

## **GOOD GOVERNANCE IN STRUCTURE BELANTIK RAYA PEOPLE'S MARKET IN SIAK DISTRICT**

<sup>1, 2, 3</sup>**Nurman, Zainal & Yudha Rajasa**

<sup>1, 2, 3</sup>Program Magister Ilmu Administrasi, Universitas Islam Riau

Jl. Kaharuddin Nasution No.113 Perhentian Marpoyan, Pekanbaru, Indonesia

Correspondence Author: zainal.ip@soc.uir.ac.id

### **ABSTRACT**

The guidance carried out by the Department of Trade and Industry of Siak Regency on the Belantik Market which is included in the Indonesian National Standard (SNI) People's Market is one of the government's efforts to realize good governance. This study aims to determine and analyze the application of good governance in the arrangement of the Belantik Raya People's Market in Siak Regency. This research method is descriptive qualitative. Data analysis technique using triangulation technique. The results of this study explain that the implementation of good governance in the arrangement of the Belantik Raya People's Market in Siak Regency has been running for 2 (two) years in accordance with the rules that apply as an SNI Market. If it is associated with the theory of good governance, according to Sedarmayanti, the indicators are: Accountability, Transparency, Openness, Legal Certainty/Rule of Law that the application of the Belantik Raya People's SNI in Siak Regency not only benefits traders, but also benefits consumers. This is because SNI Pasar Rakyat emphasizes the factors of cleanliness, health, safety and comfort. The market manager is currently monitoring all the requirements that must be met by Belantik Raya Market as an SNI People's Market which is under the auspices of the Siak Regency Trade and Industry Office. it must be improved as a whole, this is of course the need for coordination and communication between traders and the government, because to maintain this SNI is the cooperation of all of us in Siak Regency.

**Keywords:** Good Governance, Public Policy & Market Arrangement

### **INTRODUCTION**

In meeting the needs of daily life, people need facilities and infrastructure to fulfill them. One of them is the market. The market as one of the facilities for meeting daily needs has been integrated and has an important place in people's lives. For the community, the market is not just a meeting place for sellers and buyers. The market is also a place for social interaction and a representation of traditional values.

Economic growth is increasing in line with the rapidly growing era of globalization. This can be seen by the number of modern shops that are growing in the community, not only in urban areas but also in rural areas so that they can shift the existence of traditional markets. The market is a place where buyers and sellers interact to buy and sell. All people definitely need a market to meet their daily needs. The existence of the people's market has a strategic role in moving the wheels of the regional economy in general, especially the community around the market. More than that, traditional markets are also a means of interaction and communication between community members which will eventually lead to social relationships.

People's Market which is a market where the activities of sellers and buyers are carried out directly in the form of retail for a temporary or permanent time with a limited level of service. The

existence of markets, especially traditional markets, is one of the most tangible indicators of community economic activity in an area. The People's Market is a form of people's economy that makes a major contribution to the pillars of the economy in Indonesia. The resilience and survival of traditional markets will affect the condition of the national economy. So the government must maintain the existence of traditional markets.

There are 16 markets managed by local governments from various sub-districts in Siak Regency to support original income. All markets in Siak Regency have the same collection procedure, one example of which I have reviewed is the Belantik Raya market. The Tualang People's Market is a government market which was inaugurated on February 7, 2018 by the Regent of Siak, Syamsuar. Tualang People's Market is located on Jalan Raya KM 7 Perawang located in the area of the former Perawang old terminal. The market which spent Rp. 5,441,935,000 in the 2017 State Budget through the Co-Administration Fund is a type B traditional market which has a land area of  $\pm$  1500 m<sup>2</sup> with 198 units of booths consisting of 160 wet booths, and 38 dry booths measuring 2 x 1.5 m and 35 units of kiosk measuring 3x2 m with a minimum capacity of 70 traders.

In an effort to deal with this problem, in 2018 the Trade and Industry Service of Siak Regency, Tualang Sub-district, PP Satpol, Perawang Village Head and Trade Representatives at the Tualang Sub-District Office. However, because there are many interests in the transfer, so the transfer is still postponed and it is not certain how long it will take. The results of the minutes of the meeting stated that there would be socialization and direct approaches to street vendors who sell on the side and shoulder of the road as well as at public facilities, provide a circular letter of notification containing the deadline for emptying the road body, as well as re-listing the street vendors who are interested. occupied the Tualang People's Market and if by the time limit determined by the street vendors had not vacated, the evictions would be carried out by the Satpol PP of Tualang District, UPTD Pasar, UPT Transportation and the Tualang Police.

