

# The Practice of Sharing Economy in the Night Market Merchant Community

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**ABSTRACT**

Sharing economy has actually been around since ancient times, where people do by way of barter in conducting its activities. Over time, in practice the sharing economy which was originally in the conventional way already exists by using technology, but even though there are those who use conventional technology still exists today, such as the practice of sharing economy that occurs at the Ujung Baru Village Night Market in Tanah Laut. This study aimed to analyze the practice of sharing economy Mala Marketland in the village of Ujung Baru Land sea. Researchers in this study, using descriptive methods with a qualitative approach and collecting data using observation, interviews, and documentation techniques. The model used in the data analysis technique of this study is the model Miles and Huberman. The results show, in the practice of sharing land economies in the Ujung Baru Village Night Market, Tanah Laut, there is a new form of sharing economy in the global world that is putting directly reflecting the existence of typical Indonesian values based on the 1945 Constitution and Pancasila, although it is still not understood by the community and sharing economy that occurs in the Night Market of Ujung Baru Tanah Laut Village, which is not using technology to acquire and provide land.

**Keywords:** *Sharing economy, night market, economics education.*

**1. INTRODUCTION**

Sharing economy is already there from the ancient time, but still many people who do not really know. Over time, with increasingly sophisticated technology and increasingly rapid technological advancements, making a lot of sharing economy by using technology with a variety of applications in practice. Sharing economy in practice today is actually not all using technology in practice, there are still many people, especially in Indonesia, still using conventionally as happened in rural areas.

Sharing economy actually arises because of the desire of individuals to make goods / services that have not been optimal in their use to be more optimal by providing goods / services to other individuals to be used. Sharing economy is a system based on the existence of dividing assets / services that have not been optimized in using them for use by other individuals, which are obtained for free or at a

cost [1]. Sharing economy is the activity of obtaining, giving or sharing access to goods and services between individuals with other individuals coordinated through online community-based services that are attractive choices for consumers [1]. Sharing economy is something that is often done by most people, but they are not aware of practicing sharing economy in daily life.

Sharing economy usually the activity carried out is to distribute goods / services to other people who need it as it happens at a night market. Night market is a market where sellers and buyers meet to meet the needs of the community. This night market is a market where the practice of sharing economy between traders, landowners and intermediaries. Based on observations and interviews at the night market in the village of Ujung Baru, Tanah Laut, apparently merchants located in the Night Market are 25 people who can be in see in a table as follows:

**Table 1** Market Traders Night village of Ujung Baru, Tanah Laut

Area	Gender	
	Male	Female
Bati-Bati	9	2
Padang	3	0
Ujung Lama	1	0
Ujung Baru	2	4
Nusa Indah	2	2
Total	17	8

Table 1 shows that the practice of sharing economies land carried out at the night market numbered 25 traders

consisting of 5 villages namely Bati-Bati Village, Padang Village, Ujung Village, Ujung Baru Village, and Nusa

Indah Village. The Night Market in Ujung Baru Tanah Laut Village, besides there are traders in the practice of sharing the economy land, there are also 16 landowners and 1 intermediary. The night market that takes place in the new Ujung Village which contains elements of the practice of sharing economy, is a market without the government to interfere in it. The practice of sharing economy at the Ujung Baru Village Night Market in Tanah Laut occurs because there are traders who need land to sell and how to get land with the character of the citizens, especially Indonesian citizens who are in accordance with the 1945 Constitution and Pancasila, namely a sense of family and help among them.

## **2. BACKGROUND**

### ***2.1 Understanding Sharing Economy***

Sharing economy is the re-creation of traditional markets, namely: rent, borrow, exchange, share, barter, and give [2]. Sharing economy is a concept of business that will provide a way for resources owned by individuals and companies to be used together [2]. Sharing economy, defined as —ICT-enabled platforms for exchanges of goods and services drawing on non-market logics such as sharing, lending, gifting and swapping as well as market logics such as Renting and selling [3].

