

**A STUDY OF MARKETING MIX STRATEGY OF PINASUNGKULAN AND BERSEHATI  
TRADITIONAL MARKET TRADERS IN MANADO CITY**

*PENELITIAN TENTANG STRATEGI BAURAN PEMASARAN PADA PEDAGANG PASAR TRADISIONAL  
PINASUNGKULAN DAN BERSEHATI DI KOTA MANADO*

By:

**Gabriel Victory Salomonsz**

Faculty of Economics and Business  
International Business Administration ( IBA ) Program  
University of Sam Ratulangi Manado  
Email: [gabz.victory@gmail.com](mailto:gabz.victory@gmail.com)

**Abstract** : The traditional market is a place for sellers and buyers meet to make a transaction – buying and selling – which is usually with a unique way like a bargain. The traditional market traders have a variety problems which are the competition with the others traditional market traders and competition with the modern market. Traditional market traders as *sembako* traders, vegetables, and meats should have a marketing strategy to solving this problems. In this study, the authors want to show the issue, 1) How are the marketing mix strategy of the traditional market traders, the *sembako* traders, vegetables and meats to face the competition; 2) What are the success factors of traditional market traders to complete the marketing mix. The author uses descriptive type and using qualitative methods. The location of this research in Pinasungkulan traditional market and Bersehati traditional market. To face and take control these problems, the traditional market traders in Pinasungkulan traditional market and Bersehati traditional market must create the quality of the product, choose the strategic location, determine the affordable price and keep the uniqueness of promotion, to increase the selling.

**Keywords:** *marketing mix strategy, traditional market, traders*

**Abstrak** : Pasar tradisional adalah tempat bagi penjual dan pembeli bertemu untuk melakukan transaksi - jual beli - yang biasanya dengan cara yang unik seperti tawar-menawar. Pedagang pasar tradisional memiliki berbagai masalah seperti persaingan dengan sesama pedagang pasar tradisional dan persaingan dengan pasar modern. Pedagang pasar tradisional sebagai pedagang *sembako*, sayuran, dan daging harus memiliki strategi pemasaran untuk memecahkan masalah ini. Dalam penelitian ini, penulis ingin menunjukkan masalah, 1) Bagaimana strategi bauran pemasaran dari para pedagang pasar tradisional untuk menghadapi kompetisi; 2) Apa faktor keberhasilan pedagang pasar tradisional untuk melengkapi bauran pemasaran. Penulis menggunakan jenis penelitian deskriptif dan menggunakan metode kualitatif. Lokasi penelitian ini di pasar tradisional Pinasungkulan dan Bersehati. Untuk menghadapi permasalahan tersebut, para pedagang di pasar tradisional Pinasungkulan dan Bersehati harus menciptakan produk yang berkualitas, menempatkan lokasi berdagang yang strategis, memberikan harga yang terjangkau dan cara promosi yang unik untuk meningkatkan penjualan.

**Kata kunci:** *strategi bauran pemasaran, pasar tradisional, pedagang*

## INTRODUCTION

Postmodern is the era that gives a new understanding of the world in order to become more progressive. This era gives an impact to many things change become better and people must participate this development. These developments also resulted in a lot of things become more effective and efficient, such as in the political, social, and cultural. Postmodern era also affect the economy sector, especially in trading sector.

Market is the place for the traders to meet with buyers and make buying and selling activity. Globalization change the people's life style be more efficient about the time, straight to the point and make all simple, based on the changes the investor especially in marketing sector make the market is divided into two types, there are traditional markets and modern markets, traditional market is the place for sellers and buyers make their buy and sell transaction, with the bargaining the price of the product before the consumer decided to buy the product or the price is not fixed , while the modern market to sell goods with fixed price, and modern market have a good condition, such as cleaner and use air conditioner.

The traditional market is not just a place to buy and sell goods and get the profit, but also a place to socialize, because of the uniqueness of the trading system, which is a bargaining. In this phase, there was a two-way communication where the goals of buyers and sellers is to get profit with win-win solution and build good relationship. In Indonesia, traditional markets – on this developing era - slowly marginalized. The traditional market has been surrounded by modern market. Conditions and infrastructure of traditional markets continue to deteriorate because lack of attention from the government, while the retribution of traditional market still increase, and it becomes a big problem. Every day the illegal traders still growth and make the market conditions more chaotic.