Pasar Raya Belantik, Siak Regency is the only People's market in Riau Province that has received a certificate of Indonesian National Standard (SNI). The People's Market Certificate was determined by the Head of the National Standardization Agency (BSN) through Decree Number 84/KEP/BSN/4/2015 on April 6 2015, according to the Trade Service Standards compiled by BSN together with the Ministry of Trade of the Republic of Indonesia. Belantik Raya market is located in Siak sub-district with 158 and 252 stalls and kiosks, respectively, and 387 traders. Belantik market is included in class III, to obtain an SNI certificate, it must meet the specified requirements. The facilities must be complete, such as having a health post, prayer room, smoking room, security post, and safety instructions in the event of a fire. This is very important so that people are comfortable doing buying and selling transactions.

Governance recognizes that in society there are many decision-making centers that work at different levels. Institutions of State Administration (LAN, 2000:12) provide an understanding of good governance, namely the implementation of a solid and responsible state government, as well as efficient and effective, by maintaining a synergistic interaction that constructive among the domains of the state, the private sector, and society. Then according to the Depkemenfo (Samodra Wibawa 2009:114), defining E-Government is a public service held through a government website where the domain used also shows the Indonesian government domain, namely (go.id).

Starting from these principles, a benchmark for the performance of a government will be obtained. Good and bad governance can be judged if it has been in contact with all elements of the principles of good governance. Sedarmayanti (2004:7) concludes that there are four main

elements or principles that can describe a public administration characterized by good governance, namely as follows:

1. Accountability: There is an obligation for government officials to act as the person in charge and responsible for all actions and policies that they have set.
2. Transparency: Good governance will be transparent to its people, both at the central and regional levels.
3. Transparency: Wanting to open up opportunities for the people to submit comments and criticisms of the government which they consider to be not transparent.
4. Rule of Law: Good governance has the characteristics of guaranteeing legal certainty and a sense of community justice for every public policy taken.

Bintoro Tjokroamidjojo (2008: 130) views good governance as "a form of development management, which is also referred to as development administration, which places the role of the central government as being the agent of change of a developing society in developing countries." , it can be concluded that good governance is the process of implementing a solid and responsible state government, as well as efficient and effective by maintaining a synergistic constructive interaction between the domains of the state, the private sector, and the community.

## **RESEARCH METHODS**

The type of research carried out is qualitative which focuses its attention on the general principles that are fundamental to the manifestation of the units of symptoms that exist in human social life. Qualitative research is a research process that aims to understand a humanitarian problem based on the preparation of a complex and comprehensive picture according to the detailed views of the informants and carried out in a natural setting. So that in this study it can explain the phenomena that are seen directly, especially those related to the development of the Belantik Raya People's Market by the Department of Trade and Industry of Siak Regency.

Bogdan in Suwandi (2008:1) states that qualitative research is a research procedure that produces descriptive data in the form of speech or writing and the behavior of the people being observed. Qualitative research is researching whose problem solving is done using empirical data. The location of the research was carried out in 2 (two) places, namely the Belantik Raya People's Market and the Trade and Industry Office of Siak Regency. This location was chosen because Belantik Raya Market is the only People's Market with Indonesian National Standard (SNI) so that the role of the Trade and Industry Office of Siak Regency is very necessary in achieving the SNI Market.

## **DISCUSSION**

### **Accountability Indicators**

The government is committed to empowering and increasing the competitiveness of the people's market so that the protection of consumers, traders and market managers is also getting better. The application of good governance is the practice of applying the authority to manage various affairs. The main key to understanding good governance is an understanding of the underlying principles. Performance Accountability of Government Agencies in this case the Office of Trade and Industry of Siak Regency is a manifestation of the obligation of a government agency

to account for the success and failure of implementing the organization's mission in achieving the goals and objectives that have been set through a periodic accountability system.

