

# Policy Implications of Modern Management Market and Retail Market In Traditional and Banjarmasin Grocery Traders

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## Abstract

This study aimed to describe the policy implications regarding the management of modern retail markets and traditional markets that occurred in the city of Banjarmasin. The implication is constituted by a policy-based Regional Regulation No. 20 the Year 2012 on the Management and Development of Traditional Markets, Shopping Centers and Modern Stores. A qualitative approach was chosen to explain the research problems. The research subject who acted as informants among them; Disperindagsar head Banjarmasin, shopkeepers and modern retail, private traditional market managers, traditional market traders, and grocery in Banjarmasin. Data collection techniques passed in three stages; observation, interview, documentation. The interactive model based on the reference Miles and Huberman applied to obtain research data saturation. The results showed that the First, the implementation of Regulation No. 20 the Year 2012 on the Management and Development of Traditional Markets, Shopping Centers and Modern Stores is not maximized. This is illustrated by the lack of a sustainable arrangement and development of the traditional market. Secondly, the implications of policy implementation and management of the modern retail market for traditional markets and grocery traders in Banjarmasin. Based on the shape of the negative implications it is assumed that the presence of the modern retail market where traders and traditional markets. The positive implication is the existence of modern stores make some traditional merchants be creative by adopting technologies (such as methods promos, discounts, bookkeeping technology, computerization, and others).

**Keywords:** Implications, Policy, Market Traditional and Modern Shop.

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## PRELIMINARY

Modern market developments in recent years are relatively rapid. The development of large-scale modern market continues to increase. At the beginning of development, the market is concentrated in a handful of players. In short, the market retail sector still has not happened oligopoly [1]. However, in the last three years the pattern has shifted, where the market is Indonesia's retail sector became concentrated in a handful of players. Unfortunately, the process to include the acquisition of domestic retail companies by the foreign multinational retail corporation [2]. The enactment of Law No. 23 of 2014 on the Regional Government as a legal umbrella for the autonomous regions. Decentralization in the form of regional autonomy, provide part of the authority delegated management of public affairs for the provinces and districts [3]. It is of course included in the policy related to the economy, society, affecting the retail market presence and modern as well as traditional markets.

Banjarasin government published Regulation No. 20 the Year 2012 on Management and Development of Traditional Markets, Shopping Centers and Modern Stores. Inevitably modern market presence especially minimarket (Alfamart, Indomaret, etc.) more and more in Banjarmasin. Positive benefits include easier access to consumer goods that the public obtain needed because the mini has a complete good of daily needs. Besides, it is situated close to the settlement as well as access roads make minimarket is within easy reach. Another thing that is associated with positive effects minimarket is comfortable and clean facilities, prices affordable and frequent discounts and cut prices on certain products. Job creation.

In addition to the positive effects mentioned above, the rise of the modern market provides a variety of negative impacts on society. The main negative impact with the emergence of modern retail is shut off and the traditional retail market. Competition existence of traditional markets and stores daily necessities

(grocery shops) emerged as the traditional amenities, comfort, and service of a better minimarket that makes consumers prefer modern retail. This clearly can deadly existing markets and traditional stalls that are larger and concerning the lives of the wider community [4]. The decline in turnover obtained by sellers' traditional market stalls will be reduced much less than before the advent of the minimarket around them. If local governments pay more attention to how to make modern shops can obtain a license, whereas the more urgent is how modern store does not harm the traditional market and grocer. The role of local government has been clear in maintaining the community's economy that poverty levels are not increased by considering the potential negative impact of the policy of Regulation No. 20 the Year 2012. This article aims to describe in detail the implications of policy implementation Banjarmasin Government through law No. 20 of 2012.

