



At-Tarbawi: Jurnal Pendidikan, Sosial dan Kebudayaan
e-ISSN: 2086-9754/p-ISSN: 2086-9754
Volume 11 Number 1 2024
doi: 10.32505/tarbawi.V11i1.8345

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Received:
April 30, 2024

Accepted:
May 17, 2024

Published:
May 27, 2024

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Abstract

Pasar Klewer is one of the largest and most famous traditional markets in Surakarta that sells batik. This study examines the social and economic activities that occur in the trade between traders and batik suppliers in Pasar Klewer Surakarta so that social factors that have a positive impact on the relationship between traders and suppliers can be identified. Trading activities in traditional markets are subject to influencing social factors. The research method used is qualitative with an ethnographic approach. Data were collected through ethnographic interviews and non-participant observation to 7 informants (6 traders and 1 Head of Klewer Market). The results showed that in trading activities between traders and batik suppliers or kulakan there is a subscription phenomenon that is built due to mutual trust. The subscription phenomenon facilitates the certainty of merchandise supply for traders and the debt system.

Keyword: Merchants, Suppliers, Subscriptions, Social exchange, Trading

Abstrak

Pasar Klewer merupakan salah satu pasar tradisional terbesar dan terkenal di Kota Surakarta yang memperjual belikan batik. Penelitian ini mengkaji tentang aktivitas sosial dan ekonomi yang terjadi pada perdagangan antara pedagang dengan pemasok batik di Pasar Klewer Surakarta sehingga dapat diketahui faktor sosial yang berdampak positif bagi hubungan pedagang dan pemasok. Aktivitas perdagangan di pasar tradisional syarat akan faktor-faktor sosial yang mempengaruhi. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan etnografi. Pengumpulan data melalui wawancara etnografis dan observasi non partisipan kepada 7 informan (6 pedagang dan 1 Kepala Pasar Klewer). Hasil penelitian menunjukkan dalam aktivitas perdagangann antara pedagang dengan pemasok batik atau kulakan terjadi fenomena langganan yang terbangun karena rasa percaya satu sama lain. Fenomena langganan memudahkan terjadinya kepastian pasokan barang dagangan bagi pedagang dan sistem hutang-piutang.

Kata Kunci: Langganan, Pedagang, Pemasok, Perdagangan, Pertukaran Sosial

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

Introduction

Surakarta is not only known as an important center of batik activities in Indonesia, but also plays a major role in its economic and trade turnover through this sector. Data from Solopos confirms that batik holds the third rank in Surakarta's export list, reaching 14.61% of total exports. Based on the BPS Economic Indicators publication in 2022, the value of batik exports from Surakarta reached US\$8,218 million, showing a substantial contribution to the regional and national economy (Wibowo, 2023). The importance of batik's role in the Surakarta economy is not only limited to export figures, but also brings far-reaching impacts to the local community. The strong trade and economic turnover in the batik sector blesses the people of Surakarta and the surrounding region to create jobs, increase income, and revive local trade. Thus, Surakarta's existence as a batik center is not only a source of cultural pride, but also a significant economic driver.

Pasar Klewer is the largest and most famous traditional market that has long been the mecca of batik trading in Surakarta. Pasar Klewer is the center of batik trading for the people of Surakarta and its surroundings. This makes Pasar Klewer the top of mind for people who want to find batik (D. P. Sari & Yudana, 2019). This situation makes Pasar Klewer not only a place of economic circulation but also a space of social exchange that brings together traders, buyers, tourists, middlemen, and suppliers, from various regions who want to shop for batik. This can categorize Pasar Klewer as a business and public spaces area, where people shop, recreate, and establish social relationships (Najjari Nabi et al., 2020).

In addition, Pasar Klewer is also a gathering place for batik traders from various regions. They come to find and supply merchandise to traders at Pasar Klewer. Fahri's research results (2018) on Trade Network Analysis in Klewer Market, shows that areas around Surakarta such as Pekalongan, Sukoharjo, and Sragen play a role as batik suppliers for traders in Klewer Market. The majority of the supply chain of commodities traded in traditional markets comes from areas around the market rather than imports, so the selling price of commodities in traditional markets can be cheaper (Iskandar et al., 2021). The trade and social networks that exist between traders and suppliers have provided benefits in terms of reduced production costs and ease of communication between each other, thereby increasing the likelihood of subscription relationships.

