

From Traditional Warungs to Minimarkets: A Case Study of Changes in Consumption Behavior in the Village Community of Sukasirna, Jonggol District, Bogor Regency

Jeje Fauzy¹, Moh. Faiz Maulana²
{ jejefauzy14@gmail.com¹, faiz@unusia.ac.id²}

Program Studi Sosiologi, Universitas Nahdlatul Ulama Indonesia, Jl. Taman Amir Hamzah, Jakarta Pusat, DKI Jakarta¹²

Abstract. The times and economic growth in Sukasirna Village have changed the behavior of the village community. The shift from traditional to modern lifestyles has led to changes in people's spending patterns. This change is reflected in the shopping or consumptive behavior of the Sukasirna Village community, which has changed from traditional shop to minimarkets. The purpose of this study was to determine the cultural shift of rural communities in consumptive behavior patterns from traditional shop to minimarkets. In addition, I also want to see the factors that influence people's decisions to shop at minimarkets compared to traditional shop. This research uses descriptive qualitative research method. The research location is in Sukasirna Village, Jonggol District, Bogor Regency. Data collection techniques using in-depth interviews, observation and documentation. Data analysis techniques are data collection, data reduction, data presentation and data verification. The results obtained from this study are changes in the shopping or consumptive behavior of the Sukasirna Village community from traditional shop to minimarkets caused by several factors, one of which is that minimarkets provide convenient shopping facilities, and goods that are more complete than traditional shop

Keywords: consumptive behavior, traditional shop, minimarkets.

INTRODUCTION

Modernization has entered in all lines of human life, including the life of rural communities. Changes in shopping or consumption behavior that occurred in Sukasirna Village from traditional stalls to minimarkets have become evidence of the swift current of modernization.

The consumption behavior of rural communities was initially formed by the existence of traditional stalls which became a source of supply for daily needs. The shop is the livelihood of most rural residents. By buying products such as snacks and kitchen ingredients and then reselling them at a certain price. From these traditional stalls, the needs of every citizen can be obtained by buying these merchandise. Traditional stalls are synonymous with a simple appearance style, usually provided with long bamboo seating and tables. This media can be a medium of communication for every citizen who will shop at the shop.

Traditional stalls as a form of public service where buying and selling transactions occur for rural communities, is a reflection of the economy and socio-culture of every community in this world. Along with the times, from time to time these stalls have evolved the form of the place and the way they are managed, from being traditional to being modern. The development of shopping places in cities in the world, both in Western and Asian countries, all go through stages, starting from traditional markets or stalls, which then undergo a modernization process to become a department store (convenience store), chain stores, shopping centers, department stores, supermarkets. This modernization process is inseparable from changes in demographic patterns, as well as socio-economic structures and changes in community culture (Lauer, RH, 1993).

In addition, the community has also experienced changes in the choice of places to buy daily necessities, namely a shift in lifestyle from traditional to modern, thus creating changes in consumer shopping behavior. The rapid development of minimarkets in Sukasirna Village has led to an increase in the number of shopping places. The number of places to shop is very influential on decision making to determine a good alternative shopping place. In addition to the large number, the heterogeneity of shopping places is also increasingly complex, so it is very difficult to choose a good shopping place that suits you.

Prior to the existence of minimarkets, traditional stalls were the main goal of the Sukasirna village community to complete various kinds of needs, both basic and secondary. In fact, through traditional stalls, village communities can borrow for the needs they will buy. This phenomenon often occurs because trust has formed between the shop owner and the buyer.

For the village community, traditional stalls are not only a place of buying and selling, but also a medium of interaction in daily life. In this interaction will form a character and pattern of behavior of a communal society that is open and trusting. People often use traditional warungs as a place to chat to fill their spare time to talk about what is on their mind. So that in the process there is a behavior that is characteristic of traditional stalls. Greet greetings, chat for a moment, ask for the latest information, become the nuances of the traditional warung itself.

The development of modern warungs, such as minimarkets, has recently shifted the role of traditional warungs. Some people, especially rural communities, have fulfilled their daily needs or household needs by shopping at minimarkets. The presence of minimarkets is considered more profitable for consumers because it gives rise to various alternative places to shop with pleasant facilities. Minimarkets have succeeded in capturing consumer needs, being able to meet consumer wants and tastes, while traditional warungs have been slow to respond to changes in consumer shopping behavior that are increasingly dynamic. As a result, consumer shopping behavior also changed and began to switch to minimarkets. In the past, people shopped for their daily needs at traditional stalls, now people tend to shop at minimarkets. Minimarkets can develop quickly while traditional warungs are slow to respond.

Consumptive behavior, according to Fitri Irfani in Eni Haryati, can be interpreted as an attitude that is happy to gain prestige or prestige (Eni 2016:21). Another opinion according to Tambunan explains that consumptive behavior is the desire to consume goods that are actually not needed in excess to achieve maximum satisfaction (Nur in Eni 2016:22). Meanwhile, according to Engel written by Priyono (2006), consumption behavior is an action that is directly involved in obtaining, consuming and spending a product or service, including the decision processes that precede and follow this decision (in Ika 2017: 38). People will continue to seek and consume what they need in their daily life and will also consume whatever they want.