## RESEARCH METHODS

The approach used in the study is qualitative. It is intended to obtain an in-depth description of the implications of the implementation of law No. 20 of 2012 to the modern retail market and the traditional market and grocery traders. A qualitative approach is a process of research and understanding based on the methodology to investigate a social phenomenon and the human problem [5]. In this approach, the researchers created a complex picture, studying words, a detailed report of the views of respondents, and conducted a study on the situation experienced. Qualitative descriptive research is an in-depth study of the particular social unit and the results give a broad overview and in-depth about a particular social unit. Subjects in the study were relatively limited.

The samples used the purposive technique. With a total resource of 10 people. The research instrument is the researcher himself later known as the human instrument. However, aided by sound recording equipment, interview, and a camera to document. Data collection techniques with three stages; 1) In-depth interviews to obtain primary data in this study, so as to achieve the purpose of the study, 2) Documentation, recording both the form of a document or information notes, studying books, papers, regulations, research journals and other written material related to research topics related to the research problem, 3) observation, made to deepen the picture obtained through interviews and documentation in this study so that researchers delve themselves in the field about the study. Qualitative analysis techniques by Miles and Huberman [6] through three stages, namely; 1) Reduction of data, namely the electoral process, focusing on the simplification of abstraction and transformation of raw data or raw data that appears in the written record in the field, 2) Presentation of data, namely the drafting process complex information in a systematic way so that it becomes more simple and selective and it is

understood its meaning, 3) draw conclusions, the analysis carried out continuously both during and after data collection in order to draw conclusions that can describe a pattern of events that occurred.

## RESULTS AND DISCUSSION

### Policy Management and Modern Retail Market in Banjarmasin

The market is an area where buying and selling goods and meeting places for sellers and buyers with sellers number more than one, well known as traditional markets and modern markets and/or shopping centers, shopping malls, trade centers and other designations [7]. The growing market in Banjarmasin not be separated from the process of modernization which subsequently have appeared modern shops with a system of self-service (self-service), which sells a variety of goods in retail either in the form Minimarket, Supermarket, Department Store, Hypermarket or wholesale shaped wholesale. In addition, there is a business in its management Network Minimarket, where the actors who perform business activities in the minimarket through the same management system and distribution of goods to the outlets.

Modern shopping centers and stores in Banjarmasin governed by the policy of the City Government through the Regional Regulation No. 20 of 2012, in which the modern shopping malls and stores must meet the structuring of Banjarmasin government, which includes several things:

1. Establishment location shopping center and Modern Stores shall refer to the Spatial Plan of the city of Banjarmasin, and City Spatial Plan including Zoning Regulations.
2. Limitation of Modern Stores sales floor area is as follows:
  - a. Mini Market, Less than 400 m<sup>2</sup> (four hundred meters square)
  - b. Supermarket, 400 m<sup>2</sup> (four hundred meters square) To 5,000 m<sup>2</sup> (five thousand meters square);
  - c. Hypermarket, Above 5,000 m<sup>2</sup> (five thousand meters square);
  - d. Department Store, Over 400 m<sup>2</sup> (four hundred meters squared);
  - e. Grocery, above 5,000 m<sup>2</sup> (five thousand meters square).
3. System and the type of merchandise sales of Modern Stores are as follows:
  - a. Mini Market, Supermarket and hypermarket retail selling consumer goods, especially food products and other household products;
  - b. Department store consumer goods retail selling clothing and accessories products primarily to the arrangement of items based on gender and/or age level of the consumer; and
  - c. Grocery wholesale selling consumer goods.

Banjarmasin City Government stipulates that the establishment of modern shopping malls and stores are required to take into account the socio-economic conditions of society, the existence of the traditional market, Small and Medium Enterprises in the region of the city of Banjarmasin. Besides, pay attention to the distance between Hypermarkets and Traditional Markets that have been there before. Shopping Centers and Modern Stores are required to provide parking areas for at least an area of parking needs one unit of four-wheeled vehicles for every 60 m<sup>2</sup> (sixty square meters) of floor space sales of Shopping Centers and / or Shop Modern, where this can be done by cooperation between the Center manager shopping and/or Modern Shop with other parties. This rule requires Shopping Centers and Modern Stores facilities which ensure Shopping Centers and Modern Stores are clean, sanitary (hygienic), safe, orderly and comfortable public spaces. The access road is used is determined as follows:

1. Grocery only is located in or on the arterial road network system access or a primary or secondary arterial collector.
2. Hypermarket and Shopping Centers:
  - a. Just maybe located on or in access system arterial or collector road network; Should not be at the local or regional environmental services in cities / urban areas.
3. Supermarket and Department Store:
  - a. Should not be located on the local road network system;
  - b. It should not be in the area of environmental services in cities / urban areas.
4. Mini Market may be located on any road system, including the road network system environment on neighborhood service areas (housing) within cities / urban areas.
5. In each residential neighborhood or residential area, there should only be two (2) Minimarkets with a minimum distance of 500 m (five hundred meters).
6. Traditional markets may be located on any road network system, including the local road network system or the environment in the area of parts of the city or local services or environment (residential) in the city.
7. The arterial road is a public road transport that serves the main function with the characteristics of long-distance travel, the average speed is high, and the number of driveways is limited in useful.
8. Collector road is a public road which serves airport shuttles collector or divider with characteristic medium distance trips, the average speed was, and the number of driveways is limited.
9. The local road is a public road that serves the local airport shuttles with characteristic travel a short distance, the average speed is low, and the number of driveways is not restricted.
10. The environmental road is a public road which serves airport shuttles traveling environment

characterized by close distance, the average speed is low.

11. The primary road network system is a road network system with the role of distribution services of goods and services for the development of all regions at the national level, by connecting all nodes tangible distribution centers.
12. The secondary road network system is a road network system with the role of distribution services for public goods and services in urban areas [8].

Operational time of shopping centers and modern shops in Banjarmasin also be set, namely:

1. Working hours Hypermarket, Department Store and Supermarket are as follows:
  - a. For Monday through Friday, 10:00 until 22:00 Central Indonesia Time.
  - b. For Saturday and Sunday, 10:00 am until o'clock 23:00 Central Indonesia Time.
2. Religious holidays, national holidays or another particular day, the Mayor can set working hours to exceed 22.00 Central Indonesian Time.

Establishment of Modern Shop Shopping Center or besides Minimarket in the rules established by the Government of Banjarmasin must meet the requirements of the provisions of the legislation and analyze the socio-economic conditions of society, the existence of traditional market and SMEs located in the city of Banjarmasin. Provision of business location as described above by the management of Shopping Centers and Modern Stores to SMEs by providing business space in the area or Modern Shop Shopping Center. SMEs should take advantage of business space following the agreed allocation. The business collaboration in the form of receiving the supply of goods from supplier to store Modern implemented in the principle of mutual benefit, clear, fair, equitable and transparent. Modern stores shall receive a supply of goods produced by national SMEs for such goods meet the requirements or standards established following applicable regulations. Suppliers of goods included in the criteria of the Micro, Small Businesses exempt from the registration administrative costs of goods (listing fee).

Business cooperation partnerships between SMEs with Modern Shop can be done in the form of commercial cooperation in the form of the provision of business premises/space, training/education or capital or other forms of cooperation. Such cooperation should be made in a written agreement in Indonesian Indonesian law agreed by both parties without any pressure, which at least contains the rights and obligations of each party as well as how and where the settlement of disputes. Without prejudice to the principle of freedom of contract, the terms of trade between Suppliers to Modern Stores must be clear, fair, equitable, and mutually beneficial and agreed by both parties without

any pressure. To realize these principles, make shall comply with the following guidelines:

1. Discounted regular (regular discount) in the form of discounts offered by Suppliers to Modern Stores on each transaction, rebates regular shall not apply to suppliers who imposed a system of the net price published transparently to all Modern Shop and agreed with Modern Shop,
2. Discounted fixed (fixed rebate) in the form of discounts offered by Suppliers to Modern Stores without being associated with a sales target periodic maximum of three (3) months the maximum amount of 1% (one percent).
3. The number of Pieces regular price (regular discount) or discounted fixed (fixed rebate) is determined by the percentage of the sales transactions from supplier to store Modern well as the transactions as well as periodically.
4. Special discounts (conditional rebate) in the form of discounts offered by suppliers, if Modern Stores can reach or exceed sales targets in accordance with trade agreements, with criteria sales:
  - a. Achieve the targeted amount according to the agreement of 100% (one hundred percent) receive special discounts at most 1% (one percent).
  - b. Exceeds the target amount of 101% (one hundred percent) to 115% (one hundred and fifteen percent), then the excess gets discounted rates at most by 5% (five percent).
  - c. Exceeds the target amount above 115% (one hundred and fifteen percent), then the excess gets discounted rates at most 10% (ten percent).
5. Promotional discounts (Discount Promotion) is given by Suppliers to Modern Stores in the framework of well organized promotional activities to customers or end consumers in limited time as agreed between Modern Shop with Suppliers.
6. Cost Promotion (Promotion Cost) are fees charged to Suppliers by Modern Store as agreed by both parties that consist of:
  - a. Promotion costs through mass media or printing such as brochures or mailers, which are set in a transparent and reasonable in price rates of the media and other creative costs.
  - b. Campaign Costs on Shop Local (In-Store Promotion) apply only to areas Promotion of outside display/display regular stores such as floor displays, gondola promotion, block shelving, cashier (Check Out Counter), wing gondolas, billboards inside and in outside the store, and other places that are used for the promotion;
  - c. Cost Promotions are done in cooperation with the Supplier to perform activities such as sampling Suppliers promote products, product demos, prizes, games, and others.
  - d. The costs are deducted or withheld on promotional activities carried out up to 3 months after the confirmation by both parties. Unused promotional costs should be used for other promotional activities both during the year and for the next period.
7. Costs outside The above fees shall not be charged to the Supplier.
8. Costs incurred for the Promotion of the new product is already included in the cost of promotion as described above.
9. Suppliers and Modern Store jointly create better promotional planning for new products as well as for long products for an agreed period;
10. Use of services retribution Modern store should not be forced to Suppliers who can distribute the goods themselves that they meet the criteria (time, quality, product price, quantity) as agreed by both parties.
11. Goods registration fee (Listing fee) only for new products with the amount as follows:
  - a. Hypermarket category at most Rp. 150,000.00 (one hundred fifty thousand rupiah) for each type of product each outlet at a cost of Rp. 10,000,000.
  - b. Category Supermarket Rp. 75,000.00 (seventy-five thousand rupiahs) for each product type each outlet at a cost of Rp. 10,000,000.00 (ten million rupiah) for each type of product at all outlets.
  - c. Mini category at most Rp. 5000.00 (five thousand rupiah) for each type of product each outlet at a cost of Rp. 20,000,000.00 (twenty million rupiahs) for each type of product at all outlets.
12. Changes in the cost of registration of goods referred to in the letter k may be adjusted each year based on inflation.
13. The modern store can return the new product to the Supplier without the imposition of sanctions if after evaluated for three months have sales prospects;
14. Modern Stores must provide written information at least three months before the Supplier before performing the stop order delisting or reducing the product item or SKU (Stock Keeping Unit) Supplier.
15. Shopping Centers and Modern Stores must be fair in giving good service to business partners as landlord/tenant space as well as a supplier of the business.
16. Modern stores are prohibited sales promotion at a cheaper price than the price at the nearest traditional market for goods of basic needs of society [8].

In the process of the transaction, the payment of goods from Modern Stores to Suppliers for Micro and Small Businesses must be made in cash to the value of the supply of up to Rp. 10,000,000.00, or within 15

days after all billing documents received, where it is valid for one outlet or one business network. Related to licensing, then Banjarmasin City Regional Regulation No. 20 of 2012, those businesses that do business in the field of Traditional Markets, Shopping Centers and Modern Stores. Simplifying the understanding derived through implementation into components explanatory principle. Policy implementation is a dynamic process which through an interactive process many factors, sub-categories and underlying factors that affect the implementation factor.

