

MARKET BRANDING THROUGH THE TOUCH OF THE OLD (*TEMPOE DOELOE*) TRADITION

Ari Winarno¹, M Zaini Alif²

^{1,2}Fakultas Seni Rupa dan Desain (FSRD)

³Institut Seni Budaya (ISBI) Bandung.

¹ariwinisbi@gmail.com, ²kolecer@gmail.com

Abstrak

Artikel ini membahas tentang keberadaan pasar alternatif yang unik dibandingkan dengan pasar yang ada. Mayoritas pasar pada umumnya terbatas sebagai tempat jual beli kebutuhan dan kebutuhan lainnya tanpa sentuhan budaya atau pendidikan; pembeli dan penjual tidak mendapatkan nilai tambah atau pengalaman lain setelah transaksi selesai. Artikel ini membahas tentang keberadaan pasar papringan di Temanggung, Jawa Tengah, dan pasar Talawengkar di Subang, Jawa Barat sebagai model studi keberadaan pasar kontemporer yang mengusung nuansa tradisi lama (*tempo doeloe*). Pasar Papringan Jawa Tengah merupakan pasar yang berada di dalam hutan bambu sehingga dinamakan Pasar Papringan. Keunikannya meliputi penggunaan koin bambu, beroperasi setiap 35 hari dua kali pada hari Minggu Wage dan Minggu Pon. Begitu pula dengan pasar Talawengkar yang terletak di Desa Bolang, Kabupaten Subang memiliki keunikan tersendiri. Diantaranya adalah penggunaan genteng tanah liat yang disebut talawengkar. Dengan menggunakan pendekatan kualitatif dan disertai analisis kritis, dapat dijelaskan bahwa operasi pasar yang memanfaatkan tradisi lokal dan alam sekitarnya merupakan kekhasan dan branding pasar. Kedua pasar tersebut tidak hanya menjadi tempat berdagang, tetapi juga sebagai destinasi wisata belanja yang menanamkan nilai-nilai edukatif.

Kata Kunci: Branding, Pasar, Tempo Doeloe, Tradisi Lama

Abstract

This article discusses the existence of an alternative market that is unique compare to the existing markets. The majority of the markets are generally limited to being a place for buying and selling necessities and other needs without any cultural or educational touch; the buyers and sellers do not get added value or other experiences after the transaction is completed. This article discusses the existence of the Papringan market in Temanggung, Central Java, and the Talawengkar market in Subang, West Java as a study model for the existence of contemporary markets that bring out the nuances of the old (*tempo doeloe*) tradition. Papringan Market in Central Java is a market held in a bamboo forest so that it is called Pasar Papringan. Its uniqueness covers using bamboo-made coins, operating every 35 days two times on Sunday Wage and Sunday Pon. Likewise, the Talawengkar market located in Bolang village, Subang Regency has its peculiarities. Among others is the use of clay tiles called *talawengkar*. By using a qualitative approach and critical analysis accompanied, it can be explained that the market operation utilizing local traditions and the surrounding nature is the markets' peculiarities and branding. Both markets do not only serve as places for trading, but also as shopping-tourism destinations that instill educational values.

Keywords: Branding, Market, *Tempo Doeloe*, Old Tradition

INTRODUCTION

When we hear the term market, we think of a place for selling and buying activities. It facilitates sellers who offer various products and buyers who need household necessities and other things to make transactions. Nowadays, it is growing to adapt to current needs, advanced management, and massive use of technology. Based on the characteristics, it can be classified into traditional, modern, and online marketplaces. Each type of market has its consumers, as well as its advantages and disadvantages.

This paper aims to reveal the potentials of natural resources and local cultures, which have selling values and power, in empowering a market. Markets were identified as the primary source object, and collected data were analyzed by using a qualitative approach.

RESULT AND DISCUSSION

1.1 Traditional Markets

The traditional market is the oldest that appeared since the era of the monarchs. This type of market is the center of the trading activities for the residents, as the majority of sold goods come from the neighborhood and buyers are the locals. The traditional market is unique due to bargaining in buying and selling. The market design usually consists of stalls or outlets, booths, and open stalls managed by a seller or a market manager. Most of them sell daily necessities such as fresh food like fish, fruit, vegetables, eggs, meat, cakes, clothing, electronic goods, services, and other things. Markets like this are still widely found in Indonesia. Generally, the market is located near residential areas to make it reachable for buyers. Some of the most popular traditional markets in Java are Beringharjo Market in Yogyakarta, Klewer Market in Solo, Pasar Johar in Semarang. Also, there are other traditional markets in different areas with their distinctiveness depending on the characteristics of

their patrons by using the Javanese/Islamic calendar calculation to regulate their operations, having been passed down from generation to generation.

1.2 Modern Markets

It is a market that operates under a modern management system. It is generally located in urban areas and nearby to provide quality products with good services to consumers (usually belong to the upper-middle class). The modern market includes malls, supermarkets, department stores, shopping centers, franchises, and minimarkets.

It is a place where a trade transaction takes place without a bargain on the price. The price is already printed in a barcode on each item. It sells vast arrays of goods with high quality. It is located in a premise where consumers can help themselves to get the things they need (self-service). The conditions of the modern market are generally clean and comfortable because they are equipped with Air Conditioners and a pleasant atmosphere, a neatly-organized layout that enables consumers to find the items they need easily. The transactions are handled by a cashier that has been trained. Services in this market generally satisfy consumers, along with adequate parking facilities and a comfortable atmosphere.

Its operational hours depend on operation management. It usually opens at 8 a.m. and closes at 9 p.m. There is also the minimarket opening 24 hours in a strategic area to cater to its consumer needs.

