RELATIONSHIP OF WASTE MANAGEMENT WITH KNOWLEDGE, ATTITUDE AND PARTICIPATION OF TRADERS IN THE TRADITIONAL TERONG MARKET IN MAKASSAR

Syahril Idris[1]
Nurlita Pertiwi[2]
Syamfitriani Asnur [3]
Syamsuddin Mustafa[4]

[1]Department of Population and Environmental Education, Makassar State University
[2,3,4]Department of Architecture, Engineering faculty, Bosowa University

e-mail: syahril.idris@universitasbosowa.ac.id

ABSTRACT

Terong Traditional Market is one of the traditional markets located in the center of Makassar City. This traditional market is every day a busy market visited by the community, because this market sells various types of merchandise, so this traditional market produces waste every day. This study aims to determine by describing and analyzing the relationship between knowledge, attitudes and availability of facilities with the participation of traders in waste management at the Terong Traditional Market in Makassar City. This research is a is quantitative descriptive research to describe, explain, or summarize various conditions, situations, phenomena, or various research variables. The test results from the study are described by tables and the percentage values obtained by the Terong Traditional Market in Makassar City. From the results of the research that has been done, it can be concluded that there is a significant relationship between knowledge, attitudes and availability of facilities with the participation of traders in waste management at the Terong Traditional Market.

Keywords: Knowledge, Attitude, Facilities, Market

1) INTRODUCTION

The role of Traditional Markets in meeting the needs of the community requires good market management. This is because, Traditional Markets are one of the places visited by the public to shop, besides that there is also bargaining so that buyers can get cheaper prices. The objectives of managing and empowering Traditional Markets are, among others, to make traditional markets orderly, orderly, safe, clean and healthy, also to improve services to the community and make Traditional Markets a driving force for the regional economy, and create Traditional Markets that are competitive in modern markets

According to Brahmaputra (2012) a traditional market is a place for selling that has been traditionally passed down from generation to generation, a place where sellers and buyers meet where the goods traded depend on the demand of the buyer or consumer, the price set is the price agreed upon through a bargaining process, the trader as manufacturers offer prices slightly above the standard price. Furthermore, according to the Presidential Regulation of the Republic

of Indonesia No. 112 of 2007, traditional markets are markets built and managed by the government, local government, private sector, State-Owned Enterprises (BUMN), and Regional-Owned Enterprises (BUMD) with places of business in the form of shops, kiosks, stalls, and tents owned / managed by small, medium-sized traders, non-governmental organizations or cooperatives with small-scale businesses, small capital, and with the process of buying and selling merchandise through bargaining.

There are several differences in terms of striking characteristics between traditional markets and modern markets, including more complete products sold in modern markets, neat and comfortable market management, while traditional market products sold are limited to daily necessities and untidy layouts. The existence of these differences shows that modern markets have more advantages compared to traditional markets, so traditional markets need to make improvements by making maximum use of all the potential and opportunities they still have (Mirah & Ayuningsasi, 2013). This is also a problem in terms of income for traditional markets, besides the goods being sold are more modern, the places and facilities are generally more fulfilled so that they are more attractive to visit compared to traditional markets.

The convenience of visitors or consumers at the Traditional Market is also the most important factor that needs to be considered by the manager. This is so that visitors to Traditional Markets do not experience a decline due to the inconvenience factor, so that they can make Traditional Markets lagging behind. The manager should think more about meeting the comfort of visitors. In addition to management, users or traders also play a role in maintaining comfort and beauty, waste management and sanitation are also things that need attention. Furthermore, the safety of visitors must also be considered by market managers in order to maintain safety in shopping. The aesthetics of the market are declining as a result of the lack of spatial planning that can hinder the passage of visitors. Users or merchants are expected to have an understanding of visitor behavior. When traders have minimal information and knowledge, traditional markets will experience a decrease in visitors. These differences indicate that modern markets have more advantages compared to traditional markets, so traditional markets need to make improvements by making maximum use of all the potential and opportunities they still have (Mirah & Ayuningsasi, 2013). This is also a problem in terms of income for traditional markets, besides the goods being sold are more modern, the places and facilities are generally more fulfilled so that they are more attractive to visit compared to traditional markets.