### Implications of Policy Management and Modern Retail Market

Policy management and modern retail market contained in Banjarmasin City Regional Regulation No.

20 of 2012 has several implications both for the traditional market. It can be seen in the policy management of traditional markets that can be carried out by State-Owned Enterprises (BUMN), Regional-Owned Enterprises (BUMN), cooperatives, private, government, and local government, which means that many people who could take part to become a manager traditional market. Besides, the City of Banjarmasin either individually or together is also the empowerment of the traditional market management system based on professional management. Including the implementation of coaching, supervision, and evaluation of the management of Traditional Markets, Shopping Centers and Modern Stores have done by the Mayor.

**Table-1: Market Data Traditional and Modern Shopping Center in Banjarmasin**

| <b>districts</b><br><i>District</i> | <b>Traditional market</b><br><i>Traditional market</i>   | <b>Modern Shopping Center</b><br><i>Modern Shopping Center</i> |
|-------------------------------------|--|--|
| South Banjarmasin                   | 1. market Pekauman<br>2. Pekauman market Inpres<br>3. Gawi market Manuntung  | -  |
| East Banjarmasin                    | 1. New Kuripan market<br>2. Terminal Market Km. 6<br>3. New Pandu market<br>4. market Ksatrian   | 1. Lotte Mart<br>2. Giant                                      |
| West Banjarmasin                    | 1. market upside-down<br>2. Pasar Raya Banjar<br>3. market Kalindo<br>4. New Telawang market<br>5. Lt. Telawang market I   | -  |
| Central Banjarmasin                 | 1. New Market Elementary Permai<br>2. New Market Permai Lt. I<br>3. New Market Special Permai<br>4. New Market Permai Italic<br>5. New Market Permai Leaning Lt. I<br>6. Eastern Commerce Market<br>7. Lt. East Commerce Market II<br>8. Lt. East Commerce Market III<br>9. Optical Market Your Block<br>10. Cempaka Side Market<br>11. Block market ODI<br>12. Block market Ansyar<br>13. Besides the Chicken Market<br>14. Neat Sudi market<br>15. Ex Fuel Market<br>16. Side Block market Kapitol<br>17. Meat market<br>18. Five Market Seafood<br>19. Five Concrete Market<br>20. Five markets Concrete Floor II<br>21. Food Clothing Market<br>22. Block market Hanifah<br>23. gem market<br>24. Quick Atomic Market<br>25. Quick Atom Side Market<br>26. Market Edge Moody<br>27. Bicycle Courier Market | 1. Ambassador Mall<br>2. Mitra Plaza<br>3. Sentra Antasari     |



|                   |   |   |
|-------------------|---|---|
|                   | 28. Advance Market Bridge Sudimampir<br>29. Kampung market Gedang<br>30. Five Phase I market<br>31. Five Phase II market<br>32. Five Phase III Market<br>33. Five market Stage IV<br>34. Five Phase V market<br>35. Five market Stage IV<br>36. Concrete Eternal market<br>37. Eternal markets Tilt / Wood / Sea<br>38. Gulf markets In Muara<br>39. Side Market Sudimampir<br>40. Ceramic block market<br>41. Flower market<br>42. Rear market Sudimampir market<br>43. Lt. Sudimampir market III<br>44. Butterflies market<br>45. Malabar Pasar Baru<br>46. market Rawasari |   |
| North Banjarmasin | 1. market Fir<br>2. Jahri market Saleh  | - |