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

Traders in Pasar Klewer have a principle in selling. The principle of “*Ora Bati Ora Popo, Ning Bati Paseduluran*” means that it doesn't matter not to, the important thing is to build brotherhood (Aliyah et al., 2020). This principle makes the traders at Pasar Klewer famous for their hospitality. They have a culture and habit of behaving in a friendly manner towards everyone, so that the economic turnover that occurs is qualified by social values. By referring to this principle, trade relationships are not only business relationships, but also social exchanges in the form of family and kinship relationships. Traders in traditional markets in Indonesia are known for their friendliness and skill in maintaining good relationships with fellow traders, suppliers, and buyers (Muzdalifah et al., 2019). This principle is also what allows the price of batik in Pasar Klewer to be relatively cheap due to the involvement of social exchange factors.

The social exchange that occurs in economic activities in traditional markets is a characteristic that has been inherent since time immemorial. Traditional markets are not only a place to buy and sell, but also a conception of the space of life and social interaction of the people in it (Aliyah et al., 2016). This makes the economic circulation in traditional markets more or less influenced by social exchange factors. These social exchange factors are manifested in the form of social networks, giving discounts, giving bonuses, providing relief in installments, and the activity of *Nyaur Nyumuk* (debt system) (Farid, 2018). This phenomenon is the social capital, uniqueness and identity of traditional markets that have survived in the modern era of speed and certainty.

Research on social and economic activities at the Klewer Market between traders and suppliers is interesting to explore because the social dimension, or social exchange specifically, is often the main determinant in the economic turnover process. Klewer Market was chosen as the research subject because it is one of the largest traditional markets and represents the economic turnover of the batik sector in the Surakarta area, where intense social exchange activities and large economic turnover often occur. This research focuses on analyzing how social exchange and economic dynamics between traders and batik suppliers take place at Klewer Market.

Methods

Qualitative research methods with an ethnographic approach were used to obtain research data at Klewer Market. Ethnography is a field research (field work) that seeks to understand the behavior, interactions and terms of research informants,

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

so that it can produce an original point of view of the informant or native point of view (Spradley, 2006: 18). The output of ethnographic research is a comprehensive description of a culture that occurs in the research object. This research was conducted at the Surakarta Klewer Market.

Primary data from this research was obtained through non-participant observation and ethnographic interviews with traders at Klewer Market who were fully enculturated. Meanwhile, secondary data was obtained through previous research literature and news from various media regarding trading at the Klewer Market. The collected data was analyzed through 4 stages, namely domain analysis, taxonomic analysis, component analysis and cultural theme analysis.

Result

Observation results in the Klewer Market area show that there are thousands of batik traders who sell every day for their livelihood and economy. They are neatly organized in the modern Klewer Market building. This is confirmed by data from the informant, Pak Darmawan, as Head of Klewer Market, who said that the total number of traders at Klewer Market as of April 2023 was 3115 traders. Thousands of traders are organized into 4 communities or associations at Klewer Market. The four associations are the Klewer Market Traders Association (HPPK), the Klewer Market Yard Traders Association (P4K), the East Klewer Market Traders Association (P3KT), and the Renteng Kiosk Traders. Traders are associated with the association based on the location of their kiosks and their trading characteristics.

The observation results also show that the relational relationships that occur between traders and suppliers at Klewer Market are very massive. This phenomenon is manifested in loading and unloading activities by traders in the Klewer Market shopping area as well as the wholesale process of batik merchandise carried out by traders from suppliers. In the context of wholesale process activities, traders obtain supplies of merchandise through various methods and types of suppliers, such as sales, car traders, and between fellow traders at Klewer Market.

"The majority are from Sragen, Solo, Pekalongan for me. It depends on the type of batik." (YS, 55 years old)

"Some are from Waleri, Pasar Senen Jakarta, Bandung, and from the lower traders (Pasar Klewer Merchants 1st & 2nd Floor) too. I take it according to the trendy models." (AR, 46 years old)

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

Triangulation of data from informants shows that the batik merchandise at Klewer Market is obtained from various suppliers in various regions. For areas around the city of Surakarta, the merchandise comes from suppliers in Sragen, Sukoharjo, Pekalongan, Waleri and the city of Surakarta itself. Apart from that, Jakarta and Bandung also contribute as suppliers for traders at Klewer Market. In fact, several traders in the market are involved in wholesale transactions with fellow traders to obtain merchandise supplies. This reflects the diversity of relational dynamics between traders and suppliers at Klewer Market.

