

Conflict Reality of the Implementation of Ngabul Village Market Relocation Policy

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Abstract

The Ngabul market relocation in the process of implementation caused social problems, the majority of market traders who were members of the Ngabul market traders association rejected the policy. This study aims to analyze the occurrence of conflict in the process of implementing the market relocation policy of the Annual District of Ngabul in Jepara Regency. This study uses a qualitative approach. The technique of collecting data through in-depth interview, observation and document study. The data analysis in this study used Spradley model analysis techniques, including domain analysis, taxonomic analysis, compound analysis, and analysis of cultural themes. The results showed that the conflict in the implementation process of Ngabul market relocation policy was caused by differences of opinion between related parties, communication problems, and differences in the disposition of policy implementers with market traders, village authorities continued to develop new markets, after the market was inaugurated, the majority of market traders long time they maintain their attitude not to occupy new markets and they prefer to sell in the emerging market that is built with self-financing on land owned by residents. The findings of this study are the reality of the causes of conflict in the implementation of Ngabul village market relocation policy can be categorized into Ralf Dahrendorf's conflict theory. The reality of the conflict cannot be separated from the theory of Edward III's policy implementation. The benefits of the findings of this study can be used as a reference for the preparation of strategic steps in solving the problem of market relocation.

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INTRODUCTION

The market is a public facility that is needed by the community. Money circulation when buying and selling transactions between traders and buyers, gathering various groups of traders in the market make it easier for people to fulfill their daily needs. The market is defined as a collection of sellers and buyers who interact with each other, attract each other and then create the price of goods in the market (Prianto, 2008).

The traditional village of Ngabul is a public facility built to support the economic activities of the local community is a means of driving the economy because every day there are buying and selling transactions between traders and buyers in order to fulfill consumer needs and support trade activities. What is meant by trading here is the activity of buying and selling goods and or services that are carried out continuously with the aim of transferring rights and the exchange of benefits for goods and or services accompanied by compensation or compensation (Jepara Regency Regulation No. 10 of 2010).

The Ngabul village market is a market managed jointly by the Jepara Regency government and the Ngabul village government; the market location is on the land owned by the village of Ngabul. The results of the market management are 50% going to the Jepara Regency government and the rest to the village government.

The discourse of market development was an initiative of the Ngabul village government. Village authorities have the authority to develop and manage markets independently. Sources for Ngabul village market development funds involve private investors. If the market has been successfully built, the management is fully the right of the village government. The results from these markets can be fully utilized for development and village interests. (Minister of Home Affairs Regulation No 42 of 2007)

Market dualism occurred in Ngabul village because the majority of the old Ngabul village market traders did not want to move to new markets. They prefer to trade in the shelter market which is located close to the old market and

occupies land owned by residents, while a small portion of other traders is willing to move to new markets. This affects new market activities so that they cannot operate optimally because of the lack of traders who sell. With this condition, the buyer also still rarely visits new markets.

The total number of traders from the Ngabul village market that has been closed spreads to occupy the market area of outside kiosks, shops or bases, and 364 merchants in the kiosks, out of which the majority of old Ngabul market traders do not want to move to new markets, traders willing to move to the new market there are only 25 traders or 7% of the total old market traders.

Table 1. Data Market Traders Village Ngabul

Criteria for selling points	Total (Soul)	Traders willing to relocate	%
Stall	28	8	29
Stall in Los	169	12	7
Bottom traders	169	5	3
Total	364	25	7

Source:
 UMKM Service & Market Management in Jepara Regency

The attitude of traders to reject market relocation policies has an impact on the constraints of village development. Also, there were also conflicts between the local authorities and the merchants. This condition is a form of conflict that occurs in the social structure of society. There are differences of opinion and differences in interests between the parties concerned.

The issue of the Ngabul market relocation conflict based on previous research was conducted by Musrifah, Kismini, and Brata (2017). The study used Cosser conflict theory and focused more on the dynamics of conflict of interest and the socio-economic impacts arising from market relocation conflicts. The results of the study showed that the local government and the relocation committee had an interest in creating public order, while the family of land-takers in the old market, traders, and surrounding communities also had an interest in their respective benefits.