Source: Statistics Banjarmasin, 2015

Competition among modern markets with traditional markets increasingly uncontrollable showing trends in Banjarmasin. In the city of Banjarmasin in addition to a modern shopping center, as the above data, there are about 50 stores and 60 stores Alfamart Indomaret (kalsel.prokal.co, March 7, 2018). The emergence of various modern stores such as Indomaret and Alfamart which have mushroomed all over the city of Banjarmasin provides a variety of both positive and negative impacts for society. Positive benefits include easier access to the public to get the consumer goods they need because the mini has a complete goods of daily needs. Besides, it is situated close to the settlement as well as access roads make minimarket is within easy reach. Another thing that is associated with positive effects minimarket is comfortable and clean facilities, prices affordable and frequent discounts and cut prices on certain products. In terms of job creation, a minimarket can increase employment opportunities for people who are ultimately able to increase revenue and reduce unemployment.

In addition to the positive effects mentioned above, the rise of the modern market also provides a variety of negative impacts on society. The main negative impact with the emergence of modern retail and merchant market is shut off a traditional grocery. Competition existence of traditional markets and stores daily necessities (grocery shops) emerged as the traditional amenities, comfort, and service of a better minimarket that makes consumers prefer modern retail. This clearly can deadly existing markets and traditional stalls that are larger and concerning the lives of the wider community. The decline in turnover obtained by sellers' traditional market stalls will be reduced much less than before the advent of the minimarket around them.

Although minimarket often offers discounts for goods / product-specific products some of the prices of other goods were more expensive than the normal price in the market as well as traditional stalls. For certain consumers who prefer low prices may be more expensive to buy in a traditional shop. Most consumers of the minimarket today are the upper-middle-class society. To support the local economy with a small grocery store, from March 2018, the Government of Banjarmasin also has a moratorium on granting new licenses for modern stores such as Alfamart and Indomaret. Traders grocery negatively affected by the competition with modern retail stores such as Alfamart and Indomaret. Even if nothing can survive. Traditional businesses should also be able to adapt to compete with the development of science and technology so that they can survive in order not to erode the era. But with the moratorium on new permits for modern retail stores in New York City, of course, bring fresh air to the traditional similar efforts to maintain its existence and contribute to the economic development of society.

The traders in traditional markets must develop strategies and build plans that meet the needs and demands of consumers as do the modern market. If not, then the majority of the traditional markets in Indonesia and its inhabitants simply become history stored in the retail industry in Indonesia within a relatively short time. The fierce battle between traditional merchants with major retailers is a common phenomenon of globalization. If the Government is not careful, by fostering both so balanced, modern market regulation makes all the traditional merchants die slowly. Some traditional markets that have been reorganized the government and given a comfortable place even less desirable because traders feel less comfortable. When in fact shopping in traditional markets is cheaper than the

modern market. But comfort and safety factors are the first choice of consumers to choose the modern market. Because in the modern market situation cleaner and safer.

Modernization of the traditional market needs to be done but intending to pack the traditional values become more attractive, not abandon it. Modernity is right on the target making traditional markets into a transactional purpose of the visit is unique, fun, and worth it for a return visit. In the modern market conditions that kept expanding and increasingly urgent traditional markets, this requires that the traditional market of consumers clean in order not to be abandoned. Housekeeping is done by managers should be towards modern management. Modernization of traditional markets has been done by the Government of Banjarmasin's main steps that fix the main facilities of the market. An example of is upside-down market is a market that was initially formed from hawkers along Jalan Belitung, which is then accommodated with a better arrangement and better management. Similarly in Telawang Market located at Jalan Simpang Telawang, New gnashing Ilir, where the municipal government has made improvements to the overall facility and its management.

Market managers must also establish that the professional market management with a clear vision and mission for the enhancement of excellent service to the community. Recognizing the strategic importance of traditional markets to increase income and employment, it is necessary to empower traditional markets so that it becomes a viable and attractive place to visit each circle. The role of traditional markets to support the real sector economy and provide added value to the middle-class people and lower-middle very real. Spreading throughout Indonesia are advantages that traditional markets to develop the regional economy. Revitalization and modernization is the appropriate action to save the traditional markets of destruction. Market presence, especially traditional ones, is one of the most obvious indicators of economic activities in a region. The government should concentrate on the existence of traditional markets as one means of public support economic activities.