“With Pekalongan and Jepara traders, you can pay your debts or ngalap nyaaur with payment due every market, Monday and Thursday. The subscription with the Pekalongan trader is good, if the goods are characterized or not sold for a long time, they can be exchanged.” (TS, 59 years old)

“There is a system called lisit, where the payment is combined with cash and checks. There are also those who usually entrust goods to be sold. At the end of the day, how much is sold and how much is the profit.” (YU, 43 years old)

The dynamics of trade between traders and suppliers are also characterized by social elements. In payment activities, traders in Pasar Klewer use the lisit and ngalap nyaaur systems. Both systems can be categorized as debt activities. In fact, some suppliers also trust the traders by entrusting batik merchandise to be resold with a payment system at the end according to the goods sold. In addition, traders also get facilities from suppliers to exchange batik merchandise that has been purchased if there are product characteristics or defects and the merchandise is not sold for a long time.

“The main values held by all traders in Pasar Klewer are honesty and fairness, if you are honest it will be easy to gain trust and God willing, your sales will be smooth.” (JK, 53 years old)

Traders in Pasar Klewer highly value honesty and fairness in their trading activities. They believe that these values can provide them with ease and smoothness in trading activities. The smoothness in trading due to the application of honesty and fairness values occurs because traders will later gain the trust of suppliers. The manifestation of honest and fair values in trading activities between traders and suppliers is by making regular debt payments and according to the agreement, so that it can generate trust from suppliers to traders.

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

"Buying from suppliers who have been subscribed for a long time facilitates price certainty so there is no need to bargain and the quality of the goods is guaranteed." (HT, 72 years old)

Traders who already have mutual trust with suppliers will implement a subscription relationship. Informants explained that the subscription relationship that traders try to establish with suppliers aims to make it easier to obtain a supply of merchandise with guaranteed quality. The certainty of merchandise from suppliers will have a positive impact on economic and trade activities.

Discussion

Trading Activities between Traders and Suppliers in Klewer Market

In order to carry out the economic circulation process in the form of trade, traders in Pasar Klewer need suppliers or suppliers to fulfill batik merchandise. The social network between traders and suppliers can be formed due to a sense of need from traders based on the need for merchandise availability (Dwi Hidayati & Hendrastomo, 2016). Therefore, a trading activity that requires social networks between traders and suppliers can reduce the risk of gaps between demand and supply, which in turn can increase efficiency in the trading process. Trade networks between traders and suppliers can determine the certainty of the quality and quantity of merchandise to be sold by traders.

Trading activities between traders and suppliers at Pasar Klewer can be seen from the kulakan activity or the process of purchasing batik merchandise for resale carried out by market traders to suppliers. The kulakan activities carried out by traders at Pasar Klewer to obtain batik merchandise are grouped into 3:

1. Sales

The majority of sales take a direct approach by picking up the ball in the field, they move actively around Pasar Klewer to offer a variety of merchandise to traders. By interacting directly, sales can provide more persuasive offers and convey information about products more effectively. If they have become regular customers, the merchants will contact the sales by phone or whatsapp for the purpose of restocking batik merchandise as needed. The ordered batik merchandise will be sent to traders in Pasar Klewer according to the order. The majority of the sales present at Pasar Klewer come from Sragen, Pekalongan, Waleri, Kudus, Bandung, and Jakarta. The sales come directly to Pasar Klewer from

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

these areas without intermediaries. They not only offer their products directly to the merchants, but also try to build strong personal relationships with the merchants. This is in line with the research results (Fitra, 2017) that traders in traditional markets tend to establish subscription relationships with sales distributors to facilitate the supply of merchandise and try to obtain sales bonuses offered.

2. Merchants with Cars

Merchants with cars refer to merchants who sell their batik wares in the parking lots around Pasar Klewer, including North Square and the courtyard of the Surakarta Grand Mosque. They are traders from Pekalongan who use cars as a means of transportation as well as trading on Mondays and Thursdays at Pasar Klewer (Winarno et al., 2021). Traders in Pasar Klewer usually take the initiative to approach the Motorized Traders directly to obtain batik merchandise. They select batik and other types of products that they will resell within the market. Sometimes, some Merchants with Cars utilize the services of porters from the Indonesian Transport Market Union (SPTI) as sales to offer their batik merchandise to traders inside Pasar Klewer. Although there is sometimes tension and negative sentiment from some Pasar Klewer merchants towards the Merchants with Cars, who are considered to be detrimental to their income, some merchants still choose to transact with them for cargoes.

