

Economic Analysis of Trades Post-Revitalization of The Ngawi Grand Market in 2023

Citation:

Rudiyanto, Umrotun., & Kiat, U. E. I. (2025). Ecocomic Analysis of Tradess Post-Revitalization of The Ngawi Grand Market in 2023. JGES. 1(1), 17-25.

Article history:

Received: 17 May 2025
Revised: 30 June 2025
Accepted: 9 July 2025
Published: 10 August 2025

Rudiyanto^{1,*}, Umrotun¹, Umar El Izzudin Kiat¹

¹ Faculty of Geography, Universitas Muhammadiyah Surakarta, Sukoharjo 57162, Indonesia.

*¹ Correspondence: rud148@ums.ac.id

Abstract

Traditional markets typically have dirty, muddy air and unpleasant odors. They also have weaknesses that are difficult to change. There are several differences compared to modern shopping centers, such as an unideal layout and irregular spatial arrangements. Physical and non-physical improvements can be used to enhance the conditions of traditional markets, commonly referred to as revitalization programs. The revitalization of traditional markets is one of the government's efforts to ensure that traditional markets continue to operate and restore their actual functions. After the revitalization was carried out at the Ngawi Grand Market, researchers conducted a study to determine the effectiveness of the market revitalization on traders' economies. Respondent samples were taken from traders using a Proportional Random Sampling technique, which ensures that every member of the population has an equal opportunity to be selected as part of the sample. After categorization, the number of samples was determined through a simple random sampling process, which is a probability sampling technique where every member of a population has an equal chance of being chosen as part of the sample through a lottery or using a formula to produce the required sample size. The results of this study indicate that the revitalization carried out by the government at the Ngawi Grand Market has been successful due to the increase in income, which positively impacts the traders' economy.

Keywords: market; revitalization; economy, Ngawi Regency.

1. Introduction

The market, theoretically, reflects all individuals or entities involved in actual or potential transactions of goods or services offered. Additionally, the market is an economic institution where buyers and sellers can engage in the buying and selling of goods or services, either directly or indirectly. Thus, the market can be considered a place where sellers and buyers meet to conduct transactions. (Hartono, M. A. R., & Asj'ari, F. 2020).

A trader is an individual or entity that buys, receives, or stores goods with the intention of selling, delivering, or sending them to another person or entity, whether in the form of original goods or transformed into other products. Trade activities can create job opportunities in two ways. First, directly, through the capacity to absorb labor effectively. Second, indirectly, through market expansion created by trade activities on one side and the other, facilitating the distribution and procurement of raw materials. A trader is someone who engages in trade, buying and selling goods that are not produced by themselves, in order to gain a profit. (Ridho Pratama and M. Sahnun, 2019).

The definition of a market found in the Latest Dictionary of Economics and Business is a place where supply meets demand between sellers who exchange the goods they possess for money and buyers who wish to exchange the money they have for goods or services. According to Presidential Regulation No. 112 of 2007 concerning the Arrangement and Guidance of Traditional Markets, Shopping Centers, and Modern Stores, a market is an area for buying and selling goods with more than one seller, whether referred to as a shopping center, traditional market, storefronts, mall, plaza, trade center, or other designations. (Yuni Saputri, G., & Sari Islami, F. 2021).

Based on the Decree of the Minister of Industry and Trade of the Republic of Indonesia No. 420/MPP/Kep/10/1997 regarding the guidelines and supervision of markets and storefronts, markets are classified based on the quality of service into two (2) categories:



Copyright: © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

- a. **Traditional Markets:** Traditional markets are markets that are built and managed by the government, private sector, cooperatives, or community initiatives, consisting of shops, kiosks, stalls, and tents, owned or managed by small and medium-sized traders and cooperatives, with small-scale operations and limited capital, and transactions conducted through bargaining. The organization of traditional markets is still very simple, with low levels of efficiency and specialization, dirty physical environments, and narrow building patterns. Transactions in traditional markets are also conducted simply, where buyers and sellers meet directly. The buying and selling process usually involves bargaining over prices, and the price offered for an item is not fixed. Traditional markets have strengths and weaknesses in various aspects. Among the strengths of traditional markets are lower prices that can be negotiated, proximity to residential areas, and a wide variety of fresh products. Another advantage is the extraordinary shopping experience, where customers can see and handle products that are generally still very fresh. On the other hand, the weaknesses of traditional markets include the perception that the markets appear muddy, dirty, smelly, and have excessively crowded traffic of buyers. Another weakness is the threat posed by changing social conditions, where women in urban areas generally pursue careers and therefore desire more practical options, making it nearly impossible for them to have time to shop at traditional markets.
- b. **Modern Market:** A modern market is a market built by the government, private sector, or cooperatives in the form of malls, supermarkets, department stores, and shopping centers, where management is carried out in a modern manner, prioritizing service and shopping comfort with management centralized in one entity, relatively strong capital, and equipped with clear price labels. In modern markets, sellers and buyers do not transact directly; instead, buyers look at the price labels attached to the items (barcode), are located within buildings, and services are provided either self-service or by sales attendants. Examples of modern markets include supermarkets, hypermarkets, and minimarkets. Characteristics of modern markets include clearly displayed prices with barcodes, a wide variety of durable goods for sale, being housed in buildings with self-service options, air-conditioned rooms that provide comfort away from the scorching sun, clean spaces, and well-organized layouts to facilitate product searches. Payments are made by bringing items to the cashier, and bargaining is no longer practiced. (Azizah, S. N. 2016).

(Sudriwati, 2017) classifies markets according to their location and service capabilities into five types as follows:

- a. **Regional Market:** This market is located in a strategic and spacious area, has a permanent building, and has service capabilities that cover the entire city and even extend outside the city, with a complete range of goods that can meet the needs of the community.
- b. **City Market:** This market is situated in a strategic and spacious location, has a permanent building, and serves the entire city area, offering a comprehensive range of goods. It serves a population of 200,000 to 220,000 residents. This includes wholesale markets and central markets.
- c. **District Market:** This market is located in a fairly strategic and spacious area, has a permanent building, and provides services covering the entire city, with a reasonably complete range of goods. It serves a population of around 50,000 to 60,000 residents. This includes retail markets, specialty markets, and central markets.
- d. **Neighborhood Market:** This market is situated in a strategic location, has permanent or semi-permanent buildings, and serves only the residential environment, offering a less complete range of goods. It serves a population of 10,000 to 15,000 residents. This includes retail markets.
- e. **Specialized Market:** This market is located in a strategic area, has permanent or semi-permanent buildings, and provides services covering the city area, offering a specific type of good, such as flower markets, bird markets, or livestock markets.

Market structure refers to the characteristics of a market, including the number and size of producers, the number and size of consumers, and the level of competition among producers. Essentially, market structure is divided into two main categories:

- a. Perfect Competition Market: A perfect competition market is a type of market characterized by a very large number of sellers and buyers, with homogeneous products being sold. Prices are formed through market mechanisms and the results of the interaction between supply and demand, meaning that sellers and buyers in this market cannot influence prices and are merely price takers. The goods and services sold in this market are homogeneous and cannot be differentiated. All products appear identical. (Mahdar Ernita, 2015).
- b. Imperfect Competition Market: An imperfect competition market is an economic condition of capitalism where there is one or several sellers and many buyers. Prices are determined by sellers, and the public can only accept these prices. In such conditions, the community is disadvantaged by the behavior of monopolistic capitalists. Therefore, imperfect markets should ideally be controlled by the state. (Darsono Prawironegoro, 2010).

Market Structure is Very Important because it is related to the prices that consumers will accept. Market structure will also affect the level of efficiency; the greater the number of participants in the market, the higher the level of competition, which demands greater efficiency. The importance of market structure is significant because it is related to the prices that consumers will receive. Additionally, market structure will influence the level of efficiency, so the higher the number of players in the market, the greater the level of competition, which necessitates greater efficiency. (Siti Faizah Hikmahyatun, 2019).