The research findings have not raised the side of the planning and implementation process of policies in the process of comprehensive

market relocation; this phenomenon cannot be separated from the conflict of Ngabul market relocation. Therefore this research is a follow-up study to examine the reality of conflict by using Ralf Dahrendorf's conflict theory which emphasizes position and authority as the main elements of conflict and is supported by the theory of G. Edward III's policy implementation to review the implementation process of relocation policy by Ngabul village authorities.

Research on the social conflict by Hidayatullah, Rini, and Aرسال (2016) states that each party involved in the conflict has a different opinion in responding to the construction of the plant as well as the exploitation land that will be used by PT Indonesia. The conflict caused the destruction of the social relations of the community as well as the unity of groups that had the same interests.

The conflict between Ngabul village market traders and local authorities is a form of social turmoil that occurs in the community. This can lead to pressures that can even lead to violence. This was seen during the process of market control carried out by the Jepara regional government; there were a mutual push and chaos around the shelter market area between the traders and Satpol PP officers. Conflict is a social process that takes place by involving people or groups that challenge each other with the threat of violence (Suyanto, and Narwoko, 2007).

Soesilowati (2007), states that there is an essential role in the interests of the actors along with the policy instruments used. The institutions involved in it have a significant influence on the success of a policy implementation program. In this case, the success of the implementation of Ngabul's market relocation policy relies heavily on how the interests and relations between the village authorities and the community of market traders Ngabul.

Prastiwi, Soesilowati, and Setyowati (2016), conveying the strategy of participatory approaches can be used by policy implementers to the community. The aim is to reduce people's resistance to a policy. Community involvement in a policy implementation is one thing that can

be considered in the policy implementation process.

The analysis in this study refers to Ralf Dahrendorf's theory of the structure of conflict and Edward III's policy implementation theory. Wirawan (2012), said that Dahrendorf was the main character of conflict theory. "Authority" and "position" as the central concept of the theory. Uneven distribution of power and authority is a factor that determines social conflict systematically. Differences in authority are a sign of various positions in society. Dahrendorf said that power and authority are frightening sources because those who hold them have an interest in maintaining the status quo.

The community always has two opposing groups, namely between the authorities and those who are controlled. Fighting occurs because the groups in power try to maintain the status quo while those who are controlled try to make changes.

The main concept of policy implementation theory from George C Edward III is that policy implementation is influenced by four variables, namely: (1) communication, (2) resources, (3) disposition (attitude), (4) bureaucratic structure, and the four variables are related to each other (Subarsono, 2011).

Based on the facts presented, this study aims to analyze the reality of conflict in the implementation of the market relocation policy of the Ngabul village in the district of Jepara Regency.

METHODS

Writing this article uses a qualitative approach. Sunarjan (2014) said the election a critical area of research to help simplify and focus the issues, especially at the time of entry into the territory of us with an open mind and do not have an idea to solve the problem of others or know before entering the area. The location of the study was in the village of Ngabul, the annual district of Jepara Regency. The main data sources in this study were interviews with 14 informants including five informants related to relocation policy actors and nine informants from merchant

elements. The focus of this study included: (1) approach and implementation of relocation policies, (2) overview of the causes of conflict relocation, (3) pattern of interaction between government authorities and traders.

This research took place in Jepara, Central Java. The selection of Jepara Regency as a research location is because the phenomenon in Ngabul village has traditional markets that have been relocated by the local authorities, and in the implementation, there have been various problems. The market relocation is not only limited to regulating and moving the physical building of the market, but some traders are members of the Ngabul market traders association, and in fact, the majority of market traders refuse to be relocated.

This has an impact on the occurrence of conflicts in the community and affects the social stability that exists in people's lives. The sampling technique in this study was purposive sampling in which the researcher must understand the informant being studied. Data collection techniques were carried out through in-depth interviews, observations, and documentation study.