Sharing economy as the "acquisition or distribution of a source coordinated by people for compensation or a certain fee" and sharing economy is more like an access economy because the emphasis on sharing is secondary and guided by an intermediary firm [4]. Sharing economy is an umbrella term that encompasses a wide range of digital platform-based activities that includes P2P lending and other forms of internet-based lending [5]. Sharing economic organizations are the most prominent in urban areas, where the concentration of people and resources in close geographical proximity offers favorable conditions for growth [6].

Sharing economy is an option for self-ownership that is emphasized where two or more individuals can enjoy the benefits (or costs) come from owning something [7]. No longer "I" or "yours" property but seeing something as "belongs to us". On one hand, previous research has documented how the notion of a sharing economy and the related term collaborative consumption emerged as descriptions of online activities such as content sharing, collaborative encyclopedias like Wikipedia, file sharing and open -source software, where people are driven by a combination of financial and non-financial motives [8].

The advent of the internet and the consequently facilitated opportunities for entrepreneurial activities has given rise to an enormous number of new non-traditional businesses and business models that encompass the so-called 'Sharing Economy' [9]. The sharing economy is a new economic model beyond the paradigm of mass production and consumption. It means that sharing things rather than owning them has been on a growing trend as a new paradigm of capitalism [10]. Despite a recent surge in intention for the sharing economy, little is known about the motivations for people to participate, insights in motivations would be instrumental in developing a better understanding on the far underexplored decision-making

processes of users and also foster the general discussion around the sharing economy [11].

It is clear that the sharing economy is creating enormous amounts of wealth, and that it has been using a socially-progressive feel-good rhetoric to do so [12]. As the main idea of sharing economy is based on the efficient use of idle resources it might potentially contribute also to the solution of traffic congestion [13]. The sharing economy is just one part of collaborative economy, as is distributed production, P2P (peer-to-peer) finance and the open source and knowledge movements, the sharing economy is the value in taking underutilized assets and making them accessible online to a community, leading to a reduced need for ownership of those assets, a sharing economy is a market where: 1) users are individuals, businesses, or machines; 2) there is excess supply of an asset or skill set and sharing creating economic benefits for both the sharer and the user; 3) the Internet provides means for communication and coordination of the sharing, sharing economies allow individuals and groups to make money from underused assets [14].

Given the novelty of the concept of the sharing economy, it is not surprising that a Pew Research Center report from May 2016 found that 73 percent of Americans were unfamiliar with the term "sharing economy", the Pew survey included buying second-hand goods on sites such as eBay and Craigslist (both founded in 1995) in their definition of the sharing economy [15]. The definition of sharing economy may be commenced by interpreting the word "share" as follows: "a portion belonging to, due to, or contributed by an individual or group; one's full or fair portion; and the part allotted or belonging to one of a number owning together property or interest "[16]. Sharing economy is also referred to by other terms, for example: collaborative, sharing consumption, collaborative economy, on-demand economy, peer-to-peer economy, zero marginal cost economy, and crowd-based capitalism [17], we consider the sharing economy as an umbrella concept that encompasses several ICT developments and technologies [1], and the sharing economy phenomenon is not only a commodity or services market prerogative [18].

### ***2.2 Determinants of Sharing Economy***

#### ***2.2.1 Motivation and Decision***

Motivation can be defined as something that can encourage someone to undertake or not undertake an action, more specifically, defines motivation as a process for initiating, directing, and maintaining the achievement of an objective influenced by biological, emotional, social, and cognitive factors. From this definition, in the context of economic and business behavior, then motivation can be interpreted as an individual action to start (decide) to use or not use something to meet needs[16].

#### ***2.2.2 Economic Factors***

Although many factors motivate the popular use of sharing economy, economic motivations are seen to be the main [16]. Many scholars argue that there is a relationship between economic crises and the increase of sharing economy activities. When people lose their jobs during the

economic crisis, and experience a decrease of income, their power to purchase goods and services declines sharply [16].

### *2.2.3 Social Factors*

Observe that the emergence of the sharing economy is a significant response to the lessening of the collectivity principle or sense of belonging to a certain social group. Here is where sharing economy is viewed as being able to develop social relationships, since it is created from inter-individual social trust. The creation of social trust is integral to developing better social relationships and establishing social inclusion within a community. Express that the non-existence of social trust makes people eluctant and unwilling to share with others, except for those within their own network, as those others are considered "strangers" [16].

