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Analysis of the Potential of Traditional Markets in Improving the Community's Economy in Woha District from a Sharia Economic Perspective (Case Study of Tente Market in Woha District , Bima Regency)

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ABSTRACT

This study aims to analyze the potential of traditional markets in improving the community's economy in Woha District from a sharia economic perspective. This study uses a descriptive qualitative approach, with data collection techniques including observation, in-depth interviews with traders, market managers, consumers, and local government, and documentation studies from the Central Statistics Agency (BPS), scientific journals, books, and related regulations. Informants consist of traders, market managers, and market visitors. Then, conclusions are drawn using a sharia economic approach. The results of this study indicate that traditional markets in Woha District have great potential in improving community welfare through creating job opportunities, increasing family income, strengthening agricultural product distribution networks, and developing MSMEs. From a sharia economic perspective, trading practices in traditional markets generally apply the principles of honesty, fairness, willingness, and mutual benefit, although several practices still require guidance such as price instability, lack of information transparency, and suboptimal market management. This study recommends improving the quality of market infrastructure, digitalizing marketing, empowering traders through sharia entrepreneurship training, and strengthening local government supervision so that traditional markets can compete sustainably.

INTRODUCTION

In today's era of globalization, traditional markets remain a crucial element in the economic structure of communities, particularly in rural areas. Traditional markets serve not only as venues for economic transactions but also as centers of social and cultural interaction. In Woha District , Bima Regency, traditional markets have significant potential to boost the local economy. This study aims to analyze the potential of traditional markets using a sharia economic approach, which can significantly contribute to community welfare.

Traditional markets are a key pillar of regional economic development because they serve as venues for buying and selling activities that directly involve the community. Traditional markets serve not only as distribution centers for goods and services, but also as a means of social interaction, job creation, and a source of income for lower-middle-income communities. Within the context of regional development, traditional markets contribute significantly to local economic growth. Numerous studies have demonstrated that traditional markets play a crucial role in supporting the economy in their surrounding areas, as demonstrated by Sugiati et al. al. (2023) and Pahlevi et et al. (2023). Furthermore, research by Ain Rahmi (2015) stated that the existence of traditional markets is strongly correlated with strengthening the local economy and empowering poor communities.

The presence and development of traditional markets in each region is expected to contribute to economic development. This is because markets are a meeting place for people in need, whether they are traders seeking customers to purchase their goods or consumers seeking a product or service offered by a trader.

The economy is not only the responsibility of the central government, but also a task that must be fulfilled by local governments (Evendi & Suryadharma, 2020). To improve a weak economy to a better one, increased income is needed, which will significantly improve the economic conditions of the community.

Improving a community's economy is a way or effort undertaken by communities to manage their household finances to meet their living needs. Economic improvement is characterized by changes in community income levels to improve their well-being (Mokalu et al. , 2021). Economic improvement can be enhanced through industrial development to add value to products and boost the economy (Anggrasari et al. , 2021). Therefore, people can manage their finances well and meet their daily needs to achieve economic growth.

Woha District , the capital of Bima Regency, has a fairly developed economy. Most residents rely on agriculture, trade, livestock, and micro-enterprises for their livelihoods. Agricultural products such as rice, corn, shallots, chilies, and various other commodities are marketed through traditional markets, making them the primary link between producers and consumers.

The proliferation of modern shopping centers and digital-based commerce has created increasingly fierce competition for traditional markets. This situation demands improvements in the quality of services, facilities, and market governance to maintain their existence.

Communities must be adept at recognizing existing potential to survive in a developing economy. One way to do this is by utilizing markets as a source of livelihood. Markets have significant potential to improve the community's economy. Informal work, such as labor, is also a relatively promising option for some in the market, as this work is tax-free and can generate profits (Kirana & Rykelteng , 2021). However, if the sole purpose of a business is to seek substantial profits, individuals will justify any means to achieve that goal. In this case, negative behavior often occurs, which eventually becomes a habit.