Performance Accountability System for Government Agencies is an instrument used by government agencies in fulfilling their obligations to account for the success and failure of the implementation of the organization's mission which consists of various components that form a single unit, namely strategic planning, performance planning, performance measurement and performance reporting. There is an obligation for government officials to act as the person in charge of all Market actions and policies including: Waste Management based on 3R, Market Zoning Information, Work Procedures, fire extinguishers, Garbage transport equipment, Temporary waste disposal sites and zoning information market.

The following are the results of the researcher's interview with the key informants, namely the Structural officials of the Siak Regency Trade and Industry Office regarding the Responsibilities and obligations of the Siak Regency Trade and Industry Office towards the Belantik Raya Market as an SNI Market which is an effort to change the image of a less desirable market, for the better. Markets get SNI if they meet the requirements, including clean, healthy, kiosk zoning, professional market managers, waste management and so on in the context of realizing good governance.

The results of the researcher's interview with the Head of the Office of Trade and Industry of Siak Regency Mr. Wan Ibrahim Surji, MT, he said:

"That to implement Belantik Raya Market as an SNI market requires a very long process in order to realize good governance as a whole or a set of processes that are applied in this organization must be carried out together from superiors to subordinates, all components to realize the SNI pass must be fulfilled, if there are currently low ones, we have to increase them again, usually the BSN Partners (National Standardization Agency) will provide assistance to the Belantik Raya Market as the SNI Market." (Interview 10 November 2021).

Furthermore, the results of the interview with the Head of UPTD Market Management regarding government accountability on how to plan programs/activities and budgeting for public services in the field of market area management, fostering market traders, helping price stability and smooth distribution of goods and services in the market as a form of SNI Market Implementation.

The results of the researcher's interview with Mr. Hendryco, S.Sos As the Head of UPTD Market Management of the Trade and Industry Office of Siak Regency, he explained:

"That the local government, especially the Department of Trade and Industry of Siak Regency through the Market Management UPT, provides technical guidance to market traders regarding the Belantik Raya Market which has now become SNI, for example technical guidance on the management of trading facilities as well as guidance on good trading methods. and right,". (Interview on 09 November 2021).

Then with the same question, the results of the researcher's interview with Mr. Hendra, SE, MM as the Head of the Trade Division, he said:

"That the task of the Department of Trade and Industry of Siak Regency itself is to coordinate, facilitate and evaluate the application of SNI is not the end of the market development goal, but an effort to maintain and improve the quality of the Belantik Raya people's market". (Interview 10 November 2021).

It was further explained by the Head of the Trade Facilitation Section for the Development and Marketing of Regional Superior Products, the Office of Trade and Industry, Siak Regency with Mrs. Jasmawati, S.Sos, that:

"Not only in the process of achieving Belantik Raya market to become an SNI market, in the process of its implementation, the SNI policy also has several requirements that need to be considered by all parties involved in its enforcement". (Interview on December 21, 2018 at 10.00 WIB).

Based on the observations that the researchers saw that regarding accountability indicators that the implementation of the SNI Pasar Rakyat Belantik Raya related to managerial market management in improving performance-based government management, it was just that commitment from local governments, market managers, and traders was needed to maintain quality consistency. market in a sustainable manner. The results of the interview above show that the accountability indicators are good with regard to government accountability for work plans, conformity between implementation and standard implementation procedures, with programs that provide optimal results and the obligations of the institution or apparatus working in it to make policies or take action. in accordance with prevailing values and community needs.

In relation to market management, the function of the Department of Trade and Industry is to act as the agency responsible for market management issues, which include maintenance of market facilities and market revenue management issues. The policy set by the Department of Trade and Industry in order to create market conditions that are clean, orderly, safe and comfortable, as well as optimizing the market contribution to support the smooth development of local governments is to develop and empower the market through the improvement of adequate market infrastructure and facilities. Empowerment of traditional markets is an effort made by the government through growing a business climate, coaching, developing and financing so that traditional markets are able to grow and strengthen themselves into strong and independent traditional markets.

Governance itself can be viewed from whether the government has functioned effectively and efficiently in an effort to achieve the goals that have been outlined or vice versa. If it is associated with the concept according to the United Nation Development Program (UNDP) in Renyowijoyo Muindro (2010) that good governance in this study emphasizes the economic and administrative aspects of market management. In the management of the SNI Market, there is a tug of war of interest that can be seen from the problems that occur. Between the District Government and the community both have economic interests.