The traditional market usually dominated by women and the elderly because of the young people nowadays are do not want to go to the traditional market. Traditional market conditions are muddy and with the bad smell is the reason why young people rarely or stopped to going to traditional markets. However, cheaper prices and fresh product condition is the reason why traditional still survived, although there are still many factors and the marketing strategies by the traditional traders. Not only the relationship between sellers and buyers, traditional markets traders also have a relationship between the others traders. Between *sembako* traders, vegetables, and meats have a relationship to one another, creating a supporting chain to achieve successful selling. Each specification of selling has its own problems. For example, greengrocers and butchers who have a problem where the goods that they sell easily rot.

**Table 1. List of Traditional Market in Manado**

Traditional Market in Manado				
Name	Location	Total Kiosk	Total Traders (People)	Land Area (m2)
Pinasungkulan	Karombasan Utara	146	1.110	20.000
Bersehati	Calaca	172	1.525	50.000
Orde Baru	Paal Dua	111	100	11.000
Tuminting	Tuminting	21	157	2000
Bahu	Bahu	-	108	1600
Bobo	Bailang	-	113	LS
Pusat Kota 45	Pinaesaan	-	46	LS
Total		450	3.159	84.600

Source: *Disperindag Kota Manado & PD Pasar (2011)*

Manado city has several traditional markets that still survive when the modern market still had a progress. Bersehati traditional market and Pinasungkulan traditional market is the two largest traditional markets that still survive around the city. Bersehati traditional market is the oldest traditional market in Manado City. As the uniqueness, Bersehati traditional market traders is the various people with various tribes from the area around the North Sulawesi, because in this traditional market have a port of Manado.

## Research Objectives

Here are some research objectives based on the problems in this research.

1. To know how the traditional market traders in Manado apply the marketing mix strategy.
2. To know the success factors of traditional market traders in Manado to complete the marketing mix strategy.

## THEORETICAL FRAMEWORK

### Marketing

The marketing concept holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors do. However, the marketing concept does not mean that a company should try to give all consumers everything they want (Kotler, 2009). Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association, 2013). So, marketing about determining the needs and wants of the target markets and give them the value, and satisfactions more effectively and efficiently than competitors do.

### Marketing strategy

Marketing strategy is a procedure by which companies react to situations of competitive market and forces of market or react to environment forces and internal forces to enable the firms to achieve its objective in the target market (Moghaddam and Amir, 2012). Traditionally, marketing strategy is a plan for pursuing the firm's objective or how the company is going to obtain its marketing goals within a specific market segment (Moghaddam and Amir, 2012). So, the marketing strategy based on the theory are to set the plan to achieve the objectives.

### Marketing mix

Marketing Mix have the seven tactics below are sometimes referred to as the 4Ps because they all start with the letter p (Heaton, 2016).

#### 1. Your Product or Service

What product or services are you going to offer? Discuss the branding, the packaging (where applicable), and ongoing product or development. You should consider the features and benefits you offer, your unique selling points (What makes your product/service different from everyone else's) and what potential spin-off products of services might be.

#### 2. The Pricing of Your Product or Service

Price is a critical part of your marketing mix. Choosing the right price for your products or services will help you to maximize profits and also build strong relationships with your customers. By pricing effectively you will also avoid the serious financial consequences that can occur if you price too low (not enough profit) or too high (not enough sales).

#### 3. Your Position (place) in the Marketplace

Whether it is a retail store, online shop or on social media, 'place' refers to the channels and locations for distributing your product, related information and support services. This is how you will position your product in the marketplace, it is the location where a product can be purchased. Often referred to as the distribution channel, this can include any physical store as well as virtual stores online. Being in the right location can be a deciding factor in whether a customer buys from you or not. To find out where your ideal customer is buying from it's worth doing some market research.

#### 4. The Promotion of Your Product of Service

Promotion is about attracting the right people to use and reuse your business. There are a number of techniques to use and they can be combined in various ways to create the most cost effective strategy for your needs. This can include online, branding, public relations and advertising.

