

## How does the central Badung market play its role for the 24-hour society of Denpasar?

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**ABSTRACT:** The Central Badung Market is located in the central part of Denpasar city. Traditionally, this market was designed to function in the day time only. But, due to the development of Denpasar Municipality, unpredictably the market has grown into a 24-hour market which supplies the multi-sector demands of people. The vendors, consumers, and workers who are mostly the Balinese, are affected. The workers are segmented into morning-, evening-, or night-time workers. The night-time workers were originally from Denpasar only, but nowadays they are young people from outside of Denpasar, such as from Gianyar, and Badung subprovinces. Some of them still at formal schooling. The 24-hour functioning of this market is affecting the normal activity of the Balinese. Is it well designed or has it just accidentally occurred? One thing to remember is that this 24-hour market seems to have been prepared without planning, but instead has it grown automatically. The problems encountered are: a) formal schooling for the young Balinese in Denpasar is a disturbed, due to the need for night-time workers as carriers in the market till late evening; b) disturbance of the normal biological clock of people nearby the market, due to it being busy and noisy for 24 hours. The positive impacts are: a) a 24-hour market opening up job opportunities for people nearby; b) strengthening the accessibility to food stuffs in all parts of the small market at the grass roots levels in Denpasar Municipality; c) the stakeholders involved in the market automatically synchronize themselves into 3 shift works, morning-, evening- and night-shift work. The conclusions drawn are: the 24-hour Badung market is built based on filling the need and bridging the gap; this market creates job opportunities for local people nearby; and strengthening supplies of good and fresh food stuffs to the lower level of the market which is more accessible to people in general. It is suggested that the government should be actively involved in monitoring the negative impacts as well as the positive benefits of this market to the Balinese.

**Keywords:** 24-hour society; night-shift work; traditional market, central Badung market

### 1 INTRODUCTION

The central Badung market is located in the central part of Denpasar town. Before, it belonged to Badung sub-provincial region, and Denpasar was a city of Badung regency. But after Denpasar became a municipality, the central market belonged to Denpasar Municipality Government. Therefore, this market had never been planned to be a 24-hour market. Because the development of Denpasar city is so advanced, with associated urbanisation, people need to be supplied in their demands in a more rapid way. In fact the Denpasar Municipality consists of 4 district areas namely Eastern Denpasar, Western Denpasar, Northern Denpasar and Southern Denpasar. In every district there is at least one market, accordingly. The Badung market, therefore became the central one. All of the commodities are centralized in this market, then distributed into 4 other lower level markets.

The commodity inputs come from Java, or from producer centres such as vegetable farms in Bedugul and Kintamani. Therefore, there is a need to manage the central market as a 24-hour market.

The activities in this market consist of the following: morning shift till evening (05.00 am to 18.00 pm) for supplying the normal daily needs of Denpasar inhabitants. From 19.00 pm till 05.00 am the market activities are concentrated as a central market to distribute all goods to the adjacent smaller markets. The vendors for both market activities come from different areas and the buyers also. For the central market the vendors are bigger companies and the buyers are varied, from big companies to smaller companies. In the normal market activity, the vendors are the local people or owners of market stands and the buyers are Denpasar inhabitants. The Denpasar inhabitants buy for themselves, not like buyers in the night market, most of whom are big buyers. By doing that, the Badung market really becomes a 24-hour market. Does the market make everyone happy? How do the local people react to it? Are the losses and the benefits equally weighted from this change? Those are some questions which arise in regard to the process of change at Badung market. A change process is absolutely time-bound, as observed by Costa (2002a; b) and Adiputra (2002; 2003; 2007).

## 2 MATERIALS AND METHOD

Subject of this study is the central Badung market. Data and information on of this market was gathered from the respondents, who consisted of vendors, workers, business men or women, the management, and customers, in total about 36 persons.

A walk-through survey was applied, followed by an interview with the respondents. Observation technique was also conducted on the commodities sold. The data obtained were analyzed descriptively.

## 3 RESULTS

Table 1 represents the respondents, who consisted of workers, vendors, managers and buyers. Table 2 depicts the shift work, time allocated and people involved in central

Table 1. The respondents interviewed in Central Badung market.

No.	Shift work	Respondent	Total number
1.	Morning shift	3 carriers, 4 vendors, 4 buyers, 1mng.	12 persons
2.	Evening shift	3 carriers, 4 vendors, 4 buyers, 1mng.	12 persons
3.	Night shift	3 carriers, 4 vendors 4 buyers, 1mng.	12 persons

mng = manager

Table 2. Central Badung market: its activity and workers involved.

No.	Shift-work	Allocated time	People involved
1.	Morning shift	06.00 am-14.00 pm	I,FC,V, Mng
2.	Evening shift	14.00 pm-19.00 pm	I,FC,V, Mng
3.	Night shift	19.00 pm-06.00 am	V,B,FC, Mng

Nb.I = Inhabitants; FC = Female Carriers; V = Vendors, Mng = Management;  
B = Buyers

Table 3. The commodities sold in central Badung market.