3. Fellow Traders at Klewer Market

Traders in traditional markets have a value of togetherness that is manifested in mutual trust and helping each other (Muzdalifah et al., 2019). This can also be seen in some traders in Pasar Klewer who engage in kulakan activities with fellow traders within the market, especially those who are members of the P4K association. They conduct kulakan activities by going around looking for batik merchandise to HPPK or P3KT traders who generally focus on wholesale sales. Traders who are members of the P4K association usually have dozens of subscriptions among fellow traders in Pasar Klewer. This allows them to obtain batik merchandise more quickly and efficiently, as they do not have to wait long to obtain batik from suppliers outside Pasar Klewer. This kulakan method was chosen because it is financially, time- and labor-effective for P4K traders. Most of them operate on a retail scale and in small or retail quantities, so acquiring batik

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

merchandise stock in this way is a more efficient option. Thus, they can maintain a smooth flow of batik merchandise without having to depend on the availability and delivery time of out-of-town suppliers.

Of the three options for where to stock up on merchandise, traders at Pasar Klewer place economic principles as the top priority. They do not have a favorite place and time certainty when buying merchandise or are flexible to follow their needs. The flexibility of traders in determining merchandise is a strategy to maintain their existence as traders in traditional markets in the modern era (Purnomo et al., 2018). Furthermore, the price factor is a major consideration, as traders need to ensure that the purchase price of batik merchandise is low enough to allow them to set a competitive selling price. The strategy of finding suppliers with low purchase prices aims to obtain a large profit margin, so that they as traders in traditional markets can continue to exist amidst the hype of modern markets (Fatmasari, 2016).

While economic principles are given top priority in the traders' *kulakan* activities, they do not completely ignore the non-economic factors that also play an important role. This is manifested in the subscription relationships that traders develop with suppliers, which are personalized and strong in contrast to purely economic considerations. Subscription relationships between traders and suppliers in traditional market trading are classified as horizontal relationships based on friendship and kinship (Islami, 2021). This phenomenon illustrates the tendency of traders to consistently make purchases from the same supplier. The existence of a subscription relationship between traders and suppliers not only provides benefits in the form of certainty of availability and guaranteed quality of goods.

Social Phenomena in Trade Activities between Merchants and Suppliers

Economic activity in traditional markets will always be thick with social phenomena. In the trading mechanism in traditional markets, interaction and trust between sellers and buyers play a key role. Most of the interactions that occur in traditional markets can be classified as commissive utterances, which are reflected in the questions and offers made by traders and buyers to reach a transaction agreement (Sari et al., 2016). This is because the main purpose of trading in traditional markets is to obtain goods at affordable prices. Clifford Geertz, in the book *Peddlers and Kings* (Geertz, 1977) explained that the economic mechanism in traditional markets in

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

Indonesia that is most often encountered is the phenomenon of slidding prices obtained through bargaining activities until a price agreement is reached.

Pasar Klewer, as the object of research, also illustrates similar dynamics. The researcher found a number of social phenomena that occur in the kulakan practice carried out by traders to suppliers. These phenomena, either directly or indirectly, result in a benefit for the traders. The researcher categorized the social phenomena into three forms:

1. Accounts Payable

The phenomenon of debt is a common occurrence in trading in traditional markets. In the economic realm, owing money is done because of the lack of capital owned by traders. Meanwhile, in the social realm, being in debt can be a cause of social networks and attachments between the traders involved. Research conducted by Baidhowi (2015) In Pasar Klewer, the researchers found that traders often owe their merchandise to fellow traders with the aim of building a network of relationships and also considering that goods that are not immediately sold will be damaged. In Pasar Klewer, researchers found two phenomena that lead to debts in the kulakan activity between traders and suppliers.

First, the lisit phenomenon can be categorized as a credit practice, where the merchant does not fully pay for the goods, he buys in cash at the time of the transaction. In this case, the merchant uses a payment method that combines the use of checks and cash. Notably, this practice generally occurs in purchases with large values, reaching millions to tens of millions of rupiah. The use of checks is chosen because most traders in Pasar Klewer tend not to carry large amounts of cash, so they reduce cash expenditure by using checks. On the other hand, partial payments using cash are made as collateral or earnest money for suppliers. This cekelan money also serves as pocket money to return to the suppliers' place of origin which is far from Surakarta City.