---

## Traditional Market Vs. Modern Market

Traditional markets in Indonesia are considered to reach its golden age in the 1960s to 1970s. However, according to 2008 data, the number of traditional markets in Indonesia continually declined by 8.1 percent yearly. At the same time, the number of modern markets in Indonesia increased by 31,4 percent. (Prabowo and Rahad, 2015)

### Traditional Market

Traditional markets or *pasar tradisional* are places where consumers can buy daily necessities ranging from foodstuff, fabrics and garments to small household items generally through bargaining process with cash as a common payment method. (Prabowo and Rahad, 2015). Traditional market is traditionally built and managed by the Government, Local Government, Private, State-Owned Enterprises and Regional Owned Enterprises including cooperative with private businesses such as shops, kiosks and tents owned and managed by small traders, medium, non-governmental or cooperative with a small-scale business, small capital, and the buying and selling process bargaining example of traditional markets, grocery stores etc. (Susilowati, 2014)

### Previous Research

Prabowo and Rahad, 2015, David vs. Goliath: Uncovering the Future of Traditional Markets in Indonesia, The results of this study will be useful as a benchmark for future research concerning Indonesian traditional marketplace consumers in general, and younger generations' (Generation Y) consumer behaviour when they are shopping in traditional marketplace in Indonesia. Susilowati, 2014, The Impacts of Modern Market to Traditional Traders, Using both quantitative and qualitative methods, this study tries to measure the impact of the presence of modern markets to traditional traders.

## RESEARCH METHODS

### Type of Research

This types of research will use qualitative research. The reasons in using qualitative data are because of the problems that are not clear, need to be identified holistically, the subjects are complex, dynamic, full of meaning so that it is quite hard to use quantitative research method. Besides, the researcher intends to understand the social situation in depth and to find pattern. (Sugiyono, 2007)

### Place and Time Research

The present research has been conducted in Manado area (North Sulawesi, Indonesia). The time of research has been completed within 3 months, period of April to June 2016.

### Population and sample

The term "*population*" is not used because qualitative research refer to certain cases and the result will not be applied in population but to be transferred into another place who has similarities with social situation which the cases are studied. The social situation of this research is all the Traditional Market traders in Manado. (Sugiyono, 2007). Qualitative research is not called as respondent instead as a sources, participant, informant, friend and teacher in research process. In this research, traders of traditional market in Manado (Bersehati traditional market and Pinasungkulan traditional market) as the informant, and each traditional market the total informant are 6 traders.

### Data Collection Methods

Data Collection Method There are three types of data which are primary data and secondary data. Interview is consist of two types which are unstructured interviews and structured interviews. In secondary data, researcher collect several sources such as books that dominated used in theoretical review, several articles to compare and analyze the previous research and relevant literature from library and internet about another keywords that can be contained in this research (Sekaran and Bougie, 2010).

### Data Validity Method

There are two methods that had been developed in enhancing validity of qualitative research:

1. Generalizations by number of events occurring. It can help in addressing concern about the qualitative data reporting.
2. Ensuring that every case is represented and inclusion of contradicted cases.

### Data Analysis Method

In analysis of qualitative data. Data analysis is the process of systematically searching and arranging the interview transcripts, fieldnotes, and other materials that you accumulate to increase your own understanding of them and to enable you to present what you have discovered to others (Sugiyono, 2007).

## RESULT AND DISCUSSION

### Result

The researcher has interviewed the traditional market traders in Manado, especially in Bersehati and Pinasungkulan traditional market, to know the marketing mix strategy.

#### Informant 1

The first respondent is a greengrocer, 58 years-old, a trader of Pinasungkulan traditional market, with 36 years of experience. As vegetable is a product that he sell, the informant 1 tell about determine the standard quality of vegetable, the fresh condition of vegetable is the most important, and for every day, the trader always check the quality of products before he sell it to the consumer. To determine the selling price is to adjust the purchased price from the farmer, the selling price is generally around 40-50% from the purchased price for every types of vegetable and it can more cheaper when the consumer buy a lot of vegetable.

The informant 1 as a trader has a various strategy to promoting the products, yelling while said "sayor sayor..." (vegetable, vegetable...) in order to attract buyers. The trader arrange the product in good or nice looking and fresh is the main way to sell their product, because it gave the effect of the consumer at least they will come or interested and buy the product. This trader always open his kiosk on time. Very early at 4:30am and close it at 06:00pm. With the consistency of working hour (operating hour) every day. So, the consumer who want to buy vegetable on early morning and those who come late in the afternoon, still have the chance to buy in his kiosk. Good relation with the consumer is the main factors. The way to serve them, Informant 1 must smile, be hospitable, and act like a consumer as a king.