In general, people meet their daily needs in various ways. One way is by selling in markets. However, in economics, markets are not seen as a place to earn a living, but rather as a place for buying and selling. Traditional markets must improve themselves to adapt to consumer tastes, as consumer preferences evolve to ensure clean and comfortable shopping environments (Hermanzah (et al. , 2020). Therefore, markets provide added value to compete with modern markets, thus creating a better economic balance. Market potential, in this case, can be realized through trade, namely utilizing the market as a source of livelihood by selling production goods to create a better economy and well-being.

Potential is the ability of an individual or group to develop (Harsono, 2021). Others argue that potential is an ability that can be developed (Eunike et al. , 2022). Others argue that potential is an ability that can be developed through planned and programmed efforts with appropriate planning strategies to achieve maximum desired results (Zulfa & Arif, 2020).

Numerous studies have been conducted on traditional markets, especially with the changing patterns of consumer behavior today, which offers numerous shopping options, such as shopping in modern markets or online . According to Utari et al. (2021), for traditional markets to be competitive, environmental factors, such as building infrastructure, waste management, and economic and social factors, are a top priority. Traditional markets will be able to compete with modern markets and will impact a region's economy because they are the driving force of the people's economy.

From an Islamic economic perspective, markets are not simply venues for economic transactions, but also spaces for the implementation of sharia values, reflecting justice, honesty, openness, and healthy competition. Islam strictly prohibits the practices of usury (riba), gharar (uncertainty), maysir (speculation), and all forms of fraud in economic activity. Therefore, traditional markets must reflect an economy based on the principles of halal (permissible) and thayyib (good) . Businesses operating in markets are also expected to uphold noble morals, not only in transactions but also in social relations.

In practice, various deviations and inconsistencies persist between the ideals of Islamic economics and the realities on the ground. Phenomena such as rigged weighing scales, non-transparent pricing information, and the exploitation of market space by certain parties remain challenges to realizing traditional markets that comply with Islamic law. In the context of Islamic economics, a study by Alfiannor Setiawan (2024) revealed that markets are crucial for the implementation of Islamic values, both in terms of trader morals and transaction systems. Therefore, examining traditional markets from a sharia economic perspective is crucial and relevant to determine the extent to which these principles have been implemented by market participants in their daily lives.

Analyzing the potential of traditional markets to improve the community's economy in Woha District is crucial, given the unique local characteristics and cultural values inherent in the community. Traditional markets can be a key driver of local economic development, particularly within the context of sharia economics, which emphasizes justice and shared prosperity. Previous studies have shown a strong relationship between the presence of traditional markets and sustainable local economic growth (Mustafa & Ahmad, 2021; Sari et al., 2021) . al. , 2022). This shows that traditional markets are not just places for buying and selling, but also have the potential to become a key pillar in the development of the people's economy.

Although numerous studies have explored traditional markets, significant gaps remain in the existing literature, particularly in the context of Woha District and the Islamic economics approach. Most existing research focuses on modern markets and their impact on the local economy, while the potential of traditional markets from an Islamic economic perspective remains largely unexplored (Hadi & Yusuf, 2020; Rahman, 2021). Furthermore, several existing studies demonstrate inconsistencies in their findings, with the contribution of traditional markets to local economic development often questioned (Zahra & Hakim, 2023). Therefore, a new, more comprehensive, locally context-based methodological approach is urgently needed to explore the potential of traditional markets in improving the local economy.

This research is expected to provide new insights into the role of traditional markets in the context of Islamic economics and answer fundamental questions about their impact on the lives of people in Woha District . Therefore, the results of this study are expected to form the basis for developing more effective policies to support traditional markets and contribute to the existing literature on Islamic economics.

RESEARCH METHODS

In accordance with the problem studied in this study and considering its objectives and benefits, the type of research used is qualitative research with a descriptive approach. This research is scientific in nature because it meets scientific principles such as empirical, objective, systematic, and rational. Qualitative research is used to interpret social phenomena and human behavior from the perspective of participants. This study aims to describe the potential of traditional markets in improving the community's economy and the implementation of Islamic economic values in trading practices at Tente Market , Woha District , Bima Regency.