The existence of modern shopping centers such as minimarkets, slightly disturbs the existence of traditional stalls. The similar function of minimarkets and traditional warungs has created competition between the two. It is feared that the proliferation of minimarkets will kill the existence of traditional stalls which are a reflection of the people's economy. From time to time the number of minimarkets tends to experience positive growth while traditional stalls tend to experience negative growth. The number of modern trade centers in Indonesia, both hypermarkets, supermarkets, minimarkets, and convenience stores is increasing from year to year, while the existence of traditional warungs in Indonesia is eroding from year to year with the proliferation of minimarkets. In Sukasirna Village itself, based on data obtained from the village office, as stated in the Village Certificate no. 474.2/33/IV/2001 mentions that there are already three existing minimarkets. The first minimarket is in Raweuy village, RT. 003/001, located on the northern edge of the Sukasirna Village area. The second minimarket is in Kampung Tegal Semug, RT. 001/007, the southern edge of Sukasirna Village, and the third is in Raweuy RT. 003/003.

The decline in the growth of traditional stalls and the growing development of modern markets, such as minimarkets, increasingly shows a shift in people's preferences in meeting their daily needs. This is of course a big question, what exactly happened so that nowadays people tend to choose minimarkets over traditional stalls. Whereas the price of products in traditional stalls tends to be cheaper, although the price difference is not too far from the price at minimarkets. On the other hand, traditional stalls have become a medium of interaction in daily life, they also provide convenience for shopping for the surrounding community, for example in the phenomenon of debt.

From the above phenomenon, it is interesting to know the cultural shift of rural communities in consumptive behavior patterns from traditional stalls to minimarkets. In addition, there are also factors that influence people's decisions to shop at minimarkets compared to traditional stalls.

RESEARCH METHOD

This research uses descriptive qualitative research methods, which aim to describe and analyze changes in people's consumptive behavior from traditional stalls to minimarkets. This research was conducted in Sukasirna Village, Jonggol District, Bogor Regency. The selection of research subjects was carried out using the key informant technique. In this case, the researcher chooses one of the minimarket customers to serve as information providers regarding changes in shopping or consumptive behavior. In addition, the subject of this study was also conducted on the owners of traditional stalls who felt the impact of the changes in consumption behavior.

The data needed in this study include primary data and secondary data. The data was collected by means of observation, in-depth interviews and documentation. The data analysis technique used in this study is a qualitative analysis technique. The data analysis process begins by examining all the data that has been obtained from various sources. Then data reduction is done by making abstractions. The next step is to arrange the data in units. The units are then categorized in the next step. The categorization is done while coding. The last step is to check the validity of the data. After this stage is complete, then data interpretation is carried out (Moleong, 1990). So that the stages in qualitative data analysis include: processing of data units, data reduction, data categorization including checking the validity of the data, and interpreting the data.

Finally, the researcher uses a triangulation technique, namely through three stages of checking: First, triangulation of data sources, namely comparing data obtained through interview techniques with data from observations and surveys. Second, conducting a peer review to find out the opinions of researchers and other experts who conducted similar research. Third, researchers will triangulate theory, which is to compare empirical data with theoretical studies that have developed and are recognized as true.

RESULT AND ANALYSIS

3.1. Changes in Consumptive Behavior from Traditional Warungs to Minimarkets

Modernization has changed the shopping or consumption behavior of the people of Sukasirna Village, from traditional stalls to minimarkets. The changes in consumption patterns have been felt directly by the traders or owners of traditional stalls in Sukasirna Village. The presence of minimarkets, such as Indomaret and Alfamaret in Sukasirna Village, has become a challenge for traditional warung owners.

The emergence of minimarkets in Sukasirna Village, in fact also has an impact on changes in people's consumption behavior, which initially shopped at traditional stalls and began to move to minimarkets. This behavior is increasingly widespread and developing, giving rise to a new consumption culture for the community itself. Apart from changing people's behavior, the existence of minimarkets will also be a competitive advantage for traditional stalls, traditional stalls located in residential areas lose customers so that they can reduce sales turnover. The existence of minimarkets that are very close together will certainly lead to competition and monopoly in the area (I Gusti et al. 2016:172).

This change in shopping or consumption patterns can be seen from the behavior of the Sukasirna Village community who buy retail goods, which are influenced by the convenience and quality assurance of minimarkets, including: First, through the economy of scale, minimarkets can sell more quality products at prices that are not much different with traditional stalls. Second, information on the price list of each item is available and easily accessible to the public. Third, minimarkets provide a more comfortable and clean shopping environment, with longer opening hours, and offer various payment options such as credit cards, digital money and other virtual payments. Fourth, products

sold in minimarkets, such as foodstuffs, have gone through quality control and will not be sold when they have expired (Setiadi, 2003).