Garbage is one of the environmental problems that occur in traditional markets. Garbage is a pile of waste that can pollute the environment. The emergence of waste has become a consequence of human life. Various activities are carried out by humans to fulfill their welfare by producing food, beverages and other goods from available natural resources. On the other hand, these activities also produce waste materials that are no longer needed by humans and result in more and more waste materials. But humans don't realize that every day already produces waste. Factors that the reason for this is that it is not balanced with knowledge about waste and also lacks community participation in maintaining environmental cleanliness and disposing of waste in its place.

Garbage is a material or solid object that is no longer used by humans or solid object that is no longer used in a human activity and is disposed of. American public health experts make limits, waste is something that is not used, not used, not liked or something that is thrown away that comes from human activities and does not happen by itself (Notoatmodjo, 2011).

Garbage is an object that is not used or is not wanted and must be disposed of, which is produced by human activities. Thus, waste can come from industrial activities, transportation, households, trade and other human activities. (Bead, 2016)

Makassar City waste management is regulated by Makassar City Regional Regulation Number 4 of 2011 concerning waste management. In this regulation, waste is separated

according to its type, collection of waste from the source to the temporary disposal site by ensuring the separation of waste according to its type, and transportation of waste from the temporary disposal site to the final processing site is the responsibility of the commercial area manager.

Terong Traditional Market is one of the traditional markets in Makassar City. This market is important to be a concern in terms of waste management. This market has been active since the 1970s and is still functioning today. The Terong Traditional Market is a market that is used as a benchmark for the price of basic commodities in the South Sulawesi region and operates fourteen hours a day. This traditional Terong market is the confluence of commodity flows from several provinces in Indonesia. Furthermore, many farmers in South Sulawesi send their agricultural products to this market. In fact, there are more than two thousand traders who work from three in the morning until eighteen hours every day. (Prabowo, et al, 2013)

Judging from the many activities of traders who sell at the Traditional Terong Market, it can be estimated that the waste generated from these activities is very large. Research conducted by R Syam in 2018 concluded that the waste management process at the Terong market in Makassar city was not in accordance with Makassar City Regional Regulation Number 4 of 2011 concerning waste management. In this regulation, waste is separated according to its type, collection of waste from the source to the temporary disposal site by ensuring the separation of waste according to its type, and transportation of waste from the temporary disposal site to the final processing site is the responsibility of the commercial area manager. However, at the Terong market there is no waste sorting, waste is collected using plastic bags and/or sacks without separating the waste according to its type, then it is collected in each kiosk/lods to be transported by the cleaning staff using wild boar carts and/or motorized carts to trucks. garbage collector or directly using a truck

Therefore, it is not only waste management and the availability of waste facilities that need to be addressed, but also the need for knowledge of traders and the attitude of traders in participating in waste management. This needs to be done so that waste management in the market can be maximized and in accordance with local regulations governing waste management.

2) METHODS

This research is a descriptive quantitative research to describe, explain, or summarize various conditions, situations, phenomena, or various research variables. The test results from the study are described by tables and the percentage values obtained.

Descriptive quantitative research method. Research with a quantitative approach. Sugiyono (2012: 13) explains that descriptive research is research conducted to determine the value of independent variables, either one or more (independent) variables without making comparisons, or connecting with other variables. Descriptive research according to Sudjana and Ibrahim (2004:64) is "research that seeks to describe a symptom, event, event that is happening at the present time". For the quantitative approach, Arikunto (2013:12) explains that the approach uses quantitative because it uses numbers, starting from data collection, interpretation of the data, and the appearance of the results.

By looking at the explanation of the research methods above, both quantitative research and descriptive research, it can be concluded that descriptive research is carried out by seeking information related to existing symptoms, clearly explaining the goals to be achieved, planning how to approach them, and collecting various kinds of data. as material for reporting. In this study, the authors want to know an overview of the activities of traditional Terong market traders about the knowledge and attitudes of traders and the participation of traders in the waste of the Terong Traditional Market

This research approach uses a quantitative approach because it uses numbers, starting from data collection, interpretation of the data, and the appearance of the results. This approach is also associated with research variables that focus on waste problems and phenomena in the form of research results in the form of numbers that have meaning. The population used in this study were 449 Terong Traditional Market traders. The sample used was 82 traders using simple random sampling technique. The instrument used in this study used an observation sheet.

3) RESULTS

Characteristics of respondents include education level, age range, and gender of Terong Market traders.