### **Transparency Indicator**

The next indicator in the implementation of Good Governance is expected to help the government adapt significantly by improving performance and public trust in terms of transparency indicators, with the enactment of Law Number 14 of 2008 concerning Openness of Public Information, the government in this case must begin to open up to various information what the community needs This public information must be accessible, easy to obtain information about various aspects of public service delivery. The easier it is for users to obtain information about various aspects of public service delivery, the higher the transparency.

Transparency is the provision of information about government to the public and the guarantee of ease in obtaining accurate and adequate information. Good governance will be

transparent to the people and there will be public communication by the government, which includes: Price range information, Trader identity information, telecommunications facilities, Number of registered traders, size of trading room, Waste water testing, clean water quality testing, water hydrants, CCTV, Width of corridor/ gangway, office manager and green area.

In terms of transparency, there needs to be a coordination that is carried out in this case regulating supporting facilities in the Belantik Raya people's market that has SNI standards such as a list of data on prices of goods and infrastructure to be coordinated then forming a team coordination, each of which is given a task according to the format which has been formed. The results of the researcher's interview with the key informants, namely the traders in the Belantik Raya People's Market, Siak Regency regarding the question of the extent to which the Siak Regency Trade and Industry Service provides communication to the public regarding the information needed by the community in terms of implementing Belantik Raya Market as an SNI market for services to the public.

The results of the researcher's interview with the Head of the Belantik Raya Market, Siak District, Siak Regency, Mr. Dasiman, explained:

"We, from the market manager, are currently monitoring all the requirements that must be met by Belantik Raya Market as an SNI People's Market which is under the auspices of the Siak Regency Trade and Industry Office. It seems that it must be improved as a whole, this is of course a need for coordination and communication between traders and the government, because to maintain this SNI is the cooperation of all of us in Siak Regency." (Interview on November 11 at 10.30 WIB).

Based on the results of the researcher's interview with the Head of the Trade Supervision Section of the Trade and Industry Office of Siak Regency, Mr. Rizal Budianto, ST., MM regarding public transparency that has not been able to fully access the aims and objectives of the SNI Market, he explained that:

"The community not only demands the realization of their rights but also has to think about their obligations by actively participating in determining various government policies, especially the implementation of the Belantik Raya Market as the SNI People's Market. This is a real step in carrying out an effective supervisory function in the implementation of government administration. However, the current situation is still not able to provide a position of empowered people before the government, so that not all policies are accessible to the public." (Interview on 10 November 2021).

From the results of the interviews above, it can be concluded that the Department of Trade and Industry of Siak Regency cooperates with the Belantik Raya market manager to help the community actively participate in determining various government policies, especially the implementation of Belantik Raya Market as an SNI People's Market by forming several teams and then assigning tasks to each agency. to conduct guidance and monitoring of facilities and infrastructure in the Belantik Raya people's market. Furthermore, Mr. Hendryco, S.Sos as the Head of UPTD Market Management of the Trade and Industry Office of Siak Regency added:

"The form of supervision of facilities and infrastructure is carried out, such as electricity, water, trash cans, warehouses for storing goods, places for rest, prayer rooms, parking lots. for example, we monitor the facilities and infrastructure whether they have been used as intended, we monitor and supervise not to put them on display or for example, trash cans whose function is

used for waste disposal should not be used for other things or throw garbage in random places even though there are already trash bins provided, then the parking lot is also sometimes misused by traders, usually the parking lot is used as a place for loading and unloading goods, so people who want to shop at the market also feel disturbed because they want to park their vehicles so it's difficult because there are traders who are busy loading and unloading goods even though there is already a place for loading and unloading of incoming goods, so people also park carelessly on the highway so that it causes traffic jams again." (Interview on 09 November 2021).

In transparency, there are three aspects, namely: (1) the existence of an open policy towards supervision; (2) the existence of access to information so that the public can reach every government policy; (3) the application of the check and balance principle between the executive and legislative institutions. The aim of transparency is to build mutual trust between the government and the public where the government must provide accurate information to the public in need. Especially reliable information related to legal issues, regulations, and the results achieved in the government process; the existence of a mechanism that allows the public to access relevant information; the existence of regulations governing the obligation of local governments to provide information to the public; and fostering a culture in the community to criticize local government policies.