### *2.2.4 Environmental Factors*

Greater attention has been given to environmental issues since the concept of sustainability emerged in the 1980s. In this era, the media began to promote the importance of sustainability and motivate the public to better understand various problems, such as overpopulation, drought, famine, and environmental degradation. Such problems emerged because the economic development in many countries focused primarily on efforts to achieve economic growth [16].

### *2.2.5 Technological Factors*

Technological development has motivated the emergence of new business models that can easily be implemented. As in sharing economy has emerged because of the availability of the internet and social media. Ride sharing becomes easy and simple due to the existence of technology that is able to exhibit the vehicle's level of use (occupancy) as well as location (mobile and location-based technology). Sharing economy is a technological phenomenon, stemming out of the development of computers and other electronic equipment such as the internet [16].

## **3. METHOD**

Researchers in this study, used a descriptive method with a qualitative approach that was carried out to determine the exposure of the practice of sharing economy of land in the Night Market Village of Ujung Baru Tanah Laut. The subjects in this study consisted of 8 traders, 7 landowners, and 1 intermediary who was in the Night Market in Ujung Baru Village, Tanah Laut.

This research, collecting data using interview, observation, and documentation methods. Researchers conducted interviews, namely by interviewing traders, landowners, and intermediaries about the practice of sharing the economy of land in the night market. Observations in the study, regarding the practice of practices sharing economic at the Night Market Village Ujung Baru Tanah Laut. The documentation in this study is about traders, landowners, and intermediaries who practice sharing economy. Analysis of the data used in this study is to use the model Miles and Huberman which consists of data collection,

data reduction, data display, and data verification [19]. Testing the credibility of the data in this study uses triangulation and reference materials.

## **4. RESULTS AND DISCUSSION**

Researchers in this study, focused on the practice of sharing the economy in the Night Market of Ujung Baru Tanah Laut Village which can be measured based on 6 indicators, namely: rent/loan, motivation and decisions, economic factors, social factors, environmental factors, and technological factors. This research, related to the use and acquisition of land carried out by traders, landowners and intermediaries at the Night Market Village of Ujung Baru Tanah Laut and the pictures can be seen as follows:

4.1 Lease/Borrow

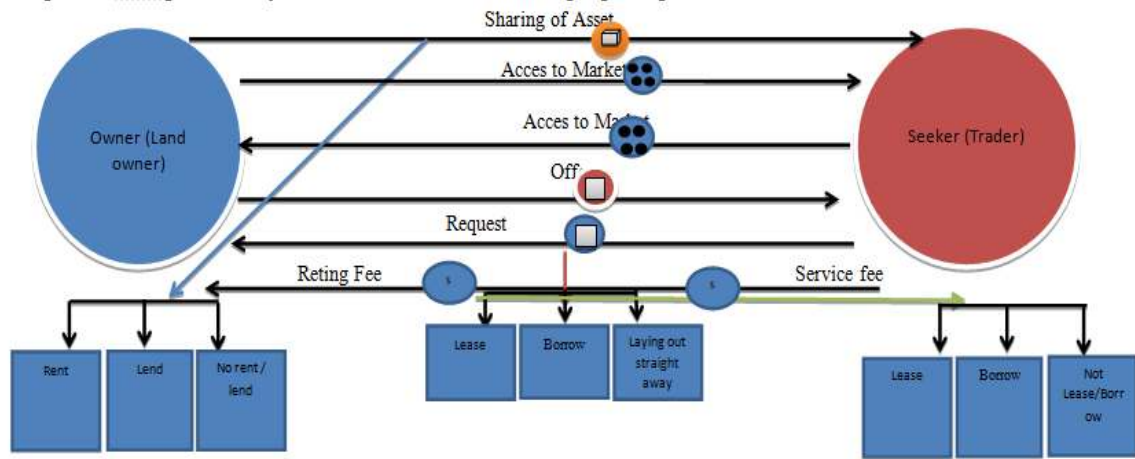


Figure 1 Sharing economy of landowners with traders without going through intermediaries