With the advancement of time and the development of increasingly sophisticated technology, markets no longer function solely as places for buying and selling transactions among local communities; they have also become a driving force for the economy on a larger scale. To make traditional markets the engine of economic development in a city, it is necessary for these markets to operate optimally, efficiently, and to meet the needs of the community. Threats to the existence of traditional markets as economic drivers for society arise due to the ownership of retail companies by foreign parties and a lack of attention to the interests of traditional markets. Competition between modern shopping centers and traditional markets also emerges due to the similarities in the functions of both. (Ayuningsasi, 2010). Traditional markets generally have an unpleasant environment characterized by dirt, mud, and unpleasant odors, and typically consist of stalls or tents. In addition, traditional markets have several weaknesses that are distinctive and difficult to change. These weaknesses include suboptimal spatial planning, layouts that are not as good or aesthetically pleasing as modern shopping centers, limited operating hours, minimal use of technology, poor quality of goods, insufficient sales promotion efforts, low security levels, and disorganized parking layouts. Traditional markets also generate more solid waste compared to modern markets, but waste management is often ineffective, leading to negative impacts on the market environment. This creates discomfort for buyers who wish to shop in traditional markets. (Pratiwi, K. C., & Kartika, I. N. 2020).

Efforts to improve the condition of traditional markets can be made through both physical and non-physical renovations and improvements. One of the government's policies in maintaining the sustainability of traditional markets is through the revitalization program carried out by the Ministry of Trade and the Ministry of Cooperatives and Small and Medium Enterprises. This program aims to empower micro-entrepreneurs operating in markets that lack adequate transaction facilities, decent, clean, and comfortable business spaces, which are owned and managed by the traders themselves. Market revitalization is an effort to revitalize the functions of traditional markets that are increasingly eroded by competition from modern markets. The considerations for cooperating in the revitalization of traditional markets include the changing perception of markets, which are no longer seen solely as centers of economic interaction but also as public spaces focused on improving the distribution channels of commodities being traded. The function of market development is also expected to not only seek financial profit but also to be a step towards enhancing the economy of small trades while involving developers for creative management. (Badrika, I. N. A., & Widiana, I. G. N. A. B. 2023).

The traditional market revitalization program is proposed with the aim of addressing all the problems inherent in traditional markets. This is due to the lack of innovation in the management of traditional markets, which results in these markets being uncomfortable and less competitive. In conducting economic activities in traditional markets physical conditions play a significant role. The physical design of the market must consider its function as a place for economic activities and social interactions among community users.

The traditional market revitalization program also involves market governance (institutional aspects). To achieve a professional market, integrated management is required, where all aspects of market management are unified. The effectiveness of this traditional market program will be achieved if all parties, especially market managers and traders as key players in economic activities in the market, support it. Improvements in clean and comfortable physical conditions, as well as good and professional management with support from qualified human resources managing the market, are expected to enhance the competitiveness of traditional markets, attract consumer visits to shop at traditional markets, and directly increase traders' income.

The implementation of revitalization of traditional markets is a government effort to enable traditional markets to compete with modern markets. The development of a market needs to consider the welfare of both traders and buyers in that market. Through the restructuring of traditional markets that pay attention to aspects of comfort, service, and security, the potential of traditional markets can be enhanced. Revitalization is an effort made to revitalize an area or part of a city that once thrived but has experienced degradation due to the passage of time. Thus, the revitalization of traditional markets is an effort by the government to improve both the physical conditions of the market and its management to adapt to the development of the times. In reality, revitalization of traditional markets often merely involves the renovation of the physical structures of the market without considering improvements in management and governance. (Siti Nur Azizah, 2016).

The revitalization efforts of the Ngawi Great Market have been planned for a long time but were only realized in October 2020 after a coordination meeting with various parties (Ministry of Public Works and Public Housing, 2021). This initiative received approval from several stakeholders, including the original traders of the Ngawi market, who responded positively. The condition of the Ngawi Great Market was deemed in urgent need of improvement, as it had not undergone any rehabilitation since its construction in 1991. The Ngawi District Government hopes that improvements to the market's infrastructure can stimulate the local economy. Based on the planning meeting results, the relocation plan for traders was organized according to the types of products they sell to avoid confusion for customers. After the renovation of the Ngawi Great Market was completed in 2021, traders were asked to occupy the new stalls that had been designated. However, some traders complained that their income had decreased since the relocation. Although the market development was intended to enhance the welfare of the traders, observations and interviews conducted with traders at the Ngawi Great Market revealed that the new buildings provided for them resulted in significantly lower incomes compared to when they were selling on the roadside.