#### Informant 2

The second informant is a fruits and tubers seller, 62 years-old, and with 10 years experiences of selling fruits and tubers in Pinasungkulan traditional market. The way Informant 2 determine the quality of fruits and tubers just about the color and the texture of the fruits and the tubers. Informant 2 said: "*if the purchased price fifty thousand for every fruits, I sell around twenty thousand, and for the tuber I sell for every late that I was measure the total of tuber, I sell twenty thousand for one plate*". Usually Informant 2 give the special price for the consumer who want to buy more the fruits and tuber, or just give bonus of fruits or tuber, and it give more attention for the consumer to buy his products.

Informant 2 said if the place or kiosk have been determine by *PD Pasar*. To convince the consumer if the consumer ask about the quality of fruits or tuber, Informant 2 said "*This fruits (or tuber) are very nice, you just bring it to your home, and if it is bad, just back and I will give a cash back*". Beside that the way Informant 2 to get a loyal consumer are just give a bonus, always remember the consumer and keep smile while transaction, when the consumer make some bargain just give them with special price. Informant 2 admitted, if the promotion style that he did are gave an effect of consumer buying decision.

Many factors that can make the traders being success, and for the Informant 2, based on the time hi always open on 05:00 am every day, than routine to check the products so the fruits and tuber are in good quality.

### **Informant 3**

The third respondent is a Unions, Chili and Tomatoes (*barito*) Trader. He is 42 years-old, with 20 years experiences as a trader in Pinasungkulan traditional market. The fresh condition is the important thing as a quality standard of the products, because informant 3 said, if best quality equals best price, so the trader always check the quality of the products.

The location of kiosk, the trader admitted that he has the strategic location, because the location are in front of the market so many people pass by there. This condition give better chance for the trader to get more consumers to buy the products. Shout the price of the products are the way the Informant 3 promote the products. Informant 3 said, if with shout the consumer will come close to the kiosk, with the condition the trader try to make some conversation with the consumer, and if the consumer try to bargain, the trader must serve with smile and convince the consumer to buy the product. It means the promotions give the impacts, to get chance for the consumer to buy the products.

The other success factor for the trader are time discipline and the way to serve consumer with good way, because more earlier the trader open the kiosk with the consistent time it give the impact for the consumer buying decision. When the trader always open in the same time every day, the consumer always go into the same kiosk, but when the time are not consistent, it give a chance to let the consumer move to the other kiosk, beside the way we serve like give a smile, and just try to make a little bit conversation with the consumer.

### **Informant 4**

Fourth respondent are the butcher. 59 years-old and a trader in Pinasungkulan traditional market with 38 years experiences of selling a meal. To determine the quality of pork, Informant 4 said the main important are the color and texture of the pork, or the healthy meal/pork. The trader also always check the quality every time, because the time limit of a fresh meal around 3 days.

The price also follow the market situation, if demand increase and the supply decrease the price will going up, and if demand decrease and the supply increase the price will going down. But for now the price of meal (pork) are Rp.28.000/kg, and the price for the product with less quality, or around 3 days, just decrease around 20% from the normal price. For the consumer who want to buy with a lot of meal, the consumer also give the special price to get the loyal consumers, as long as the price still give the profit for the trader. The other strategy of the Informant 4 for the price to face the competition between butcher, are with secret price, so Informant 4 sell the meal with lower price without tell the other butcher to get more consumer to buy his product.

Informant 4 choose Pinasungkulan traditional market because from long time ago he has started selling meal in this place, and also the factor near with the trader's home are the main reason. For the place of the kiosk, has set by the *PD Pasar* based on the classification as a meal, so all the butcher kiosk are located in the same area. Informant 4 said, if the place for the butcher especially is not give the significant effect for the consumer buying decision. *"It is just about the display of kiosk, and the quality of the meal. Place not give the significant effect, my place are in the back of the butcher area but the consumer still buy my product"*

The display of the kiosk is the main factor to promote the product, Informant 4 said if the display of the meal with nice looking, fresh and clean, can get the attention for the consumer and with the nice service and bargaining can get chance the consumer will buy the product.