Referring to the validity of the data to be obtained, this study uses source triangulation techniques, method triangulation, and theory triangulation. The source triangulation is checking data by comparing it from one source to another. Triangulation method is checking data by comparing the results of interviews and observations while the triangulation of the theory that is the study of the results of the study is based on Ralf Dahrendorf's conflict theory and the Theory of Implementation of Edward III Policy.

The data analysis in this study uses Spradley (2006) model analysis techniques, including domain analysis, taxonomic analysis, complementary analysis, and cultural theme analysis.

Domain analysis is carried out by observing and interviewing supporting sources, such as the Jepara Regency Micro, Small and Medium Enterprises & Market Management department so that a general description and various in-depth information about the market

relocation conflict can be obtained. The taxonomic analysis is used to analyze the overall data collected based on a predetermined domain and try to understand specific domains according to the focus of the research.

The complementary analysis is done by selecting data, what is sought is not similarity but differences that are owned. Meanwhile, cultural theme analysis seeks to find a common thread that integrates existing domains with data management methods that are guided by Ralf Dahrendorf's conflict theory and Edward III's Policy Implementation Theory.

RESULTS AND DISCUSSION

Approach and Implementation of Relocation Policy

The plan for Ngabul market development was discussed and discussed at the Village Consultative Body meeting in 2010 and attended by the village leaders at that time still held by old officials Mr. Rohmat. At the time of the market conflict, the high-ranking leader who led the village of Ngabul was Mr. Ahmadun. The meeting was also attended by the chairman of the neighboring village of Ngabul and representatives of the merchant community to be consulted regarding the plan to build a new market. From the meeting resulted in a joint agreement to build a new Ngabul market that was better, then after it was agreed to do the construction of Ngabul village authorities finally compiled a development committee.

The market relocation policy was socialized to traders in 2011. Then in 2012, the market began to be built because there was no agreement between the village authorities and the traders. The market was inaugurated in 2014 by Jepara Regency Government.

Each party has a different opinion on the process of planning and implementing policies. The construction committee and the Jepara Regency government authority argue that the planning and implementation of the relocation policy are by the procedure at the planning stage, the relocation policy has involved representatives from traders. This is considered to have

represented the voice of the Ngabul market traders.

Table 2. The Difference in Opinion Relocation Market Ngabul

Related party relocation	The opinion of related parties
Jepara regency government	Planning carried out by the village administration of Ngabul, then brought to the district level, the government district only directed, planned and implemented the policy was fully carried out by the village, involving merchant representatives. There is no need to involve all traders directly because they are represented. The implementation of the relocation policy is by the correct procedures.
Pasar Baru building committee	Planning is carried out by the village government, based on Minister of Home Affairs Regulation No. 42 of 2007, the process involves representatives of market traders, assuming that according to procedure, because the position of the merchant has been represented, does not need to involve all traders directly in the discussion, the implementation of the policy has proceeded according to procedure.
Ngabul village government	Initial planning was carried out at the village level, involving elements of the Village Consultative Body and village government, then followed up with meetings with merchant representatives, the results were taken to the district government, all traders should be directly involved in the discussion so that the relocation policy information could be received directly and intact by traders, and also to reach agreement. Implementation of policy relocation is not ideal.
Merchant association	The initial planning was carried out in the village administration, then the merchant representatives from the association were informed about the relocation policy, the association argued that Ngabul market traders should be involved directly because it involved the interests and voices of traders who could be used as consideration in making relocation policies, implementing market relocation policies not in accordance with proper procedures.

The association and the leaders of the new Ngabul village thought that it was supposed to decide on the market relocation policy. The right procedure was to involve market traders directly in deliberation or dialogue activities. Thus input from traders is the most fundamental thing for market relocation policy decisions.

The merchant community considers the approach taken by the village authorities and the development committee to prioritize a power approach. This approach is oriented to the position and authority of the authorities. The authorities have the authority to make regulations and policies; then the traders are expected to want to implement the policies that have been decided by the village.