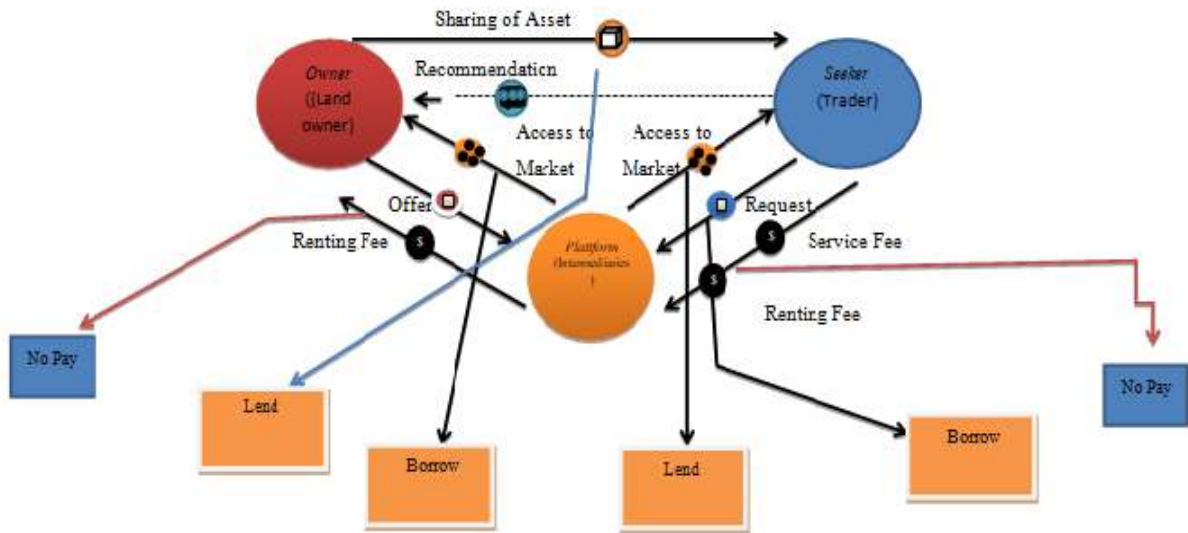
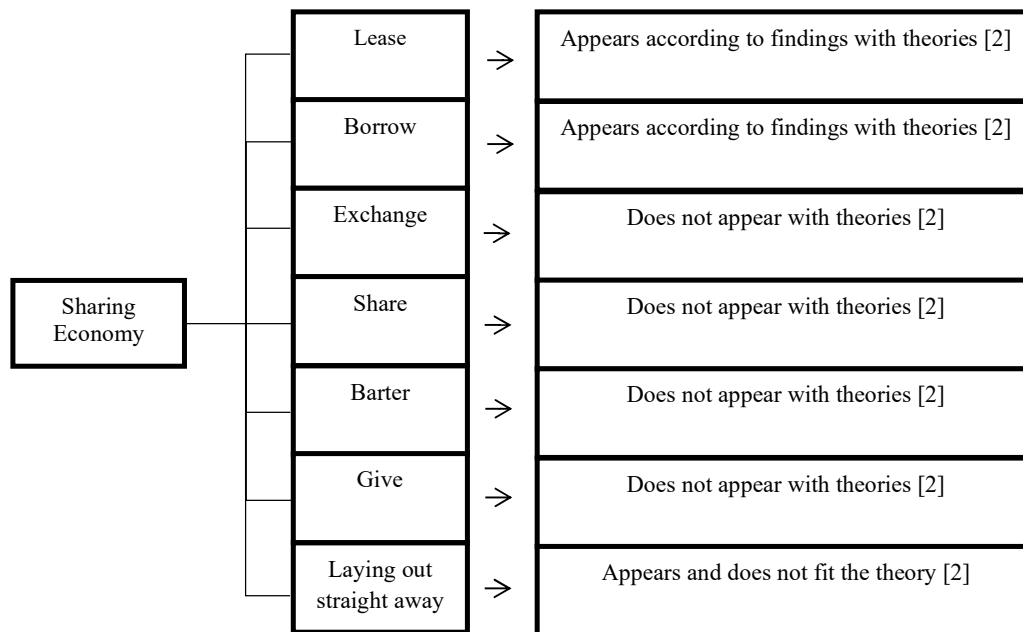


Figure 2 Sharing economy land owners with traders through intermediaries  
Source: from the 2020 study based on [21].