Secondly, the Ngalap nyaur phenomenon is a debt phenomenon in kulakan activities carried out by traders to suppliers. The payment method in the ngalap nyaur phenomenon is almost 80-100% on credit. The ngalap nyaur phenomenon is commonly found in the trading activities between traders in Pasar Klewer and their suppliers from Pekalongan and Jepara. The credit system in this ngalap nyaur phenomenon occurs in a short period of time, which is paid on Monday or Thursday when the Merchants come to Klewer Market. This is similar to the results of research (Dulkiah, 2018) that the ngalap nyaur method is a form of

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

short-term credit between retailers and grossiran when transacting. For example, if someone, such as A, makes a purchase on Monday, he or she can request credit, but must repay the debt on Thursday of the same week when Trader Bermobil visits Pasar Klewer.

The system of entrusting merchandise by suppliers to traders also occurs in trading activities at Pasar Klewer. The majority of those who entrust merchandise are salespeople who travel around Pasar Klewer to find new customers. The system of entrusting goods also varies in terms of the time period, some are taken one day immediately, weekly, to monthly. Profits from sales will be shared depending on the agreement between the supplier and the merchant. The remaining goods can be taken back directly by the supplier or purchased by the merchant as merchandise. The method of entrusting goods with an agreement to share profits is a form of healthy trade because there is positive cooperation between the two parties to the transaction (Wahdania & Salim, 2020)

2. Exchange Goods

The phenomenon of goods exchange can be categorized as a facility given to traders at Pasar Klewer when they are trading. This is a form of guarantee from the seller to the buyer if the batik purchased has product defects and does not match the request (Maulana & Abadi, 2023). The practice of this exchange facility allows traders in Pasar Klewer to exchange merchandise with suppliers. These goods cannot be exchanged for cash, but for the same merchandise at the same price.

Suppliers who are known to provide exchange facilities are Car Traders and Fellow Traders in Pasar Klewer. Therefore, informants who are traders in Pasar Klewer mostly subscribe to trade goods from these two traders. The sense of brotherhood and trust between fellow traders allows this exchange phenomenon to occur, especially for traders who both trade at Pasar Klewer. This phenomenon is common in the trade of clothes or batik in traditional markets, especially between wholesale buyers who want to resell the goods they have purchased, thus allowing wholesale buyers to sell without having to dispose of the remaining inventory and reducing potential losses (Putri & Sulthon, 2021). As such, this practice reflects the close-knit social dynamics and activities within the merchant community at Pasar Klewer.

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

Both social phenomena in trading activities at Pasar Klewer can occur thanks to the trust that exists between trading actors. This trust arises from honest and fair practices in doing business in the market. The relationship between trust and honest practices and other humanistic traits is the highest virtue in business or trade ethics (Scalzo et al., 2023). With trust, a subscription relationship is formed between traders and suppliers. This is in line with Davis's opinion contained in the Economic theory of Personalism. Davis (1973: 29), refutes the opinion of the substantivists who view market phenomena as very anti-social by relying on their self-regulation. Meanwhile, Davis in the process of analyzing the market pays attention to the interactional factors carried out by economic actors.

Economic Analysis of Personalism Between Traders and Suppliers

William G. Davis is known for introducing the economic theory of personalism through his work entitled "Social Relations in Philippine Markets", which was published in 1973. Davis formulated the economic theory of personalism through research in the traditional markets of Baugio City, Philippines. Davis succeeded in digging up findings that indicated the existence of a pattern of personalistic relationships and its positive impact between economic actors, namely suppliers and traders in the Traditional Market. Davis, (1973: 276) highlights two important aspects that define the personal relationship between suppliers and traders in the market. *First*, strong solidarity between the two is able to produce harmonious cooperation and ensure the smooth supply of goods at appropriate prices. *Second*, the common practice of back payments or credit between producers and traders indicates a high level of trust between the two. Traders will pay producers after the goods purchased are sold on the market. Therefore, this research confirms that in the world of a traditional market economy, non-economic factors such as trust and personal relationships have an inseparable role in maintaining the sustainability of the economic system.

At the Klewer Market, interactions between traders and suppliers reflect the principles explained in the Personalism Economic theory put forward by Davis. In practice, traders often adopt a system of subscriptions and accounts receivable with suppliers as a method of receiving merchandise. A subscription relationship is something that is pursued and built on the awareness of each party. This relationship arises on the basis of the benefits and losses that have been considered (Sairin et al., 2002). Implementing a subscription system in wholesale activities makes it easier for

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

traders to obtain certainty of merchandise with guaranteed quality and appropriate prices.