A descriptive approach is used to systematically, factually, and accurately describe the facts in the field. In this context, the researcher acts as the primary instrument, and data is collected through in-depth interviews, observation, and documentation.

A population is the entirety of subjects or objects that possess specific characteristics that can be studied and used as a basis for drawing conclusions. According to Arikunto (2006), a population is the entirety of research subjects. The population in this study comprises all market participants operating in Tente Traditional Market , including permanent traders, seasonal traders , market managers, and consumers actively involved in economic transactions. This population was chosen because they directly represent local economic dynamics and are the primary focus in examining the implementation of Islamic economics in traditional markets.

A sample is a subset of a population that possesses certain characteristics and can represent the entire population. This study employed *purposive sampling* , a technique for determining the sample based on specific criteria established by the researcher. According to Sugiyono (2017), *purposive sampling* is used to select informants deemed to have in-depth knowledge of the phenomenon being studied. The sample in this study consisted of:

a. Traders who sell regularly at the market,
b. Market manager,
c. Regular visitors or buyers,
d. Local community figures who understand the history and dynamics of the Tente market .

A total of 15 informants were interviewed, selected for their active involvement in market activities and their ability to provide information relevant to the research objectives. This technique was used to ensure the data obtained was truly in-depth and contextual, in accordance with a qualitative approach that emphasizes not quantity but the quality of information obtained from research subjects.

RESULTS AND DISCUSSION

Tente Traditional Market , Woha District, Bima Regency

Tente traditional market in Woha District , Bima Regency, has proven to have significant economic potential for the local community. Observations and interviews with vendors and market visitors revealed that the market serves as a major hub of economic activity, providing residents with basic necessities and selling home-made products. One of the market's primary contributions to the local economy is its absorption of informal labor. Many local residents rely on the market for their livelihoods, whether as traders, porters, service providers, or other small businesses operating in the surrounding area.

Furthermore, prices at Tente Market tend to be more affordable because most products are sourced directly from farmers, fishermen, or local producers. This not only supports community purchasing power but also fosters economic circulation at the grassroots level. The market's strategic and easily accessible location also contributes to its busy schedule, particularly on market days, making it an economic hub for villages in the region. The market's role in distributing local products is also evident, with agricultural products, fisheries, and home crafts being the primary commodities. This indicates that Tente Market serves as a driver of the community-based local economy. This is in line with research conducted by Ain Rahmi (2015), which states that the existence of traditional markets is strongly correlated with strengthening the local economy and empowering poor communities.

In Islamic market mechanisms, price formation is influenced by supply and demand, where transactions between sellers and buyers are based on mutual consent. In a fair market, there should be no price intervention from any party . In the Tente market , there was no price intervention. The Prophet Muhammad strongly disagreed with price fixing, stating that prices are natural and occur naturally. The government should not intervene in the market except in emergencies, such as hoarding, monopolies, and so on. If such an event occurs, the government may intervene in market prices.

The wide variety of products offered at Tente Market drives high demand. Islamic demand focuses solely on halal and pure goods , eliminating luxury and wasteful goods. This aligns with demand at Tente Market , which generally focuses on daily necessities. Vendors at this market prioritize goods to meet the community's basic needs while also prioritizing the protection of natural resources and the environment.

Tente Market Traders

Based on field observations, in-depth interviews, and a review of economic practices at Tente Traditional Market , it was found that this market reflects the basic values of Islamic economics, even though it does not formally use the label "Islamic market." The basic principles of Islamic economics practiced at Tente Traditional Market are:

1. Principle of Fairness in Transactions
   Traders and buyers at Prenduan Market generally practice fair transactions. Sellers set prices based on market standards without any element of deception or coercion.
2. Avoidance of Usury and Clear Contracts
   Most transactions take place in cash and directly, thus avoiding usury (interest). Traders use a valid sale and purchase agreement (bai ') according to Sharia law, which requires a seller, a buyer, goods, a price, and the consent of both parties.
3. Values and Business Ethics
   Trust (amanah) is the main foundation of relationships between traders and between traders and customers. Interviews revealed that if a trader is absent, their merchandise can be entrusted to another trader without fear of loss or reduction.

