



UTILITY OF THE INTARAN MARKET IN THE CONTINUITY OF MICRO AND SMALL BUSINESSES TYPICAL OF BULELENG DISTRICT PRODUCTS

Ni Komang Deviana¹

¹STAHN Mpu Kuturan Singaraja, Indonesia, Email: komangdeviana254@gmail.com

ABSTRACT

The Buleleng Regency, located in the Province of Bali, Indonesia, is known for its unique and diverse range of products. Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the local economy, and the sustainability of these Micro, Small, and Medium Enterprises (MSMEs) depends heavily on various factors, including the intaran market. The intaran market serves as a showcase for displaying and marketing products of Micro, Small, and Medium Enterprises (MSMEs) and the creative economy located in Bengkala Village, Kubutambahan District, Buleleng Regency, Bali. The intaran market operates every Sunday and offers a wide variety of processed goods, handicrafts, creative products, and rarely found foods. The intaran market operates within a smaller geographic scope and plays a significant role in the local economic ecosystem. This research is supported by data collection techniques such as observation, interviews, and documentation, and uses a qualitative descriptive method to explore and understand how the local market influences the continuity of Micro, Small, and Medium Enterprises (MSMEs) producing typical products of Buleleng Regency.

Keywords : *Intaran Market, MSMEs, Utility*

Copyright ©2024. UHN IGB Sugriwa Denpasar. All Right Reserved

I. INTRODUCTION

Buleleng Regency, located in the province of Bali, Indonesia, is one of the regions rich in culture and tradition. Additionally, Buleleng Regency is also known for its unique and diverse products, which are the result of various micro, small, and medium enterprises (MSMEs) scattered throughout the region (Bulelengkab, 2023). Unique products such as woven fabrics, handicrafts, traditional foods, and other art items are the main attraction for both local and foreign tourists visiting Buleleng Regency. Besides being a source of income for the local community, micro, small, and medium enterprises (MSMEs) also play a significant role in enriching cultural diversity and preserving distinctive local heritage (Dewanti, 2022).

Similar to micro, small, and medium enterprises (MSMEs) in many other regions in Indonesia, micro, small, and medium enterprises (MSMEs) in Buleleng Regency also face various challenges that affect their sustainability. Factors such as increasingly fierce market



competition, limited access to capital and technology, and changes in consumer patterns are among the threats to the continuity of micro, small, and medium enterprises (MSMEs) (Dewanti, M. A. (2022)). In facing these challenges, it is important to understand the role of intaran markets in maintaining the continuity of micro, small, and medium enterprises (MSMEs) in Buleleng Regency.

Intaran market is a market located under the intaran tree, serving as a showcase space pioneered and organized by young people or Hindu students from Buleleng Regency. Intaran Market displays products from micro, small, and medium enterprises (MSMEs) such as food, handicrafts, and even rare products (Crysnanjaya, 2019). Located in Bengkala Village, Kubutambahan District, Buleleng Regency, Bali, Intaran Market operates every Sunday and is run by young people, particularly students from the Kesatuan Mahasiswa Hindu Dharma Indonesia (KMHDHI) Buleleng branch organization (KMHDHI.org, 2024)

Intaran Market operates within a smaller geographic scope and serves as a showcase space for micro, small, and medium enterprises (MSMEs) to market their products. The interaction between micro, small, and medium enterprises (MSMEs) in Intaran Market and visitors is a determining factor in the success or failure of businesses. Therefore, (Esaputri, 2021) it is important to conduct a more in-depth study on how the Intaran Market influences the continuity of micro, small, and medium enterprises (MSMEs) producing unique products in Buleleng Regency. The presence of Intaran Market serves as a link and platform for information exchange between producers and consumers, thus helping micro, small, and medium enterprises (MSMEs) better understand market needs. Additionally, Intaran Market can also serve as a venue for micro, small, and medium enterprises (MSMEs) to build strong social networks, which can then assist entrepreneurs in overcoming various business challenges that may arise in the future.

However, among these various benefits, there is still a need to explore more deeply how the Intaran Market contributes to the continuity of micro, small, and medium enterprises (MSMEs) producing unique products in Buleleng Regency. Therefore, the main objective of this research is to delve into greater detail about the role of Intaran Market in influencing the continuity of micro, small, and medium enterprises (MSMEs) producing unique products in Buleleng Regency. By understanding the dynamics of interaction between Intaran Market visitors and micro, small, and medium enterprises (MSMEs), it is hoped that factors supporting business sustainability can be identified, as well as potential strategies to strengthen the relationship between Intaran Market and micro, small, and medium enterprises (MSMEs) in Buleleng Regency.

This research is expected to make a significant contribution to local stakeholders, including local government, economic development agencies, and businesses, in efforts to support the growth and sustainability of micro, small, and medium enterprises (MSMEs) in Buleleng Regency. Additionally, this research can provide valuable insights for researchers and practitioners in the fields of local economics and community development by offering a better understanding of the role of Intaran Market in the local economic ecosystem and its implications for sustainable economic development at the local level.

