the profit was as low as 150,000 (Galappaththi et al., 2019).

Mr (M). Also said that the price of this fish is not fixed because looking at the weather conditions, if the weather is good, the supply agent will get a lot of fish so the price of the fish is cheap, whereas if the weather is bad, the fish from the supplier agent will also be small, so the price of the fish that will be sold in the market will increase (Kyvelou et al., 2020). expensive. So the price of fish in the market is often unstable. However, Mr (M), from the results of the interview conducted with Mr (M), there is something interesting, namely where Mr (M) said that even though the price of fish is often unstable, fish traders who have long established buyer relationships with supply agents may take fish first. Previously, after being sold in the market, payment was made according to the results obtained during the sale. However, swordfish who have just started selling must make a payment first to the supplier agent before they can take the fish to be sold on the market (Martins et al., 2019). Therefore, the results of the interview explanation obtained are in accordance with the theory put forward by Granovetter that in economic actions there are interconnected relationships that occur. The attachment that exists between the fish sword and the fish supply agent is a network bond that is created, with this bond a family relationship is created, mutual trust arises between one another (HE, 2019).

The existence of fish traders in traditional markets cannot be separated from the cooperation between traders and the process of taking fish. The fish taken from different regions included TPI Gauang, Pasir Jambak Beach and Air Pacah. This happens because of differences in fish. The majority of fish traders take fish at TPI Gaung and Pasir Jambak. In this case he is

able to collaborate with agents and other traders, thereby creating engagement (M. M. Islam et al., 2018). The pattern of embeddedness is no longer attached to personal networks but has included the family system. This is characterized by the relationship that occurs between large actors such as large agents to small agents and traders who no longer use the cash payment system at the start. However, you can collect the fish first and then pay and can use the installment system. And a structural network of embeddedness has been formed which is at a high level, which is no longer between individuals but in broad network groups.

CONCLUSION

Based on the results of the discussion regarding the embeddedness patterns of fish traders in traditional markets, it can be concluded as follows: there is an embedded relationship between traders and the process of taking fish. This is characterized by the relationship that occurs between large actors, such as large agents, small agents and traders, the network has been established and trust has been formed between the actors. Apart from that, the relationship between traders and buyers is not just the seller receiving money and the buyer receiving goods, but can form social relationships that exist in the buying and selling process. As is the case in the traditional market in Nangggalo District, Padang City. The pattern of embeddedness is no longer attached to personal networks but has included the family system. This is characterized by the relationship that occurs between large actors such as large agents to small agents and traders who no longer use the cash payment system at the start. However, you can collect the fish first and then pay and can use the installment system. And a structural network of embeddedness has been formed which is at a high level, which is no longer between individuals but in broad network groups.

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