Overview of the Causes of Conflict Relocation

The planning and development of the new Ngabul village market are in two periods of leadership of different village heads. Planning and approval to build a village market only occurred during the time of Rohmat village head, while the implementation of the market development was in the period of Ahmadun village head's administration.

The village head Ahamadun was faced with a position where the relocation policy had been implemented, even though his condition

still had many problems. The attitude of the village head of Ngabul at the beginning of the administration refused to support the process of building a new market; he considered many problems that occurred in the relocation process. This is the cause of conflict of policy relocation based on political aspects.

The new Ngabul market from an economic perspective has not been able to provide significant income for village cash. This is because the market that has been built has not been able to run optimally. The majority of traders who have occupied the new market are new traders; only a few traders come from old markets that have been closed.

The number of kiosks in the new market was built more than the number of traders in the old market. This condition resulted in many kiosks in the new market that were still empty and had not been filled by traders. The majority of traders in the old market still refuse to be relocated. They prefer to sell in the emergency market. New markets that have been built have not been able to run as expected before.

The majority of Ngabul market traders want market development to be done in the old market location. Besides that, there is a family of Ngabul marketers who are part of the association of market traders who do not agree with the

market relocation policy. They assume that the market relocation policy could threaten their livelihoods, there are long historical reasons because initially, the marketed land that was moved was land that had been represented by their families. Benefit for the apostate family and other market traders will automatically disappear because the market has been closed.

The pattern of Interaction between Government Authorities and Traders

The interaction pattern of the market development committee with the traders was carried out in stages, both direct delivery to the traders in the market, giving letters, to delivering from home to the house. This illustrates such as there are no problems with communication to traders. The fact is that many Ngabul market traders decided to refuse to be relocated to a new market, they were choosing to trade in the shelter market.

Between the market development committee and traders have different views related to the mechanism of the market relocation socialization process. The market committee considers that they have socialized by the proper procedures. Based on the data from the informants in the field of the traders during the socialization process, it was considered that this was not a socialization process, but a notice of the prices of new kiosks to traders.

This caused a reaction to the rejection of the relocation because traders thought they still had rights at the old market stall. They object if they are told to move by buying a new kiosk in the new market. Besides that, the unanimity between the market development committee and the majority of Ngabul market traders has not reached an agreement.

The problem of the Ngabul market relocation conflict is in line with Ralf Dahrendorf's conflict theory about the causes of conflict. In the context of the Ngabul market relocation conflict, Ngabul village authorities and the Jepara Regency government are the authorities. Have the authority or as a regulator to try to maintain the status quo, which is to

arrange the Ngabul village market merchant group to be relocated to new markets.

Traders oppose the relocation policy with a variety of considerations and different perspectives; they seek to make changes. In such conditions, there is a conflict between authority holders and Ngabul market traders.

The argument of the researcher is reinforced by previous research conducted by Sudarmo (2016); Handoyo, and Widyaningrum (2015); Azhari, Handoyo, and Setiajid (2018); Dewi (2015); Molandari (2017); and Widjatini (2006). This shows that the complexity of the problem of conflict in the form of obstacles in the process of relocation and market traders' rejection of policies issued by the authorities. Although the policy normatively has good objectives, in reality, it still creates conflict between authority holders and market traders.

The market relocation conflict cannot be separated from the process of implementing the relocation policy. Communication is carried out by village authorities including the village head and members of the Village Consultative Body. Technically, the policy is planned and implemented autonomously by the village. The process that runs within the village is then consulted with the Jepara Regency government to get direction and approval. So, from the beginning of the planning to the policy implementation process it was the responsibility of the village authority of Ngabul.

Communication at the village level initially did not experience problems. Policy planning procedures involve all elements of the village. Then an agreement emerged to relocate to the Ngabul village market. Communication in the process of implementing market relocation policies cannot only be limited to the position of the policy implementer structure. The process of communication with the subject of policy also plays an important role in the success of implementation.

Communication between policy implementers and the market traders as a whole is not running optimally. This can be seen in the aspect of policy socialization. The results of the study show that some parties have different

thoughts regarding the socialization that has been carried out. The party is the Jepara Regency government; the Ngabul village authorities include the village head, the Village Consultative Body, the market development committee, and the traders.