Table 1. Characteristics of market traders

	Characteristics Of Traders	Precentage
Education Level	Uneducated	18
	Primary School	20
	Secondary School	22
	Higher School	29
	University	11
Age Ranges	22-31	20
	32-41	32
	42-51	35
	52-61	13
Genders	Women	57
	Man	43

Based on the tabulation of respondent data, the percentage level of education in Terong Market traders is presented in Table 1. Table 1 shows that the largest percentage of Terong Market traders with a high school education is 29%, followed by 22% for junior high school. While the education level of the least respondents is tertiary education with a percentage of 11%. The community education factor is very influential in terms of waste management. A high level of education is expected to have a high awareness of the importance of good waste management.

Age of Respondents The results of the study of 82 respondents from Terong Market traders seen from the age of the respondents can be seen in Table 1. Based on Table 1 shows that most of the respondents are in the age range of 42-51 years as much as 35% and the age range of 32-41 years as much as 32%. Furthermore, as many as 20% of respondents were in the age range of 22-31 years, then 13% of respondents were in the age range of 52-61 years. Age is related to learning experience, ability, and maturity. A person's maturity both physically and biologically and mentally can be seen from many different indicators. Age is one of the social factors that affect a person's activities in daily life.

Based on the data in table 1, the percentage of respondents' gender in the Terong market, most of the traders are women as much as 57% while men are 42%.
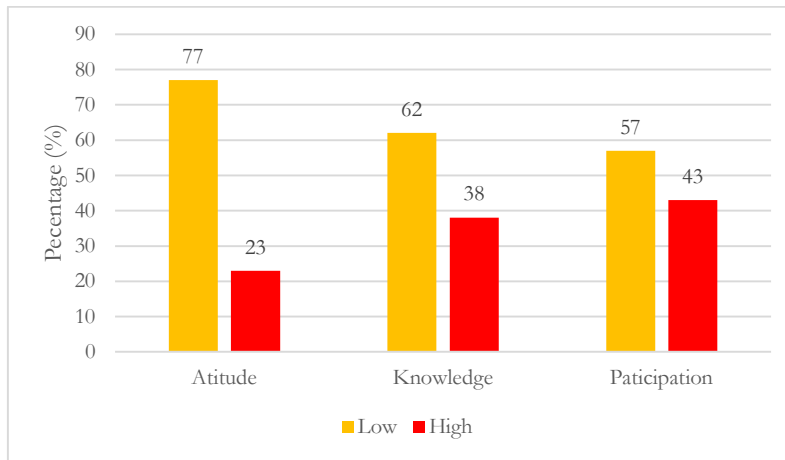
Figure 1. Percentage distribution of level of knowledge, attitude and participation of Terong market

Based on the results of the research conducted, it was found that the attitude of traders towards waste management at Pasar Terong generally had a negative or low attitude of 77% while traders with a positive or high attitude of 38%. According to Allport (1954), in Notoadmodjo (2012), attitudes have three main components, namely: beliefs, ideas, and concepts towards objects, then emotional life or people's evaluation of objects and the tendency to act. The three components mentioned above together form a complete attitude (total attitude). In determining this complete attitude, knowledge, thoughts, beliefs, and emotions play an important role.

Based on the results of the research conducted, it was found that the knowledge of respondents about waste management at the Terong Market showed that most of the respondents had a low level of knowledge, namely 62%, while the rest had high knowledge as much as 38%. According to Notoatmodjo (2011), knowledge is the result of 'knowing' that occurs after people sense a certain object. Knowledge or cognitive is a very important domain in the formation of a person's behavior.

Based on the results of the research conducted, the percentage of respondents' participation level on waste management at Pasar Terong is still low, namely 57%, while traders with high participation are 43%. The participation of traders in waste management cannot be separated from the attitude and knowledge factors. This can be seen from the attitude that tends to be negative and the level of knowledge about waste management is relatively low.
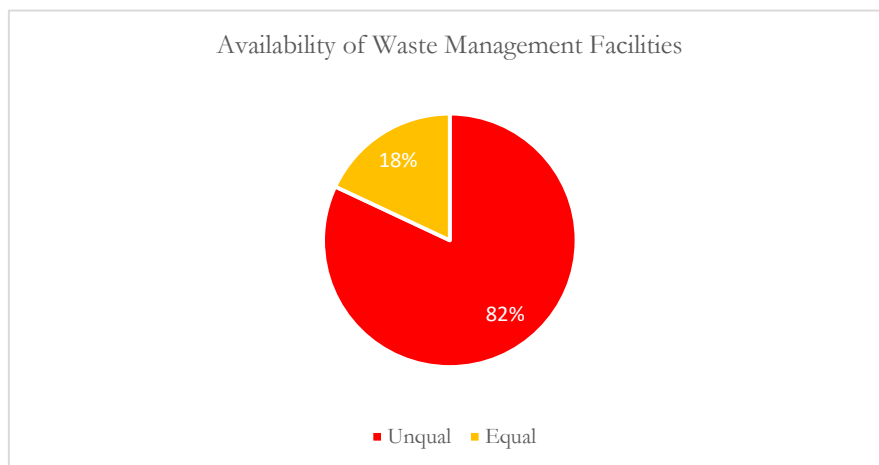