Traditional markets have long played a crucial role in driving economic growth and providing valuable employment opportunities for communities. In addition to being a hub for local products, traditional markets also serve as trading venues that influence the economic development of a region. To carry out effective trading activities, adequate facilities and infrastructure are necessary, and markets fulfill these needs. Based on this context, the researcher is interested in conducting a study titled "Economic Analysis of Traders Post-Revitalization of the Ngawi Great Market."

Tabel 1. Number of traders in Ngawi Regency in 2023

Sub-District	Number Of Markets	Market Name	Number of Traders
Sine	1	Sine	275
Ngrambe	1	Ngrambe	610
Jogorogo	1	Jogorogo	494
Kendal	2	Kendal	308
		Simo	101
Geneng	-	-	-
Gerih	-	-	-
Kwadungan	-	-	-
Pangkir	1	Mluwur	134
Karangjati	3	Karangjati	377
		Samben	139
		Sembung	166
Bringin	-	-	-
Padas	2	Padas	140
		Kedungprahu	234
Kasreman	-	-	-
Ngawi	3	Ngawi	742
		Beran	438
		Hewan Ngawi	103
Paron	3	Paron	683
		Ngale	96
		Gentong	210
Kedunggalar	1	Kedunggalar	273
Pitu	1	Ngancar	6
Widodaren	-	Walikukun	837
Mantingan	-	-	-
Karanganyar	-	-	-
Total Amount	20		6.366

Source: Ngawi Regency Trade, Industry and Manpower Office, 2023

Based on Table 1, it is known that Ngawi Regency has various types of markets located in several sub-districts. Ngawi Sub-district has the largest number of traders in Ngawi Regency. This is a significant economic potential for Ngawi Regency, supported by the activities that take place at Ngawi Main Market. Ngawi Main Market has a structure consisting of numerous buildings in the form of stalls and kiosks managed by both sellers and market administrators. The majority of traders in this market sell a variety of daily necessities, such as fish, fruits, vegetables, eggs, meat, fabrics, various types of cakes, clothing, and electronic goods.

2. Research Methods

This chapter should contain sufficient technical information so that the method can be repeated by others well. Describe conclusively that the method used is a new method and if necessary use a table or a flowchart like Figure 1 to support the description. The research approach used in this study is a quantitative approach. The quantitative approach is a research approach that utilizes numerical data and is analyzed using statistical methods. (Hartono, M. A. R., & Asj'ari, F. 2020).

The quantitative approach in this study is used to determine the difference in income before and after the market revitalization, as well as to assess the impact of the market revitalization on traders' income. The method used is a survey method with a purposive sampling technique. The researcher chose Pasar Besar Ngawi as the research location, considering that the market had recently undergone revitalization.

- Population or Research Object. According to Sugiyono, the population refers to objects or subjects that possess specific qualities and characteristics within a generalization area, which are then determined by the researcher for study. The population in this research consists of all traders in Pasar Besar Ngawi. The total population in this study is 742 individuals.
- Sampling Method. Ida Bagus Mantra, Kasto, and several other researchers state that the sample size should not be less than 10% of the total elementary units of a population, while other studies suggest that the minimum sample size is 5% of the population's elementary units. The respondents in this study are traders in Pasar Besar Ngawi, selling

various types of goods such as clothing, accessories, food, jewelry, groceries, meat, seafood, vegetables, pottery, plastics, and flowers. The sampling method used for the trader respondents is Proportional Random Sampling, which involves first classifying the sub-population (strata) based on specific characteristics and then determining the sample size through simple random sampling. This process is a randomly selected sampling technique, ensuring that every element of the population has an equal chance of being selected as a sample. The first requirement for random sampling is to obtain or create a sampling frame, which is a list containing the elements of each population that can be selected as a sample. In this case, the population elements consist of a list of trader names. Proportional Random Sampling is used to calculate the sample size. Here's the calculation:

Tabel 2. Calculation of Random Sampling

Types of Goods Sold	Number of Traders	Number of Samples
Clothing	266	27
Accessories	15	1
Food	40	4
Jewelry	10	1
Groceries	60	13
Meat	18	6
Chicken/Vegetables	121	12
Pottery	30	2
Flowers	28	3
Designing	126	3
Plastic	28	3

Based on the calculations, the total number of respondent samples was taken from 10% of the total traders in Pasar Besar Ngawi, with the sample distribution proportionate to each type of goods they sell. The total number of samples is 75.