For Informant 4, time discipline are the other factor to be a success trader, because if the trader not consistent, the consumer will go to another place, and it means the trader loss the loyal potential consumer. So, the time discipline are the way to keep a loyal consumer.

### **Informant 5**

The fifth respondent is a rice seller, 46 years-old with 17 experience as a trader in Pinasungkulan traditional market. To determine the quality of rice, informant 5 said if the display of rice like the color of rice, usually the rice from Bali are better than from Minahasa, and Java. Informant 5 also said about the price of the rice, the price of the rice can be measured by the quality of the rice. To get the better price, the trader sell the

rice with a unique style. The location of the kiosk, informant 5 said if the place have been determined by *PD Pasar*. Because the place in front of the market, informant 5 said if the place of the kiosk are strategic place. Keep the best quality and the better price of the rice is the only way the informant 5 promote his product so the consumer can buy. Always smile and admire to the consumer is the other factor so, the consumer can feel comfort while bargaining. If the consumer buy with a lot of rice the trader give a service with help to bring the rice to the car or motorcycle, so it can give the effect to the consumer become a loyal consumer.

### Informant 6

The sixth informant is chicken seller, she is 40 years-old, and has started as a trader from 20 years ago. To determine the quality of health chicken, the Informant 6 said, if the color is the main factor. Always check the chicken and give ice to keep the quality are the other way. To give a better price, the Informant 6 admitted if do not need to get a higher profit, as long as the product has sell smoothly, or the consumer always buy the product. The Informant 6 bought the chicken directly from the breeder because the price are cheaper. When the chicken are in the scarcity situation, Informant 6 bought the chicken from the modern market even with a small amount and with the higher price, but with the situation, the Informant 6 said the consumer still bought the chicken. The Informant 6 also give the bonus for consumer who buy with a lot of chicken as long as still have the profit.

The Informant 6 live in Karombasan, so that is why Informant 6 choose Pinasungkulan traditional market as the place to running the business. The location of the kiosk has determined by *PD Pasar* because for the chicken seller has been managed in some area, but for the Informant 6 kiosk, Informant 6 admitted if she has the strategic location. Because in the chicken seller area, all the people can find the informant 6 kiosk first. To attract the attention by the consumer, Informant 6 keep the kiosk with good looking, and also clean. Informant 6 ask the people who pass the kiosk if they want to buy chicken, and to convince the consumer, Informant 6 tell the consumer if the chicken is a fresh and health condition. Keep smile and seduce in every moment when the consumer try to bargain is the best way to make the consumer can buy the chicken.

### Informant 7

The seventh respondent is *Barito* seller. He is 44 years-old with 25 experiences as a trader in Bersehati traditional market. To determine the quality the product, color, texture and size is the important thing for the trader to consider about it. For the price, the trader surely give an affordable price for the consumer, but different with the other trader, Informant 7 not buy the product directly from the farmer, but he buy from the supplier. The location of the kiosk, Informant 7 said if the place has determine by the *PD Pasar*, but with the place in intersection way, Informant 7 said if the place are strategic place, because many people pass by there. Keep the nice looking of the display of his product are the way Informant 7 promote his product.

The other factors that support the trader as a success trader and also to make the loyal consumer are discipline about the time, because when the time to open the kiosk not consistent, the consumer will go to the other trader. The way to serve the consumer by the Informant 7 said, if we must always smile, and sometime do a joke while the bargaining process, so the consumer can laugh. Informant 7 said, if it is important to attract the attention, and make the consumer become the loyal consumer.

### Informant 8

The eighth Informant are greengrocers. He is 36 years-old with 30 years has experience as a trader, to determine the best quality of the vegetable, the Informant 8 just see the color, texture, and the fresh condition. To determine the price, as a good price and affordable for the consumer, Informant 8 said is he give the price as long as still have a profit even in a little profit, so, the selling process will going smoothly. The location of his kiosk, has choose by his parents from long time ago, and the location are strategic place, because many people pass in front of the kiosk, with the strategic location surely give the best impact for the trader, because Informant 8 can easily find the people or consumer.

For the promotion, Informant 8 always ask the people who pass on his kiosk, and also keep the clean condition of his kiosk to convince the consumer to come and buy. While bargaining process, Informant 8 always smile, and make some conversation to steal the consumer heart, that can buy the vegetable. But, Informant 8 said, if the promotion not give the effect of consumer buying.