Sharing economy shows that the use of both goods and services originating from the assets of goods and services is still not optimal in utilizing it and obtained by not paying or by paying. Sharing economy is the re-creation of market, traditional namely: rent, borrow, exchange, share, barter, and give [2]. In figures 1 and 2 show that what happened at the Night Market village of Ujung Baru Tanah Laut occurred either through intermediaries or without intermediaries and there are similarities formed, namely

rent and borrow, and there are new formations of Figure 4.1 is different from the theories of [2] from the practice of sharing economic land in the Night Market Village of Ujung Baru Tanah Laut, which is directly placed because of the character of social care from landowners. The new formation of findings in the sharing economy can be seen in addition to Figure 4.1 can also be seen in the chart below:



**Figure 3** Comparison of Forms of Sharing Economy with Forms of Sharing Economy Located in the Night Market of Ujung Baru Village, Tanah Laut.

**4.2 Motivation and Decisions**

Motivation and this decision, which is related to the existence of a person's behavior in giving a decision [16] to accept and give something to others. Motivation and decision factors in sharing the economy landing the Night Market Village of Ujung Baru Tanah Laut, which is in line with the theory of [16] relating to the behavior of a person to decide in taking something such as deciding in giving and obtaining land which is in the night market, citing a sense of kinship and mutual cooperation.

**4.3 Economic Factors**

Economic factors in sharing economy [16] said that of all the existing indicators it turns out that economic factors in sharing economy are the main factors in sharing economy. The findings from this study turned out to show that, economic factors are not a major factor in sharing economy because, from landowners, there is no profit seeking in providing land.

**4.4 Social Factors**

Social factors are factors that [16] arise from the existence of trust that is established between those created from social trust and is in line with the findings of this study, that the *sharing economy* that occurs at the Night Market in Ujung Baru Village, Tanah Laut occurs because of trust which occurs from the principle of kinship and mutual cooperation among traders, landowners, and intermediaries.

**4.5 Environmental Factors**

Environmental factors [20] namely states that the environment can influence the behavior of individuals. This research is due to the interaction of environmental

factors conducted among merchants, landowners, and intermediary in Village Night Market Ujung Baru Tanah Laut, which occurs from the interaction because of the principle of kinship between them.

**4.6 Technology Factors**

Technology factors are factors concerning the use of technology. Sharing economy arises from the availability of the internet and social media in sharing the economy that is happening [16]. The findings in the study, produce things that are different from the theory of [16], where without going through technology sharing economy can occur in accordance with the results of research with traders, landowners, and intermediaries in carrying out the practice of sharing economics land in acquiring and giving land or about the other is directly without using social media or the other.

**5. CONCLUSION**

Based on the results of research related to the practice of *sharing the economy* land at the Ujung Baru Village Night Market, Tanah Laut Village, it can be concluded that there are many forms of practice *sharing economy*, but the formation of the sharing economy practice that develops at the Ujung Baru Village Night Market Sea namely: (a) rent, (b) borrow, (c) lay directly. There is a new form of practices *sharing economy* that emerge at the Ujung Baru Village Night Market, Tanah Laut, which is different from the formation of existing sharing economy practices, namely in the form of putting directly in acquiring land, which can be adjusted to the local wisdom that is in our place, namely in Indonesia. In addition, there are motivations and decisions, economic factors, social factors, and environmental factors, from traders, landowners, and intermediaries in giving and obtaining

land, namely the existence of family ties and help, and the absence of using technology in the practice of sharing land economics in the Night Market Village Ujung Baru Tanah Laut.

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