3. Results and Discussion

To analyze the success of the market revitalization using the predetermined variables and indicators. Revitalization can be considered successful if it can restore the functions of the market that have experienced a decline. To analyze the impact of revitalization on traders' economy using the predetermined variables and indicators.

In this geographical analysis, Spatial Analysis is used. In brief, Spatial Analysis can be defined as an approach in geography and related sciences that involves the use of geographic data to understand patterns, relationships, and distributions in space, involving the measurement of distances between specific entities or locations to identify spatial patterns, such as density or dispersion. For example, distance analysis can be used to identify distribution patterns. This research emphasizes spatial aspects and the complexity of the area, focusing on distance, distribution, and volume. In relation to distance, the function of transportation plays a significant role in the smooth flow of trade at the Ngawi Grand Market.

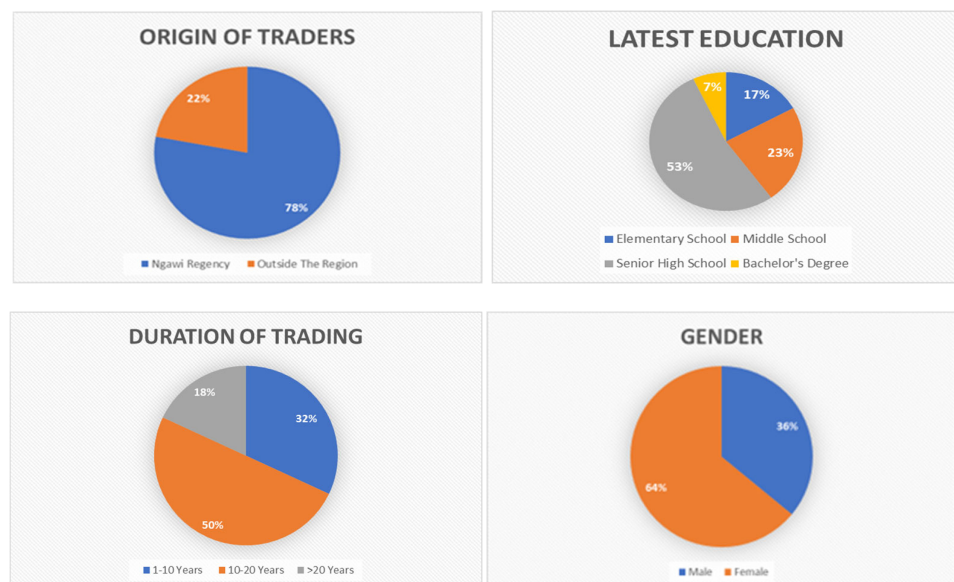
The research results using a questionnaire indicate that 64% of traders in the Ngawi Grand Market are female, while the remaining 36% are male. Additionally, 78% of the traders at the Ngawi Grand Market are from Ngawi Regency, meaning they are local residents, while 22% come from outside the Ngawi Regency, such as Magetan, Madiun, Bojonegoro, and Pati. Traders from outside Ngawi Regency typically continue the businesses owned by their parents, who previously traded at the Ngawi Grand Market. Regarding the duration of trading, 32% of traders have been trading for an average of 1 to 10 years, 50% for 10 to 20 years, and 18% for more than 20 years.

The origin of merchandise at the Ngawi Grand Market shows that 64% comes from Ngawi Regency, while 36% comes from outside the Ngawi area. For example, clothing comes from Pasar Gede Solo. Basic necessities (sembako) come from Ngawi Regency, Surakarta, Sragen, Magetan, Madiun, Bojonegoro, and Karanganyar. Vegetables come from Magetan and Karanganyar. Chicken meat comes from Ngawi, Madiun, and Blora. Beef comes from Ngawi and Madiun. Sea fish comes from Rembang and Lamongan. Many of the goods sold come from outside Ngawi Regency due to insufficient local supply, which prompts traders to source products from outside the region. One factor contributing to this is the price difference between goods sourced from Ngawi Regency and those from outside. The analysis regarding the origin of merchandise found that distance can have a significant impact on the price of goods. Here are some analysis results:

- a. **Transportation Costs:** The farther goods must be transported from the place of production to the market, the higher the transportation costs. These costs may include shipping fees, fuel costs, supply chain management costs, and other logistics expenses. These transportation costs can then be reflected in the selling price of the goods, resulting in an increase in price to cover the additional transportation expenses.
- b. **Distribution Costs:** The distribution of goods from producers to retailers or end consumers also incurs additional costs, especially if there are many distribution points along the supply chain. Distance can affect these distribution costs and ultimately influence the price of the goods.
- c. **Local Demand and Supply:** Sometimes, distance can influence the demand and supply of goods in specific locations. For example, goods may be scarcer or more expensive due to high transportation costs or limited availability

The condition of the Ngawi Grand Market, according to the traders, has significantly improved. The walls of the buildings are now sturdy and clean, much better than before revitalization when many walls were damaged due to age. The floors are now tiled, making them look much cleaner compared to the old buildings, which often had puddles due to roof leaks during rain. The parking area is larger, allowing traders and visitors to park more easily and in an organized manner, unlike the cramped old market parking lot, which looked disorganized. Facilities and infrastructure have also improved, with more clean restrooms available, many of which have sitting toilets, making it easier for elderly traders and visitors. This is in contrast to the old building's bathrooms, which appeared dirty, with many broken toilets and unpleasant odors.

The revitalization of the Ngawi Big Market building has indirectly increased consumer interest in shopping at the market. Based on the questionnaire results, 91% of traders stated that they experienced an increase in income post-revitalization. Given that the output of this revitalization has a positive impact, good market management is needed in the future so that market conditions are maintained. One of the steps that can be taken is to implement an optimal market waste management system. Good waste management can be done by providing waste sorting facilities based on their type, namely organic and inorganic waste. In addition, cooperation with the Environmental Agency in the process of transporting and processing waste can also be a solution to maintain cleanliness and sustainability of the market environment.