METHOD

This research employs a qualitative descriptive method. The method used to focus on issues based on field findings. Data is collected through in-depth interviews with the organizer of micro, small, and medium enterprises (MSMEs) and managers of Intaran Market (Suwardi, 2008). Data analysis is conducted using an inductive approach to study and investigate current

phenomena, as well as to identify patterns in interactions between Intaran Market traders and micro, small, and medium enterprises (MSMEs) (Kasim et al., 2020).

II. RESULT AND DISCUSSIONS

Analysis of the Intaran Market Implementation System

The research findings indicate that the interaction between Intaran Market visitors, organizers, and micro, small, and medium enterprises (MSMEs) has a significant impact on the continuity of MSMEs producing unique products. One of the main findings is that Intaran Market serves as the primary channel for micro, small, and medium enterprises (MSMEs) to market their products. Sanchi Krisna, the grand manager of Intaran Market, explained during the Intaran Market event on Sunday, March 3, 2024, that Intaran Market has a unique organizational system, described as follows:

1. Local Product Marketing System

Not all products can enter and be marketed at Intaran Market. Business owners who want to market their products at Intaran Market will undergo a selection process because the requirement for a product to be marketed at Intaran Market is that it must be environmentally friendly, reflect the characteristics of Buleleng, be unique, and have creative value.

2. Visiting System

Every visitor to Intaran Market can enter without paying an entrance fee, they just need to write their name in the guestbook. Intaran Market is only open every Sunday from 9 a.m. to 1 p.m.

3. Transaction or Payment System

Every visitor who wants to shop or make a transaction must use the Intaran Market currency called 'neem coins,' which are priced at 10,000 Indonesian Rupiah for 1 coin. To obtain neem coins, visitors can exchange Indonesian Rupiah with neem coins from the Intaran Market organizers.

4. Organizing Team Management System

To prevent monotony in Intaran Market activities, the organizers regularly hold workshops with interesting discussion topics and invite competent speakers in their fields. The organizing team also adds a touch of musical performances to create a classic and enjoyable atmosphere. Through the Intaran Market, micro, small, and medium enterprises (MSMEs) can reach the local market and effectively reach potential consumers. Interviews with the grand manager of Intaran Market indicate that the presence of Intaran Market allows entrepreneurs to increase product visibility and gradually increase sales. Additionally, interactions between visitors and Intaran Market traders provide opportunities for micro, small, and medium enterprises (MSMEs) owners to receive direct feedback from consumers about product quality and pricing. This allows micro, small, and medium enterprises (MSMEs) to adjust their marketing strategies according to market needs and preferences, thereby enhancing product competitiveness. Conversely, Intaran Market visitors also benefit from the presence of micro, small, and medium enterprises (MSMEs) because these unique local products enhance Intaran Market's attractiveness as an interesting tourism and shopping destination.

Social and Economy Impact

In addition to economic impacts, interactions in organizing Intaran Market also have significant social implications. Budi Santoso, one of the students who is part of the Intaran Market organizing team, explained during a field interview that the relationships between businesses, organizers, and visitors are often based on feelings of mutual trust and close cooperation. This helps strengthen social networks at the local level and fosters a sense of solidarity among small business operators. For example, in various situations, both visitors and Intaran Market organizers often provide support to micro, small, and medium enterprises (MSMEs) by facilitating access to resources or assisting in product marketing. From an economic perspective, the findings suggest that Intaran Market helps strengthen the local economy by promoting the growth of micro, small, and medium enterprises (MSMEs). Therefore, the role of Intaran Market in supporting the sustainability of micro, small, and medium enterprises (MSMEs) is not only crucial for local economic growth but also for social development and poverty alleviation.

Implication and Recommendations

The findings of this research have several important implications. First, a better understanding of the role of Intaran Market in maintaining the continuity of micro, small, and medium enterprises (MSMEs) can assist local governments and economic development agencies in designing more effective policies to support the growth of micro, small, and medium enterprises (MSMEs). For example, local governments can provide financial and technical support to Intaran Market, such as marketing training or necessary infrastructure, to strengthen their role in the local economic ecosystem.

Second, this research also highlights the importance of collaboration between the Intaran Market organizing team and micro, small, and medium enterprises (MSMEs) operators in creating a conducive business environment. Through close collaboration, both parties can support and strengthen each other, creating a win-win situation. Therefore, efforts are needed to build capacity and increase the active involvement of Intaran Market operators in supporting the growth of micro, small, and medium enterprises (MSMEs).

Third, this research also underscores the importance of enhancing community involvement in local economic development. By increasing public awareness of the importance of supporting micro, small, and medium enterprises (MSMEs) and the existence of Intaran Market, a more conducive environment for overall local economic growth can be created.

III. CONCLUSIONS

This study explores the significant role of Intaran Market in maintaining the continuity of micro, small, and medium enterprises (MSMEs) producing unique products in Buleleng Regency, Bali, Indonesia. Through analyzing interactions and their impact on the local economy and community, several important conclusions can be drawn.