**Informant 9**

The ninth informant is butcher. He is 53 years-old, and has 40 years of experienced as a trader in Bersehati traditional market. As a butcher the quality of the beef are very important. The health and the red color are the factors to determine the quality of the beef. To have the better price, Informant 9 said if he must follow the government policy to keep the stable price. Informant 9 buy the beef directly from the breeder to have the cheaper price, and for the price of the beef based on the government policy are Rp.100.000 for selling price with the Rp.95.000 purchased price. Informant 9 admitted with the price like that, are stable. So, give the good impact for the consumer and for the trader.

The location of the kiosk, Informant 9 said, if the place has determine by the *PD Pasar*. As a butcher, *PD Pasar* give the special area. The way of the promotion Informant 9 said if he has the impact, at least to attract the consumer attention. So, the consumer will get a chance for the consumer to buy the product. For the other factor to complete the marketing mix strategy, the Informant 9 for every a few years, make some renovation, to keep the kiosk with nice display and also the clean condition are important. Informant 9 said, with the nice display of the kiosk give the impact to attract the consumer.

**Informant 10**

The tenth informant is a rice seller. She is 49 years-old, with 20 years experienced. The quality of rice is depend of the types of the rice, and *superwin* are the best type of rice. Generally, the clean, taste, and rice, and when texture of the rice is the main factor to determine the quality of rice for every types of rice. Informant determine the price of rice with the purchased price. Informant 10 bought the rice from the farmer to get the lower price. So, Informant 10 sell the price with low price to the consumer.

The location of the kiosk Informant 10 said if the kiosk in the strategic location, because just in front of the kiosk many people pass by there to up the microbus. The way, of Informant 10 convince the consumer to buy the rice is the Informant 10 has cook the rice with every types of the rice. So, the consumer can taste, the consumer will directly buy the product, and with the promotion style are profitable for the trader. The other factors from Informant 10 to become a success trader are keep clean of the kiosk, keep smile for every people.

**Informant 11**

The eleventh informant are egg seller. He is 30 years-old with 4 years experienced of selling egg in Bersehati traditional market. To determine the egg, Informant 11 only concern with the size of the egg, the egg with big size of course the best quality. Informant 11 also give the affordable price for the product. The price of the product are depend on the size of the egg. So, for the consumer who want to buy egg with the small size can be cheaper, and for the consumer who want to buy with big size, are little bit high.

The kiosk location, Informant 11 admitted if he choose the place by his self. Near with the protocol way, make many people pass by his kiosk. So informant 11 have the chance to get more consumer. Just show the product, with the price, are the way Informant 11 promote his product. Different with the other types of trader, for egg sell do not need to ask the people who pass the kiosk, because all the egg seller make a deal to do not ask the people, or with the good competition. The other factor by the Informant 11 to make the consumer buy his product are with make some conversation with a joke, to make the consumer laugh, because Informant 11 said it will make the loyal consumer. Also pray to God, to bless his business are important by Informant 11. With the other factors, the Informant 11, admitted if give a significant effect of selling, it means good for the Informant 11, as the trader.

**Informant 12**

The last respondent is a *Barito* seller. He is 63 years-old, with 30 years experienced as a trader in Bersehati Traditional market. To determine the quality of the product, Informant 12 focus of the color and the size of *barito*. Because, he said if the consumer only want to buy *barito* with the standard quality like that. So, Informant 12 always put attention about the quality of the product. To determine the price of *barito*, Informant 12 always give with the affordable price of the product so the consumer can interest to buy. The price if the product are depend with the quality of the product. With the best quality of the product it means the higher price, and the Informant 12 also make the special product with make the product ready to use and the consumer



do not need to clean the chili or onion, so the price also increase. But, the total of price are suitable with service by the trader, and the service for the consumer, or *win-win solution*. The location of the kiosk, based on Informant 12 said has arrange by *PD Pasar*. Actually the location of his kiosk are inside of the market, so when on afternoon the situation is not crowded or many people pass like in the morning. But, with the large place are better for the Informant 12 to save his stocks. The promotion style of Informant 12 are just show the products and when many people pass, Informant 12 just asking to the consumer for buying *barito*. For the loyal consumer, Informant 12 always give a bonus, to keep the relation with the consumer. So, it will give a good impact for the trader to still keep the consumer.