Subscription is a relationship that is essentially economic but based on social relationships that are personal and bound by social values, such as shame and self-esteem (Sairin et al., 2002: 205). Traders at Klewer Market subscribe to at least 10 suppliers who regularly supply merchandise. Generally, the subscription relationship that occurs between traders and suppliers lasts for years. Therefore, it is normal for the relationship between them to be very personal, beyond mere commercial relations. This binding subscription relationship provides benefits for traders because they get certainty of goods, and suppliers will get a guarantee that goods will be sold at a fair price (Davis, 1973: 211).

In the context of trading activities, the formation of a subscription phenomenon between traders and suppliers has additional positive impacts, one of which is the occurrence of accounts receivable or credit transactions. Accounts receivable or credit can occur if traders and suppliers trust and subscribe to each other. Among traditional market traders, credit is a common thing due to the limited business capital they have. The results of Davis' research at Baugio Market found that among traders there was a phenomenon of debts and receivables among traders which was manifested in a savings and loan group from social gatherings and routine savings of traders at the market. Apart from that, suppliers are also a source of credit for market traders (Sairin et al., 2002: 210).

In line with the results of Davis' research, the phenomenon of debts or credit between traders and suppliers also occurs at Klewer Market. However, the shape and form of credit in the Klewer Market occurs in a different way or model. From the results of research by researchers, there are at least 3 forms of credit systems at the Klewer Market. The credit system is *lisit*, *ngalap nyaur*, and *entrust goods*. The three credit models are differentiated based on the amount of credit made and the payment maturity period. Even though there are differences in the models from Davis' research results, the fundamental basis for credit between suppliers and traders is the same, namely that it depends on trust factors and existing customer relationships.

Traders at Klewer Market maintain customer relationships with various types of suppliers. From the results of field research, suppliers at Klewer Market are divided into 3, namely Sales, Car Traders, and Fellow Klewer Market Traders. Meanwhile, Davis stated that suppliers at Baugio Market are divided into 2, namely large suppliers from other cities and collecting suppliers from villages (Sairin et al., 2002: 211). Even

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

though there are differences in the origin of suppliers between the Klewer Market and the Baugio Market, this difference does not affect the personal relationships that exist, as well as the implementation of Personalism Economic theory at the Klewer Market. The relationship between traders and suppliers at Klewer Market continues to fulfill the two main characteristics of the Personalist Economic theory, which is reflected in the maintained customer relationship and the accounts payable system that applies between traders and suppliers.

After analyzing the relationships between traders and suppliers at Klewer Market using Davis's theory of Personalism Economics, significant similarities were found. At Klewer Market, involvement in customer relationships between traders and suppliers is emphasized to mutually benefit each other. This prioritization of subscription relationships is in line with one of the two main characteristics in the Economic Theory of Personalism that regulates interactions between traders and suppliers. The second characteristic related to debt or credit transactions is also seen strongly in the economic activity between the two parties at the Klewer Market. Thus, trading practices and social relations between traders and suppliers at the Klewer Market consistently follow the principles explained in the Personalism Economic theory by Davis.

Conclusion

Klewer Market as the largest and most famous traditional market in Surakarta is not only a center for batik trading and economic circulation, but also an arena for social exchange. The dynamics of trade and social exchange at Klewer Market can be observed in the relationships between traders and suppliers during *kulakaan* activities. In *kulakaan* activities, traders and suppliers utilize social factors, namely subscriptions. Subscriptions between traders and suppliers can be established because of a sense of trust in each other due to an honest and fair attitude. The subscription system provides benefits for traders. The subscription system provides certainty of the availability of batik merchandise with superior quality and appropriate prices. Apart from that, the subscription system also gives rise to a debt or credit phenomenon. The trust that has been established between traders and suppliers makes it easier for traders to apply for a credit system to suppliers. The credit system at Klewer Market is divided into 3, namely *lisit*, *ngalap nyaur*, and entrust goods.

Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

The benefits that arise as a result of the subscription system that occurs between traders and suppliers at the Klewer Market are in line with Davis' Personalist Economic theory. The economic theory of personalism has 2 premises in describing the relationship between traders and suppliers. The first premise is that a subscription relationship provides benefits in the form of guaranteed availability of supplies of merchandise for traders. The second premise, from a subscription relationship, a debt or credit phenomenon can occur between traders and suppliers, making it easier for traders with small business capital. These two premises in Davis's Personalist Economic theory have been fulfilled in research on Trade and Social Exchange between Traders and Batik Suppliers at the Klewer Market in Surakarta.

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Social and Economic Activities between Traders and Batik Suppliers in Klewer Market Surakarta

Yustitisia Biankum Dianono; Riyadi Syafutra siregar; Nurhadi

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