No.	Shift-work	Commodities sold
1.	Morning shift	all goods for daily needs; transaction in small portion.
2.	Evening shift	all goods for daily needs; transaction in small portion.
3.	Night shift	all goods for lower level markets; big buyers and transactions in bigger portion, between vendors and buyers

Badung market. Table 3 depicts the commodities sold and the level of transaction in every shift work.

#### 4 DISCUSSION

In every shift, the market activities are similar; mainly consist of selling and buying as an interaction between the vendors and the buyers. But the difference is the level of transaction on both sides. In the morning shift there is transaction between Denpasar inhabitants and the seller (owners of local market stands) who are selling all goods for the daily needs such as food stuffs (rice, vegetables, meats, eggs, cococnut oil, all kinds of tubers, fruits, or spices) and any kind of goods for religious ceremony. The main characteristics of the business are the small transactions, purchasing for one day's to three days' needs (Suyadnya, 1997).

Every evening shift is similar to the morning shift, but rather more people come and also more vendors are involved. The buyers are Denpasar inhabitants, who are looking for more fresh food stuffs (vegetables, meats/fish and fruits). Also they would like to buy the flowers used for daily offerings. The people involved are almost similar in number to the morning shift, but less than in the night market. The workers, in terms of the carriers, (Suyadnya, 1997) are involved in, just servicing the people who buy a small number of goods not more than 10 kg of weight.

In every night shift the activities of the people involved are quite different. The buyers are mostly the owners of local stands in this market, owners of market stands from smaller market levels. The vendors come from Java or from producer centres such as for vegetables, fruits, spices and other producer centres, from other sub-provincial regions in Bali. The transactions are mostly on a bigger scale. The most market activity is between the big vendors and big buyers. More people are involved in these transactions for carrying out or transporting the commodities from the vendors to the buyers. The workers in this case are responsible for carrying out commodities ranging from one small truck to big trucks of goods. Therefore, more people are needed as carriers. That is supported by the other researchers (Suyadnya, 1997; Hutagalung, 2009).

Looking at the people involved at these three shift-works at central Badung market, it is interesting to say that in the night shift more people involved. They come from nearby, or from Badung areas, or from outside of Badung regency such as from Gianyar regency (Suyadnya, 1997; Hutagalung, 2009). They come to Badung market at night and go back home in the early morning at 5.30 am. Some of them are young girls; they earn money for supporting their formal schooling at the junior or senior high school. That is also true, for female workers from Denpasar or Badung regency near the market. For mature female workers it does not make any problem. But for the young girls, it has to be questioned. How they will manage the time for formal schooling, while they are working at night till early morning? Do they have enough time for their schooling?

The other problems encountered are the 24-hour business at this market. It disturbs people who live nearby who are not well adapted yet. More air pollution will result due to very large numbers of vehicles which go in and out. Of course, the activities of central Badung market

which had been changed into a 24-hour market, also give a benefit for local inhabitants. It provides more opportunity to people to be more actively involved as local vendors, as carriers or workers, or as sellers by opening a market stand for business. All of those are considered as pro-active responses of local people nearby to the market.

But, it is fair to say that the growth of this market into a 24-hour activity was not well planned. It grew occasionally, as a response to the people's need especially for Denpasar Municipality as a consequence of urbanisation (Suyadnya, 1997; Costa, 2002a). Therefore, obviously some weaknesses are still found in regards to central Badung market operating as a 24-hour market. Environmental sanitation and hygiene need to be improved, that is a must (Hutagalung, 2009). Safety and security for everyone who visits this market should be taken into consideration. The local vendors also should be little bit more curious and be more patient in servicing the customers. Among the costumers it is already known that vendors of this market are very unfamiliar in offering their services to customers.

Therefore, customers know how to overcome the bad habits of sellers in this market, that is, buying something in Badung central market is something one does not do in a hurry. Everything should be bargained, as low a price as possible. In doing that the vendors' behavior is often not so familiar, and makes one irritated and makes the customer to feel angry. This was reported also by Suyadnya (1997) and Hutagalung (2009). Those problems are still happening now.

The conclusions drawn are: 1) Badung central market has automatically grown into a 24-hour market without any proper planning; 2) it grows just in response to the demand; 3) in any case, the central market gives positive benefits as well as negative effects for the local people nearby; 4) there are still some aspects which need to be improved for a better performance of this market, environmental sanitation and hygiene in particular.

In the future, in overcoming the existing weaknesses for a better quality of life, a continuous improvement needs to be endorsed. In doing that, a SHIP (systemic, holistic, interdisciplinary and participatory) approach is a must as is suggested by some researchers (Kogi, 2004; Manuaba, 2007).

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