## Discussion

### The Marketing Mix Strategy of Traditional Market Trader.

Marketing Mix have the seven tactics below are sometimes referred to as the 7Ps because they all start with the letter p (Heaton, 2016). What product or services are you going to offer? Discuss the branding, the packaging (where applicable), and ongoing product or development. All the informant as a traditional market trader sell a daily needs product, like *barito*, rice, meal, chicken, fruit and the other price. Based on the interviewed, all of the informant are not 100% agree with the theory, as a traditional market trader they do not concern about the branding and packaging, they think if only the quality of the product as a fresh condition is the main point to determine the good quality.

Price is a critical part of your marketing mix. Choosing the right price for your products or services will help you to maximize profits and also build strong relationships with your customers. Based on the interviewed, all the Informant choose all the price of the product with affordable price as long as the trader still have a profit, and with that price it can help to build strong relationship with the consumer when the way in bargain process. . This is how you will position your product in the marketplace, it is the location where a product can be purchased. Often referred to as the distribution channel, this can include any physical store as well as virtual stores online. Being in the right location can be a deciding factor in whether a customer buys from you or not. To find out where your ideal customer is buying from it's worth doing some market research.

This theory are suitable with the result from the Informant. Even the Informant is the traditional market trader, but the location of the kiosk with the right location can be deciding factor in whether a consumer buys from the trader or not. The place in the strategic place give the chance for the trader to get more of consumer, because many people pass by that place. Promotion is the function of informing, persuading, and influencing a purchase decision. The relationship between promotion and differentiation could be in terms of promotion also can be used to differentiate a firm's offerings from the competition. Applying a concept called positioning where marketers attempt to establish their products in the minds of customers. The idea is to communicate to buyers meaningful distinctions about the attributes, price, quality, or use of a good or service (Heaton, 2016).

As the traditional market traders, the bargaining process always happen in every transaction. When the bargaining process happened, all the Informant said if the always try to convince the consumer with informing, persuading, to influence a purchased decision by the consumer. So, it means the theory about the promotion according to Heaton (2016) are suitable with the Informant promotion strategy. The location, variation of product, price, and quality of service simultaneously significant effect on buying interest in the Bersehati traditional markets. Location partially significant effect on buying interest in the traditional markets Bersehati, diversity of products significantly influence buying interest in the traditional markets Bersehati, Price influential significantly to the buying interest in the traditional markets Bersehati and service quality significantly influence the buying interest in the traditional markets Bersehati (Fure, 2013). With that theory compare with this research shows that the marketing mix gave the significant effect of selling, and all the traditional market trader must concern about that strategy.

### The Other Factors to Complete the Marketing Mix Strategy of The Traditional Market Trader.

In basic terms, a marketing strategy analyzes all aspects of your sales activity and combines it in a way so that all departments know what it going on. Hence, a marketing strategy is the process that allows the organization to focus on available resources and utilize them in the best possible manner to boost sales and gain leverage over competitors. No marketing strategy can begin without first determining the business goals. Another aspect of the marketing strategy is the marketing mix (Makos, 2015).

The theory marketing strategy is, the strategy to boost sales and gain leverage over competition, and the marketing strategy include the marketing mix. Therefore the theory have a link with the all Informant. As a traditional market trader, the Informant also have the other factor or strategy to boost the sales, and to face the competition. Informant 1, 2, 3, 4, and 7 said if the time discipline as the other factor or strategy to boost the sales and face the competition, the conclusion of the 5 Informant if the consistency of the time from the kiosk open until close can give the impact to the consumer. If the trader did not consistent, the consumer who buy in the morning and in the afternoon, will looking to the other trader, and with the situation the trader who did not consistent will loss the consumer. Beside of the time discipline, generally all the Informant said, if the way to serve the consumer are the important point, with smile while bargaining process and make a little bit joke and adore the consumer can give the good impact for the trader. The consumer can feel comfort, and it will become a loyal consumer.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the result and discussion in the previous chapter, we can conclude some points here:

1. Traditional market traders apply marketing mix strategy by making good effort to provide good quality of products every day, at strategic location and site, affordable price, and promote sales by offering bonus as well as price discount.
2. Opening and closing the kiosk on time, and developing good communication as well relations with consumers as the other success factors of traditional market traders to complement and support marketing mix.