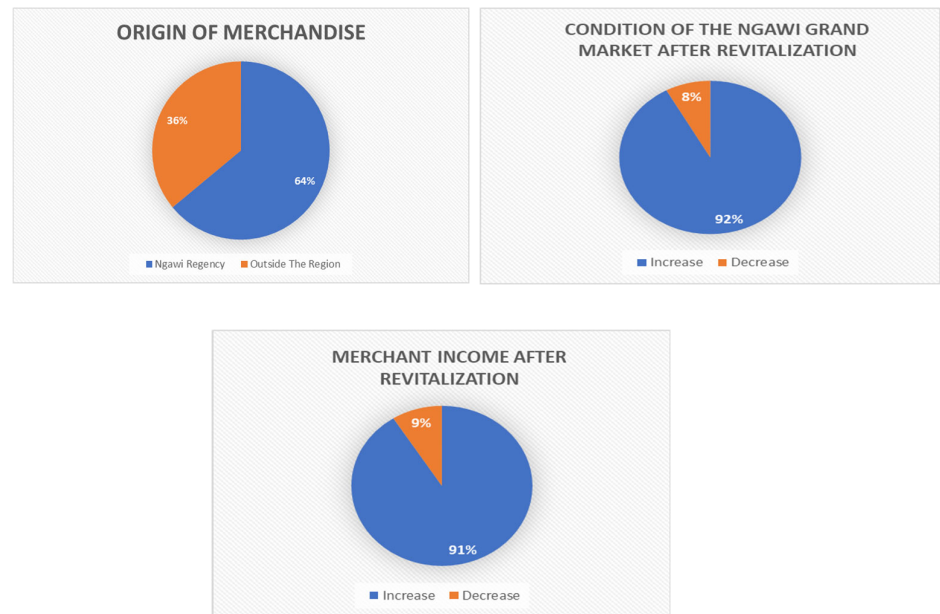


Figure 1. Percentage Diagram

4. Conclusion

The conclusion of this research indicates that the revitalization of the Ngawi Grand Market can be considered successful, as it has met the predetermined variables and indicators. Regarding the traders' economy post-revitalization, it can be concluded that there has been an improvement in their income while trading compared to their income before the revitalization. Additionally, the distance of the merchandise origin has an influence on the traders in determining the selling prices of their goods. This research shows that the revitalization of Ngawi Grand Market has had a positive impact on increasing traders' income and the convenience of market facilities. However, to strengthen the results of this study, further in-depth studies are needed on the sustainability aspects of post-revitalization market management, such as the effectiveness of waste management, service quality improvement, and studies on changes in consumer behavior patterns in the long term. In addition, comparative research with other traditional markets that have undergone revitalization can provide a broader picture of the success of revitalization programs in various regions. Quantitative data comparing before and after revitalization has not been presented in detail with strong statistical tables. Discussion of market management after revitalization both in the management of facilities, security systems, retribution and cleanliness is still lacking. The application of spatial analysis such as merchant distribution maps, patterns of origin of goods or trade distribution distances will be very helpful in strengthening the analysis of results.

Acknowledgements

The research was conducted by PID (Pengembangan Individual Dosen/ Lecturer Professional Development) grant from Universitas Muhammadiyah Surakarta 2023

Author Contributions

Conceptualization: Rudiyanto; **methodology:** Rudiyanto; **investigation:** Rudiyanto; **writing—original draft preparation:** Umrotun; **writing—review and editing:** Umar El Izzudin Kiat; **visualization:** Umar El Izzudin Kiat, Umrotun. All authors have read and agreed to the published version of the manuscript.

Conflict of interest

All authors declare that they have no conflicts of interest.

References

- A.A Mirah Pradnya Paramita, A.A Ketut Ayuningsasi. (2019). The Effectiveness and Impact of the Traditional Market Revitalization Program at Pasar Agung Peninjon. *E-Journal of Development Economics*, Vol. 2, No. 5.
- Azizah, S. N. (2016). Analysis of the Impact of the Traditional Market Revitalization Program at Pasar Tumenggungan on Traders' Income and Evaluation of Market Management After the Revitalization Program According to Traders' Perceptions. *Focus Business Journal*, Vol. 15, No. 02.
- Badan Pusat Statistik (BPS). *Ngawi Regency in Figures 2023*. Catalogue 1102001.3521.
- Badrika, I. N. A., & Widiyana, I. G. N. A. B. (2023). The Impact of Traditional Market Revitalization on the Welfare of Traders at Kediri Market, Kediri District, Tabanan Regency. *Locus: Scientific Journal of FISIP*, Vol. 15, No. 1.
- Darsono Prawironegoro. *Managerial Economics*. First Edition. (Jakarta: Nusantara Consulting, 2010), p. 147.
- Hartono, M. A. R., & Asj'ari, F. (2020). Analysis of the Impact of Traditional Market Revitalization on Traders' Income (A Study on the Traditional Market of Bulubrangsi Village, Laren District, Lamongan Regency). *E-Journal.unim*, Vol. 3, No. 2.
- Minister of Industry and Trade of the Republic of Indonesia No. 420/MPP/Kep/10/1997.
- Pratiwi, K. C., & Kartika, I. N. (2020). Analysis of the Effectiveness of the Traditional Market Revitalization Program and Its Impact on Traders' and Market Managers' Income at Pohgading Market. *E-Journal of Economics and Business, Udayana University*, 8.7 (2019): 805-834.
- Ridho Pratama and M. Sahnun. (2019). Analysis of Income Distribution Inequality Among Traders in Tanjung Morawa District, Deli Serdang. *Journal of Economic Finance and Public Policy*, No. 1, Vol. 1.

- Sudriwati. (2017). The Impact of Flea Markets on Traders' Income at Kiyap Jaya Market Reviewed from Islamic Economics . *Thesis*, p. 33.
- Siti Faizah Hikmahyatun. (2019). Market Structure from the Perspective of Islamic Economics. *Journal of Islamic Economic Science*, No. 02, Vol. 03.
- Yuni Saputri, G., & Sari Islami, F. (2021). Analysis of the Impact of Traditional Market Revitalization on Traders' Income at Bobotsari Traditional Market. In *Journal of Multidisciplinary Paradigms (JPM), Analysispm*, Vol. 2, Issue 2.