The change in community consumption from traditional stalls to minimarkets has an impact on the community. The presence of minimarkets did not initially threaten traditional stalls. Because the presence of minimarkets targeted consumers from the upper middle class, and at that time it was more of an alternative to traditional warungs which were identical with poor appearance and quality, as well as low selling prices and conventional bargaining systems. But now the situation has changed a lot. Minimarkets grow like mushrooms in the rainy season. This condition appears as a consequence of various changes in society. As consumers, people demand different things in shopping activities. Moreover, minimarkets often provide services with a cash register, a clean and cool room, as well as by displaying promo ads to attract consumers' attention. It is possible to see that some people who used to shop at traditional stalls have now switched to minimarkets. However, not a few people are reluctant to shop at minimarkets, some of them think that shopping at minimarkets is too complicated to find the products they need.

3.2. Factors Affecting People Shopping to Minimarkets

There are several factors that cause people to prefer to shop at minimarkets compared to traditional stalls, namely the declining performance of traditional stalls in addition to being caused by the existence of minimarkets, the decline is actually due to the weak competitiveness of traditional stalls (Indrakh, 2007). The condition of traditional warungs is generally unattractive, and even worrisome. Many traditional stalls are not able to maintain cleanliness so that with the various advantages offered by minimarkets, traditional stalls are now threatened by the existence of minimarkets. Ekapersonal (2007) added that regarding the weaknesses of traditional warungs, these weaknesses have become basic characteristics that are very difficult to change. The design and appearance of the stalls, the atmosphere, the layout, the variety and quality of goods, the promotion of expenses, the limited operating hours of the stalls, and the optimization of the use of selling space are the biggest weaknesses of traditional stalls in facing competition with minimarkets.

Another factor that is also the cause of the lack of development of traditional stalls is the lack of carrying capacity of the characteristics of traditional traders, namely poor planning strategies, limited access to capital duecollateral, the absence of economies of scale, no cooperation with large suppliers, poor procurement management, and the inability to adapt to consumer desires (Wiboonpongse and Sriboonchitta, 2006).

This is reinforced by the findings of research conducted by Pangestu (2007) which shows that the main cause of the competition between traditional warungs and minimarkets is weak management and poor infrastructure for traditional stalls, not solely because of the existence of minimarkets. Minimarkets actually take advantage of the bad conditions that exist in traditional warungs.

However, among the various weaknesses mentioned above, traditional warungs also have some potential strengths, especially socio-emotional strengths that minimarkets do not have. The strength of traditional warungs can be seen from several aspects. These aspects include relatively cheap and negotiable prices, proximity to settlements, and providing a large selection of fresh produce. Another advantage is that traditional stalls have become a medium of interaction in daily life, it also provides convenience for shopping for the surrounding community, for example in the phenomenon of debt. However, this does not mean that traditional stalls are not without weaknesses.

When consumers demand 'added value' for every money they spend, the condition of these "simple" traditional warungs with a modest atmosphere and relatively limited operating hours cannot accommodate this. This condition is one of the reasons for consumers to switch from traditional stalls to minimarkets. This means that with a relatively equal value for money, minimarkets provide convenience and shopping flexibility that traditional stalls cannot provide.

In general, a comfortable, safe and adequate place will be the main choice for most buyers. This condition should be a serious concern of the traditional stall traders. Although traditional, it still has an attraction for potential buyers to visit. Traders must know that competition is not only limited to product quality and price, but also at another level, namely how to satisfy customers from other factors, such as the convenience of shopping and the existence of other interesting special nuances that are not owned by minimarkets (Pangestu, 2007).

CONCLUSION

The development of modern markets, such as minimarkets, has recently shifted the role of traditional warungs. Some of the people living in Sukasirna Village have fulfilled their daily needs or household needs by shopping at minimarkets. The presence of minimarkets is considered more profitable for consumers because it gives rise to various alternative places to shop with pleasant facilities. Minimarkets have succeeded in capturing consumer needs, being able to meet consumer wants and tastes, while traditional stalls are slow to respond to changes in consumer shopping behavior that are increasingly dynamic. As a result, consumer shopping behavior also changed and began to switch to minimarkets. In the past, people shopped for their daily needs at traditional stalls, now people tend to shop at minimarkets. Minimarkets can develop quickly while traditional warungs are slow to respond.

From this phenomenon, it can be seen that there is a social change in the community, namely consumptive behavior from traditional stalls to minimarkets. In general, a comfortable, safe and adequate place will be the main choice for most buyers. This condition should be a serious concern of the traditional stall traders. Although traditional, it still has an attraction for potential buyers to visit. Traders must know that competition is not only limited to product quality and price, but also at another level, namely how to satisfy customers from other factors, such as the convenience of shopping and the existence of other special interesting nuances that are not owned by traditional stalls.

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