The Jepara Regency government and village authorities assume that the socialization has proceeded according to the right procedures. However, it was different from the newly appointed village head and Ngabul market traders who were about to be relocated. They argued that the policy socialization process was not complete, much-confusing information, most traders were still confused by the process of moving to new markets, the situation caused differences of opinion for policy implementers and traders.

Resources in the process of implementing the market relocation policy in Ngabul village included members of the market development committee, the majority of which came from members of the Village Consultative Body. This condition is not ideal, considering the elements of the Village Consultative Body are one of the parties who should be the supervisor of the village programs.

Other resources include infrastructure and development funds. The village facilities and infrastructure have fulfilled the implementation process by utilizing various assets and instruments owned by the village. Then for the development fund reference authority of Ngabul village was based on Minister of Home Affairs Regulation No. 42 of 2007.

The village side in implementing the new market development program sought funds independently and did not depend on aid funds from the Jepara Regency government. The village authorities collaborated with private investors to obtain funds used for the construction of the new Ngabul market. Thus the Ngabul village authority cooperates with non-government institutions to obtain market development capital as a manifestation of the implementation of village autonomy.

The attitude or disposition of the implementers of the market relocation policy

complies with the differences. This is a problem so that problems arise. The period of planning until the implementation stage of the policy is in the same period the position of head of the village is different. This turned out to have an impact on the smooth implementation of policies that did not work well within the village.

The new village head has different opinions, thoughts, and attitudes related to the relocation policy. The new village head initially did not approve the construction of a new market that had been agreed upon during the period of the old village head. This condition eventually required the intervention of the Jepara Regency government to seek the settlement solution. This certainly has an impact on the successful implementation of the Ngabul market relocation policy.

The bureaucratic structure in the implementation of the Ngabul village market relocation policy consists of a structure at the village's internal level, including village executives namely the village head and village legislative elements, namely village consultative bodies. Then a new Ngabul market development committee was formed, with many members from the Village Consultative Body. The formation of the building committee was based on an agreement between the elements of the executive and legislative villages.

The initiation of market relocation policies originated from village meetings involving all the heads of the Ngabul neighborhood unit. The result of the majority vote in the village meeting was an agreement to carry out the Ngabul market relocation. Furthermore, the decision was coordinated with the Jepara Regency government to get input and considerations related to the market relocation plan, the result the Jepara Regency government agreed to support the Ngabul village program, namely the policy to relocate the Ngabul market.

The position of the bureaucratic structure between village authorities and district authorities has adequately proceeded, but the village market relocation policy does not only move the location of the market from the old

place to the new place, but there are elements of market traders in it from the majority of traders.

The results showed that in the process of implementing the Ngabul market relocation policy, there were obstacles in the communication process. This can occur because the policy implementation process occurs in two different leadership periods. The attitude/disposition of the old village head and the new village head were different in response to the relocation policy.

The community response of the Ngabul market traders also showed a rejection of the relocation policy. They assume that agreement only occurs within the village authorities. The merchant community still has other opinions regarding market relocation policies. The policy remains implemented, the impact is that the majority of traders still refuse to move to new markets, they prefer to trade in the emerging market.

CONCLUSION

The conflict in the implementation of Ngabul's market relocation policy was caused by differences in position and authority between Ngabul village authorities and the community of Ngabul market traders. The complexity of the problems in the implementation process includes the process of socialization and communication that takes place incompletely between policy implementers. This creates a different understanding by the traders who want to be relocated.

Various suggestions are given to related parties. For the Jepara Regency government as the facilitator, they are prioritizing the social and economic side of the traders, without overriding the interests of the village authorities. For Ngabul village authorities, communicate and reevaluate various aspects and impacts for traders that arise from the relocation policy. For the merchant community, efforts should be made to make deeper understanding related to the purpose of implementing market relocation policies in the rules of village market management rules which are the authority of the village authorities.

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