Small retailers located around the modern minimarket declare their turnover fell due to the presence of the minimarket. Meanwhile, for a group of other major retailers, the percentage of small retailers in the surrounding stating turnover down. This shows that in terms of the interests of small retailers, large retailers are considered a "nuisance" they were primarily present in the form of a modern minimarket. This fact is likely due to the minimarket are in neighborhoods that are located adjacent to the small retailers that consumers have a shopping alternative for the same commodity. Besides, modern minimarket has advantages in price

(without bargaining, cheaper, and often hold programs discount), comfort, and completeness of the goods sold.

Another phenomenon observed is the price difference between large retailers with small retailers to see how significant the price variables influence in changing consumer spending patterns. The difference in price is dependent on the type of goods purchased by consumers. For canned drinks (soft drinks), small retailers sell up to USD 1000, - more expensive compared to the selling price of major retailers. This suggests that if there is a change in shopping patterns among consumers, then the change is happening because it is based on considerations of economic rationality.

The presence of large retailers not only have a negative impact in the form of a drop in performance of small retail businesses but also provides other benefits such as greater business opportunities for suppliers. Policies major retailers to engage domestic suppliers, especially those engaged in agribusiness, is one of them. The consignment payment system blamed by many as a harmful system supplier is not always an issue for the supplier. Consignment is providing a financial burden for the company but gave a "guarantee" that the goods can be supplied continuously. Instead, a system of "outright" benefit from the financial side, but do not guarantee the purchase of the next period.

Competition in the retail business in Banjarmasin was not simply described as a "big eat the small". Competition occurs between large with a huge, little by little, and great to small. Felt increasingly severe competition by small retailers due to the entry of large retailers through modern minimarket. Minimarket can enter the competition area, small retailers because the existing regulations are difficult to apply to modern minimarket (because of the nature of the modern mini market which is in a "gray area" between small retailers to major retailers). Besides, modern minimarket entry into the small retailer competition due to inconsistent policies of spatial and/or designation of the land. Competition in the retail business is characterized by symptoms of unfair competition, triggered by the ineffectiveness of government policies. Symptoms of unfair competition, among others, is the wholesale / wholesalers that also plays a role as a retailer. Although a negative impact on small retailers, the presence of large retailers is socially a positive impact on consumers and suppliers. The overall impact of the presence of large retailers is positive. The negative impact of the presence of large retailers in the form of a decrease in the sales turnover of small retailers also not only because of the presence of large retailers, but also some of the declines in turnover are also caused by the decline in consumer purchasing power and also by the presence of competition between small retailers themselves.

## CONCLUSION

Implementation of the implementation of Regulation No. 20 the Year 2012 on the Management and Development of Traditional Markets, Shopping Centers and Modern Stores is not maximized. This is illustrated by the lack of a sustainable arrangement and development of the traditional market. Modern shopping centers and shops thrive with each directing management on an ongoing basis, as do not need guidance from the Government of Banjarmasin. The trend shows that the implementation of the Regional Regulation No. 20 the Year 2012 on the Management and Development of Traditional Markets, Shopping Centers and Modern Stores like autopilot. Continuous coaching does not suppose the management of city government that still crowded traditional markets to help traditional traders in these markets. The implications of the implementation of management policies and the modern retail market for traditional markets and trader's grocery in Banjarmasin can be seen to have positive and negative implications. Many negative implications assumed that the presence of modern retail markets and eroded bit by bit where traders grocery and traditional markets. But the positive condition is the existence of modern stores make some traditional traders become more creative by adopting the technology and knowledge of modern stores such as methods promos, discounts, bookkeeping technology, computerization, and more. Therefore, the revitalization

of the market that is not only physical infrastructure but also fostering an ongoing basis to traditional markets to be well managed.

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