Firstly, Intaran Market proves itself as a key element in the local economic ecosystem. Serving as the main channel for micro, small, and medium enterprises (MSMEs) to market their products, Intaran Market plays a vital role in enhancing the visibility and sales of micro, small, and medium enterprises (MSMEs). Additionally, interactions with Intaran Market traders provide micro, small, and medium enterprises (MSMEs) with direct feedback from the market, allowing them to adjust marketing strategies and enhance product competitiveness.

Secondly, interactions among various elements in the Intaran Market also have significant social impacts. Relationships built on mutual trust and cooperation help strengthen social networks at the local level, which in turn fosters solidarity among small business operators. Economically, the presence of micro, small, and medium enterprises (MSMEs) in Intaran Market also helps strengthen the local economy by promoting local products and increasing household income.

Thirdly, these findings have important implications for policymakers, businesses, and the local community. Local governments and economic development agencies need to provide financial and technical support to Intaran Market to strengthen their role in the local economic ecosystem. Collaboration between Intaran Market organizers and micro, small, and medium enterprises (MSMEs) operators also needs to be enhanced through close cooperation to create a conducive business environment for the growth of micro, small, and medium enterprises (MSMEs). Furthermore, public awareness of the importance of supporting micro, small, and medium enterprises (MSMEs) and the existence of Intaran Market needs to be increased through various educational and awareness programs.

In conclusion, this study is expected to make a significant contribution to stakeholders in supporting the growth and sustainability of micro, small, and medium enterprises (MSMEs) in Buleleng Regency. Additionally, it provides guidance for further research and practices in the field of local economics and community development. The research findings indicate that Intaran Market plays a crucial role in maintaining the sustainability of Buleleng's unique micro, small, and medium enterprises (MSMEs) through social networks and marketing strategies.

REFERENSI

- Bulelengkab.go.id. (2023). *Dulang Batok Ciri Khas Desa Petandakan Beromset Puluhan Juta Perbulan*. Diakses pada tanggal 15 Maret 2024, melalui laman https://bulelengkab.go.id/informasi/detail/berita/29_dulang-batok-ciri-khas-desa-petandakan-beromset-puluhan-juta-perbulan
- Basrowi & Suwandi. (2008). *Memahami Penelitian Kualitatif*. Jakarta: Rineka Cipta
- Crysnanjaya, T. (2019). *Rumah Intaran, Inspirasi Kearifan Lokal dari Desa Bengkala* – tatkala.co. Diakses pada tanggal 16 Maret 2024, melalui laman <https://tatkala.co/2019/05/20/rumah-intaran-inspirasi-kearifan-lokal-dari-desa-bengkala/>
- Dewanti, M. A. (2022). *Pengaruh karakteristik wirausaha dan strategi pemasaran terhadap perkembangan UMKM di Kabupaten Buleleng*. *Bisma: Jurnal Manajemen*, 8(1), 236-242.
- Esaputri, U. H., & Gunagama, M. G. (2021). *Analysis of Local Wisdom in Utilizing Sustainable Development Concepts in Rumah Intaran*.
- Kasim, A., Bungin, B., Dzakiria, H., & Mokhtar, M. F. (2020). *Metode Penelitian Pariwisata dan Hospitaliti*. (1st ed.). Kencana.
- KMHDI.org (2024). *PC KMHDI Buleleng bersama rumah intaran membangun ruang tumbuh bersama melalui pasar intaran*. Diakses pada tanggal 19 April 2024, melalui laman <https://kmhdi.org/pc-kmhdi-buleleng-bersama-rumah-intaran-membangun-ruang-tumbuh-bersama-melalui-pasar-intaran/>
- Lutfiyani, I. Q., Hastadi, A. Y., Wahyuningsih, F., Wahyuni, A. T., Fauzi, G. F., Nurfaizah, A., ... & Yanuar, R. (2022). *Pengembangan umkm melalui optimalisasi branding dan penggunaan media digital di desa sindangbarang, kabupaten cilacap*. *Jurnal Pusat Inovasi Masyarakat (PIM)*, 4(1), 70-84.

- Pratama, M. A. S., Aliffiati, A., & Darmawan, D. R. (2024). *PERAN RUMAH INTARAN MELALUI PROGRAM PENGALAMAN RASA DALAM MELESTARIKAN TRADISI KULINER BALI UTARA*. *Triwikrama: Jurnal Ilmu Sosial*, 2(10), 21-30.
- Purnadi, P., Santoso, S. E. B., & Hidayah, A. N. (2023). *Strategi Branding Dalam Upaya Meningkatkan Pemasaran Produk Bagi Anggota Umkm Binaan Universitas Muhammadiyah Purwokerto*. *BUDIMAS: JURNAL PENGABDIAN MASYARAKAT*, 5(2).

WRITER'S BIODATA

Ni Komang Deviana, The writer is a graduate of the Bachelor of Tourism, Culture, and Religious Studies program from STAHN Mpu Kuturan Singaraja. They are actively involved in youth organizations and engaged in community service with a focus on tourism development. Their various experiences include volunteering for social causes, serving as a facilitator in the tourism division of various national community service programs, as well as competing in and winning various national-level tourism video competitions.