1.3 Online Marketplace

It is a market where buyers and sellers do not meet directly. The buyers make orders through an application and the sellers send the products with the help of delivery services. This type of market is highly demanded during the covid-19 pandemic since people have to apply social distancing. Thus, it helps to fulfill the people's need.



Fig. 1. The Ambiance of Papringan Market
(Source: <https://www.brilio.net/creator/uniknya-pasar-papringan-temanggung--072395.html> downloaded tanggal 11/04/20)

The three types of the market provide the primary or secondary necessities but they have not exploited the potentials of local cultures as the basis for its operation. There are markets with alternative atmospheres that promote local cultures and optimize the local people's capacities to support their operations. Two of them are the focus of discussion in this article, namely Papringan market in Temanggung, Central Java, and Talawengkar market in Subang.

Seeing from its beginning, the markets are newly built. Even so, their organization and appearance are very different from other built markets by responding to their surroundings and promoting the local cultures to attract visitors to come and enjoy the different ambiance.

Papringan Market

At a glance, Papringan Market in Temanggung, West Java is a folk market taking place in the dense bamboo forest that is beautiful and natural. Also, the cool air makes us more relaxed. It is also the reason why the market was named Papringan



Fig. 2. The currency of pring and Bank for money exchange.
(Source: <https://www.brilio.net/creator/uniknya-pasar-papringan-temanggung--072395.html> downloaded on 11/04/20)



Fig. 3.
(Source: <https://www.brilio.net/creator/uniknya-pasar-papringan-temanggung--072395.html> downloaded on 11/04/20)

Market. It is originated in the word 'pring', which is bamboo.

Some interesting and attractive features found in Papringan Market is as followed:

1. The transaction payment does not use rupiah banknotes. It is done by using bamboo-made coins. Since the coins are the market's currency, people exchange their money for bamboo-made coins. The bank for money exchange is provided before the entrance. A bamboo-made coin equals 2,000 rupiahs. If we do not spend all of the coins at one visit, we cannot change them into rupiah banknotes. Yet, the coins are valid for transactions on our next visit to Papringan Market.
2. It is only held on Sunday Wage dan Sunday Pon. Papringan market opens '*selapan dino ping pindo*' or once every 35 days two times, namely on *Minggu* (Sunday) *Wage* and *Minggu* (Sunday) *Pon*. Two opportunities in a cycle in the Javanese/Islamic calendar.
3. Another uniqueness found in Papringan Market is the costume worn by the seller. They wear clothes made of *lurik* fabric. It is a local genius that you cannot find in other traditional markets. The sound of traditional gamelan played by musicians dressed in *lurik* evokes a certain feeling. The visitors can walk through the bamboo trees with an exclusive ambiance.
4. A variety of goods offered in Papringan market. The Papringan market displays an array of uniquely-designed bamboo crafts at af-

fordable prices, ranging from 1 to 15 bamboo-made coins or around 2,000 to 30,000 rupiahs. It also offers traditional snacks, such as *gethuk*, *jadah*, *tiwul*, and many more. The visitors can find delicious dishes, chips, and crackers put in antique containers that arouse a feeling of nostalgia. Fresh fruits and vegetables, produced by the local residents' farms, are also available.

Talawengkar Market

Talawengkar Market is located in Bolang hamlet, Cibuluh village, Tanjungsang district, Subang regency. Small round pieces of clay tile (known as *talawengkar* in local terms) are used for transactions in this market. Like rupiah banknotes, the values are carved on the talawengkar coins, ranging from 1tl, 2tl, 5tl to 20tl. Therefore, the market is called "Talawengkar Bolang Market". It is close to the Cultural Hut of Bolang hamlet. A special area nearby is spared for residents who want to sell things. The ideas of *talawengkar* currency originated from the past Sundanese tradition that celebrated the seven months of pregnancy. The host of the feast always served *rujak* (Sundanese fruit salad). Yet, the guests could not scoop the *rujak* directly. "If the guests wanted to have the *rujak*, they have to exchange it with a small round piece of clay tile made by themselves. The rounder the piece of clay tile, the more *rujak* they would have." Thus, the use of *talawengkar* coins is an attempt to remind the residents that once in the past, the area was famous for its clay-tile productions. Now, no one in the area makes clay tiles. The market has stimulated the economic activities of the locals by increasing the production of pottery to make the *talawengkar* coins.

Talawengkar market opens every seven months. It is because, during the break of seven months, the residents are given entrepreneurship training to make some products that will be sold

in the market afterward. The products vary from traditional typical dishes and crafts.

CONCLUSION

- The two markets operate by combining the traditional-culture potentials and modern management. For example, a bargain typical to the traditional market no longer exists, yet the traditional nuances presented in the modern context.
- The organization of Papringan and Talawengkar markets that unite with their surrounding nature is their peculiarities and branding.
- The instillation of educational values since the visitors are brought into the local nuances, customs, and culture of the past. It also may evoke a sense of nostalgia since the visitors can find the traditional crafts or toys which they used to play in their childhood.
- The markets are tourist destinations since among the array of goods displayed, there are dated traditional dishes so that the visitors can feel different and typical atmospheres.
- In general, it can be said that the activities of both markets enforce the local economy and increase the index of happiness among residents through their culture.

REFERENCES

- [1] Susanto, Rachmad Yusuf and Budi Prihatiningtyas in *Kajian Perdagangan Pasar Tradisional dan Pasar Modern Kota Malang*
- [2] <http://repository.ut.ac.id/8031/1/FI-SIP201601-46.pdf>
- [3] <https://www.brilio.net/creator/uniknya-pasar-papringan-temanggung--072395.html>