Concerning Efforts to link good governance with public services are perhaps not new. The Government of the Office of Trade and Industry of Siak Regency monitors, supervises, and controls the management of trade distribution facilities in accordance with their designation. This monitoring and supervision is carried out to see whether the use of the distribution facilities provided is truly adequate and carried out as intended. as best as possible, a prosperous society with the realization of every public interest covered in the public interest is a real embodiment of good governance, while in terms of indicators of transparency the community has not been able to fully access the policies in government.

The form of management of the Belantik Raya Market is that the supervision of facilities and infrastructure has been carried out by the Department of Trade and Industry of Siak Regency by looking at the use of these facilities and infrastructure as intended, but there are still traders who use the parking lot to be used as a place for loading and unloading goods so that the public shoppers park their vehicles on the side of the road, this will be monitored and supervised so that the functions of the facilities and infrastructure are still used as they function. In addition, there are other opinions from traders regarding the monitoring of traditional market facilities and infrastructure, namely Mr. Rio as a clothing trader at the Belantik Raya Market, said:

"Usually there are officers who come and ask about my selling price, usually they are also told that there is a resting place, then they are given a trash can in every hallway, so it's forbidden to store trash in front of the kiosk, for the sake of cleanliness of the market too, we market traders have also been notified that the Belantik Raya market is an SNI Market." (Interview on 09 November 2021).

Based on the results of the interviews above, it can be concluded that the supervision has been carried out by the Department of Trade and Industry of Siak Regency by providing several facilities and infrastructure to traders so that they are used properly and collecting data on the prices of market traders' merchandise. Governance that is open (transparent), The tangible manifestation of this principle can be seen, among others, if the public has the convenience of knowing and obtaining data and information about policies, programs, and activities of the government apparatus, both implemented at the central and regional levels.

In connection with the explanation above, that in the Belantik Raya Market, seniri has been carried out in accordance with the form of the market manager's role above, in the future the management of Belantik Raya Market can be re-entered in the SNI People's Market category for category 2 (two). If viewed from the principle of good governance, transparency is the principle of creating mutual trust between the government and the community through the provision of accurate and adequate information. while Information is an important need of the community to participate in regional management. In this regard, local governments need to be proactive in providing complete information on policies and services provided to the community.

## CONCLUSION

Based on the results of the research analysis in the previous chapter, it can be concluded that the implementation of good governance in the arrangement of the Belantik Raya People's Market in Siak Regency has been applied according to the rules that apply as an SNI Market, but if viewed from indicators based on good governance theory, if viewed from the accountability indicators, in this case the Trade and Industry Office of Siak Regency has an obligation to act as the person in charge of all market actions and policies. In relation to market management, the function of the Department of Trade and Industry is to act as the agency responsible for market management issues, which include maintenance of market facilities and market revenue management issues. If it is seen from the Transparency indicator that there needs to be a coordination carried out in this case regulating the supporting facilities in the Belantik Raya people's market that has SNI standards such as a list of price data for goods and infrastructure that will be coordinated then form a team coordination, each of which is given the task according to the established format. Furthermore, judging from the Openness indicator, the management of the people's market carried out by the UPTD Market Management of the Office of Trade and Industry of Siak Regency is a market arrangement which includes planning, implementing and controlling the people's market. The government wants an opportunity for the people to submit comments and criticisms against the government on the amount of land provided by government officials and the distribution of costs (APBD). Finally, it can be seen from the indicators of the rule of law that the management of the SNI Market must be based on the formation of existing laws and regulations, currently there are still several assessment indicators in the SNI People's Market that still need to be improved, such as this low-temperature wet food storage area/refrigerator, not yet fully available at Belantik Raya Market, Siak Regency. Another factor that must be considered in the management of the Belantik Raya Market is the need for supervision of traders who are not aware of the importance of maintaining order and cleanliness of the market environment. The guidance and socialization regarding the application of the SNI Market to the public regarding the application of the SNI market to the traders in the Belantik Raya Market is still lacking. Things like this are monitored and monitored and controlled so that these facilities and infrastructure are used as intended.

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