Thus, from a sharia economic perspective, the Tente market demonstrates the application of Islamic values in trade practices, despite not yet being formally organized. Most traders practice honesty in transactions. They openly explain product quality and allow buyers the freedom to negotiate prices. The bargaining process is fair and reflects the principle of deliberation. Prices are also communicated transparently, and no price discrimination is observed among buyers. Furthermore, there are no indications of monopolistic practices or hoarding. Traders compete on product and service quality while maintaining business ethics. This is in line with a study by Alfiannor Setiawan (2024), which revealed that markets are crucial for the implementation of Islamic values, both in terms of trader morality and transaction systems.

However, several challenges remain in implementing Islamic economics in this market. Among them is the lack of formal understanding of the principles of Islamic jurisprudence (fiqh) among traders . Many of their transactions are based on inherited customs, rather than a structured understanding of sharia. Furthermore, there is no supervisory body or hisbah (regulatory body) to oversee market activities to ensure they comply with sharia principles.

Physically, market cleanliness and management also remain obstacles that impact customer comfort.

Statistically, when linked to the quantitative approach applied in previous studies, the influence of Islamic economic variables on the effectiveness of traditional markets can also be examined through regression. For example, if the correlation value between the application of Islamic principles and local economic effectiveness shows a significant result, this strengthens the evidence that an ethics-based economy can contribute to microeconomic stability. Related research, such as in education, found that implementing an approach appropriate to the subject's characteristics (e.g., a personalized teaching style) had a 58% impact on learning outcomes. This can be interpreted as implying that economic strategies aligned with the character and values of the community also have the potential to positively influence local economic outcomes.

Thus, the results of this study reinforce the theory that traditional markets function not only as economic institutions but also as platforms for implementing Islamic values in daily life. The values of justice, honesty, and transparency have naturally grown within the trading culture of the Tente market community . However, to optimize the market's potential as a center for the Islamic economy, local government intervention is needed in the form of Islamic economic training, strengthening market institutions, and improving physical infrastructure. With these steps, traditional markets can play a strategic role not only in strengthening the community's economy but also in mainstreaming Islamic economic principles at the grassroots level.

CONCLUSION AND SUGGESTIONS

Based on the results of research conducted at the Tente Traditional Market, Woha District , Bima Regency, it is clear that this market has significant potential to improve the economy of the Woha District community . The study shows that the traditional market plays a role as a center of economic activity that is able to create jobs, strengthen micro and small businesses, and provide basic necessities to the community at relatively affordable prices. Its strategic location and high intensity of economic transactions indicate that this market is the backbone of the local economic cycle.

From a sharia economic perspective, the behavior of traders in Tente Market generally reflects sharia economic principles, including aspects of merchandise, weighing equipment, usury (riba), gharar (unlawful selling), pricing, cleanliness, and business ethics, which are believed to not violate Islamic law. However, management aspects such as cleanliness, public facilities, and market governance still require attention and improvement to align with more comprehensive Islamic values. Thus, this market will not only be a potential economic center but also reflect a commitment to operating in accordance with ethical values and economic principles that align with the beliefs of the local community.

Overall, this research confirms that strengthening traditional markets not only impacts the community's economy but can also serve as a crucial tool for implementing Islamic economic values in practice. With regulatory support and management in accordance with Sharia principles, traditional markets like Tente can be developed into pillars of a just, productive, and sustainable economy.

This study recommends improving the quality of market infrastructure, digitalizing marketing, empowering traders through sharia entrepreneurship training, and strengthening local government oversight so that traditional markets can compete sustainably.

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