### Recommendation

Here are some recommendations proposed and found within this research for the traditional market traders, government, manadonese, universities and next research.

1. For the traditional market traders, quality of the products, affordable price, strategic location and site, good relation with consumers, and time discipline.
2. For the government, *PD Pasar* especially, keep the cleanliness, compliance, and security of the traditional market.
3. For the next research, it is recommended to conduct research in wider areas of population, and make some deep research if the traditional market trader has improve the Marketing mix strategy of traditional market traders.

## REFERENCES

- American Marketing Association. 2013. *Definition of Marketing* .Retrieved on <https://www.ama.org/about/Definition-of-Marketing>. Date of accessed: March 10<sup>th</sup> 2016.
- Fure, H. 2013. Lokasi, Keberagaman Produk, Harga, dan Kualitas Pelayanan Pengaruhnya Terhadap Minat Beli pada Pasar Tradisional Bersehati Calaca. *Jurnal EMBA*. Manado. Retrieved on [file:///C:/Users/WINDOWS/Downloads/2023-3692-1-SM%20\(3\).pdf](file:///C:/Users/WINDOWS/Downloads/2023-3692-1-SM%20(3).pdf). Date of accessed: March 3<sup>rd</sup> 2016. Pp. 273-282.
- Heaton, J. 2016. What is Marketing Strategy. *Tronviggroup*. Retrieved on <http://www.tronviggroup.com/marketing-strategy/>. Date of accessed: February 20<sup>th</sup> 2016.
- Kotler, P. and Keller, K. 2012. *Marketing Management*. 14<sup>th</sup> edition. Pearson. New Jersey.
- Makos, J. 2015. What is a Marketing Strategy? An overview. *PestleAnalysis*. Retrieved on <http://pestleanalysis.com/what-is-a-marketing-strategy/>. Date of accessed: March 21<sup>st</sup> 2016.

- Kartika Dewi Sri Susilowati. 2014. The Impacts of Modern Market to Traditional Traders (A Case in Malang City - Indonesia). *International Journal of Technical Research and Applications*. State Polytechnic of Malang. Retrieved on <http://www.ijtra.com/special-issue-view/the-impacts-of-modern-market-to-traditional-traders-a-case-in-malang-city-indonesia.pdf>. Date of accessed: March 3<sup>rd</sup> 2016. Pp. 38-44.
- Manado Post Online (2011). Retrieved on <http://manadopostonline.com>. Date of accessed: March 10<sup>th</sup> 2016.
- Moghaddam, F. and Amir Foroughi. 2012. The Influence of Marketing Strategy Elements on Market Share of Firms. *International Journal of Fundamental Psychology and Social Science*. Department of Management, Abade Branch, Islamic Azad University, Abade, Iran. Retrieved on <http://fundamentaljournals.org/ijfpss/downloads/12-Moghaddam%20150212.pdf>. Date of accessed: March 4<sup>th</sup> 2016. Pp. 19-24.
- Prabowo, F. and Raden Rahad. 2015. David vs. Goliath: Uncovering the Future of Traditional Markets in Indonesia. *Mediterranean Journal of Social Sciences* MCSEER Publishing, Rome-Italy. School of Economics and Business, Telkom University, Bandung, Indonesia. Retrieved on <http://www.mcser.org/journal/index.php/mjss/article/view/7456>. Date of accessed: March 3<sup>rd</sup> 2016. Pp. 28-36.
- Sekaran, U., and Bougie, R., 2010. *Research Methods for Business: A Skill Building Approach*. 5<sup>th</sup> ed. Wiley, United Kingdom.
- Sugiyono, 2007. *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif dan R&D)*. Alfabeta, Bandung.
- Yaningwati, F. and Fauzi, A. 2012. The Impact of Hypermarket Existence on the Traditional Market Trader. *TextRoad Publication*. Department of Business Administration, Faculty of Administrative Science, University of Brawijaya, Malang, East Java of Indonesia. Retrieved on [http://www.textroad.com/pdf/JBASR/J.%20Basic.%20Appl.%20Scsi.%20Res.,%20\(8\)7966-7971,%202012.pdf](http://www.textroad.com/pdf/JBASR/J.%20Basic.%20Appl.%20Scsi.%20Res.,%20(8)7966-7971,%202012.pdf). Date of accessed: March 5<sup>th</sup> 2016. Pp. 7966-7971.