Figure 2 Percentage of Availability of Waste Management Facilities at Terong Market

Based on the results of the research conducted, it was found that the percentage of the availability of waste management facilities at the Terong Market was unequal, namely 82%, and the availability of equal facilities was only 18%. The availability of facilities affects the behavior of a person in a community group. The influence of the availability of facilities for something on behavior can be positive or negative (Notoatmodjo, 2011).

4) DICUSSION

Based on the results of the research above, it can be concluded that knowledge, attitudes, and participation in waste management are closely related. This is because waste can be managed properly if the level of knowledge of traders is in line with their attitude and participation and must also be accompanied by the availability of waste management facilities. This is in line with research conducted by Akhtar & Soetjipto (2014) which states that information or knowledge is an important requirement for attitudes, so attitude is not only a feeling of supporting or not supporting behaviour, but also regarding the estimation of the results of the behaviour. Likewise with the results of research conducted by Rangkuti et al., (2020), which concluded that the attitude of traders about the market environment is supported in achieving a good quality of market environmental health. In addition, the quality of good environmental health is also influenced by the availability of existing facilities.

From the description above, between the results of research conducted by comparing research that has been done or relevant by other researchers, it can be concluded that the attitudes, knowledge, and participation of market users can support a good quality of market environmental health. Meanwhile, to continue other research, it can be done by taking samples from more than one traditional market, to produce better research on Traditional Markets.

REFERENCES

Akhtar, H., & Soetjipto, H. P. (2014). Peran Sikap Dalam Memediasi Pengaruh Pengetahuan Terhadap Perilaku Minimisasi Sampah Pada Masyarakat Terban, Yogyakarta (The Role of Attitude to Mediate the Effect of Knowledge on People's Waste Minimization Behaviour in Terban, Yogyakarta). Jurnal Manusia dan Lingkungan, 21(3), 386-392.

Arikunto, S. (2013). Prosedur Penelitian: Suatu Pendekatan Praktik. Jakarta: Rineka Cipta

Brahmaputra, Gede Bagus. 2012. Efektifitas Dan Dampak Program Revitalisasi Pasar Tradisional Terhadap Pendapatan Pedagang Dan Daya Saing Pasar Sindu Di Desa Sanur Denpasar Selatan. Tesis S2. Fakultas Ekonomi Universitas Udayana

Makassar City Regulation No. 15 of 2009 concerning Protection, Empowerment of Traditional Markets and Structuring Modern Markets in Makassar City

Mirah Pradnya Paramita, Anak Agung dan Ayuningsasi, Anak Agung Ketut. 2013. Efektivitas Dan Dampak Program Revitalisasi Pasar Tradisional Di Pasar Agung Peninjoan. E-Jurnal EP Unud. 2 (5) h:234-240

Notoatmodjo, S. (2011). Kesehatan masyarakat ilmu dan seni. Jakarta: Rineka Cipta.

Notoadmodjo, S. (2012). Metodologi Penelitian Keperawatan. Jakarta: Rineka Cipta.

Prabowo, A., Rahman, A.J., Lebang, G, & Salim, I. (2013). Pasar Terong Makassar, Dunia dalam Kota. Makassar. Ininnawa.

Rangkuti, A. F., Musfirah, M., & Febriyani, F. (2020). Kajian Pengetahuan, Sikap Dan Persepsi Pedagang Tentang Kualitas Kesehatan Lingkungan Pasar. Window of Health: Jurnal Kesehatan, 227-239.

Regulation Of the President of The Republic of Indonesia Number 112 Of 2007 Concerning Organization and Directions of Traditional Markets, Shopping Centers and Modern Stores

Sudjana, N & Ibrahim. (2004). Penelitian dan Penilaian Pendidikan. Bandung: Sinar Baru Algensindo.

Sugiyono. 2012. Metode Penelitian Kuantitatif Kualitatif dan R&B. Bandung: Alfabeta.