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Economic Activities at Grocery Stalls along the Riverbank Communities on Banua Anyar

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Abstrak

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Warung kelontong merupakan sebuah usaha mikro yang banyak dilakukan masyarakat bantaran sungai kelurahan Banua Anyar. Warung kelontong sebagai tempat pendistribusian barang berupa kebutuhan sehari-hari kepada masyarakat sekitar. Harga barang dagangan yang melambung tinggi dengan keterbatasan modal serta barang yang langka menghambat terjadinya kegiatan pendistribusian barang. Penelitian ini bertujuan untuk menggambarkan kegiatan produksi, distribusi dan konsumsi pada warung kelontong. Peneliti menggunakan pendekatan kualitatif deskriptif, pengambilan data melalui observasi, wawancara dan dokumentasi. Uji keabsahan data melalui triangulasi sumber dan waktu. Penyajian data dalam bentuk deskripsi serta dilengkapi gambar. Hasil penelitian terdapat aktivitas ekonomi pada warung kelontong masyarakat bantaran sungai kelurahan Banua Anyar yaitu kegiatan produksi terjadi pada warung kelontong yang menyediakan barang yang diproduksi sendiri untuk dijual kepada masyarakat sekitar. Kegiatan distribusi terjadi setiap hari, barang yang ada di warung kelontong didistribusikan kepada masyarakat sekitar warung kelontong, pembeli dari luar kelurahan yang melewati warung kelontong dan pengunjung yang berada di kelurahan Banua Anyar. Konsumsi banyak dilakukan oleh masyarakat bantaran sungai kelurahan Banua Anyar. Masyarakat bantaran sungai menjadi konsumen tetap di warung kelontong masyarakat bantaran sungai kelurahan Banua Anyar.

Kata Kunci: Warung Kelontong, Aktivitas ekonomi dan Masyarakat Bantaran Sungai

Abstract

A grocery shop is a primarily micro-enterprise carried out by the community along the river, Banua Anyar village. A grocery store is a place for distributing goods in the form of daily needs to the surrounding community. However, merchandise prices that soared with limited capital and scarce goods hampered the distribution of goods. This study describes grocery stalls' production, distribution, and consumption activities. The researcher used a descriptive qualitative approach, collecting data through observation, interviews, and documentation. Test the validity of the data through triangulation of sources and time. Presentation of data in the form of a description and equipped with pictures. The study results showed that there were economic activities in grocery stalls on the riverbanks of the Banua Anyar village; namely, production activities occurred at grocery stalls that provided self-produced goods to be sold to the surrounding community. Distribution activities occur daily; goods in the grocery shop are distributed to the community around the grocery shop, buyers from outside the village who

pass through the grocery shop, and visitors who are in the Banua Anyar village. Consumption is mainly done by the community along the river in Banua Anyar village. Riverbank communities become regular consumers in the grocery stalls of the riverbank community, Banua Anyar village. Buyers from outside the village who pass through the grocery shop and visitors who are in the Banua Anyar village. Consumption is mainly done by the community along the river in Banua Anyar village. Riverbank communities become regular consumers in the grocery stalls of the riverbank community, Banua Anyar village.

Keywords: Grocery Shop, Economic Activity and Riverside Communities

PRELIMINARY

Humans survive on earth by fulfilling their needs. Humans are homoeconomicus creatures, which means humans are rational creatures; humans carry out rationality by obtaining maximum satisfaction with their resources (Abbas, 2021). Daily life can not be separated from activities with different goals. Activity is any activity carried out both physically and spiritually. Activity is an effort a person, organization, or institution makes to fulfill daily needs (Rusli et al., 2021). Every human being makes various efforts to meet their needs. Needs in the form of goods and services can be met by carrying out economic activities (Putro et al., 2021).

Riverbank communities are people who live on the banks or banks of rivers. People make rivers a source of life from various aspects (Subiyakto et al., 2020). The river is essential for the lives of the people of Banjarmasin; from the river, a river culture develops, influencing every community's life. Community life cannot be separated from the river in terms of Economy and tourism (Putro et al., 2020) (Syaharuddin et. al., 2022). Evidence of the relationship of rivers with humans and culture is presented in several historical records (Subiyakto, 2010). The Martapura River in Banjarmasin City is used by the community as a means of public transportation, trading facilities, and daily activities such as bathing, defecating, and others (Abbas et al., 2019). Rivers are used by people who live on riverbanks; Banua Anyar village still relies on rivers to meet their daily needs such as bathing, washing and doing business activities such as fish ponds and others (Niliyani et al., 2022).

Economic activity is one of the forms of business carried out by humans to meet the needs of life. Sometimes human satisfaction is measured by economic standards obtained through economic activities related to production, distribution, and consumption (Hasanah et al., 2021). For example, riverbank communities use the river as an attraction for tourists to visit, with a strategic location and easy-to-reach tourists local and outside the area are always busy visiting the Banua Anyar area. From this situation, many people use riverbanks to sell, such as grocery stalls, to meet the needs of tourists and the surrounding community. A grocery

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shop is a shop that provides daily necessities such as necessities, household items, and food (Putro et al., 2021).

This article describes the economic activities of the community grocery stalls along the riverbanks of Banua Anyar village. Economic activities at community grocery stalls along the river in the Banua Anyar sub-district include production, distribution, and consumption activities. The production activities found in grocery stalls are the owners of grocery stalls who produce the goods sold in grocery stalls. Distribution activities occur in grocery stall activities; the goods distributed are goods for the daily needs of the community. Most of the consumption activities are carried out by the community along the river in Banua Anyar village, which is close to the grocery store's location.

METHOD

This study uses a descriptive qualitative approach. A qualitative approach describes the conditions related to economic activities carried out by the riverbank community in Banua Anyar village. Economic activity is related to ongoing production, distribution, and consumption activities. Data were collected by using observation, interview, and documentation techniques. Observations were carried out from RT 01 to RT 07. In addition, in-depth interviews were conducted with economic actors living on the banks of the river, such as the owner of the Lutmah grocery stall, Masliana Noor Amanah, Masli, and Siti Asyiah. Results of interviews with informants.

Data analysis techniques three stages researchers use to analyze the data, namely the first is to reduce the data. Reducing data means summarizing, choosing the main things, focusing on the essential things, and looking for themes and problems (Sugiyono, 2017). Data reduction by recording the findings in the field, then copying the findings and selecting research findings related to the research topic, namely economic activity. Second is the presentation of the data, which is presented in the form of descriptions and language that is easy to understand. Third verification, the data verification stage is through reviewing the notes obtained by researchers in the field by exchanging ideas and reviewing the results. Process get evidence called as verification. There are three stages in data verification. The first is triangulation; in this research, triangulation is carried out in two ways: triangulation of time and source.

RESULTS AND DISCUSSION

Community economic activity is a pattern or movement of a person or group in a space to produce, distribute, consume, and meet the community's needs (Jumriani, 2018). For example, the Banua Anyar village riverbank community carries out critical economic activities

to meet life's needs (Mutiani et al., 2022). This is because many needs in people's lives must be met, such as daily necessities. Therefore, some of the people along the river have opened grocery shop businesses to meet the daily needs of the people around the riverbanks (Rifani et al., 2022). There are many grocery stalls along the riverbanks of Banua Anyar village. Stalls that provide goods for people's daily needs are grocery stalls. The grocery shop owner sells, directly serves customers, and doubles as a cashier; this shop is privately owned. Grocery stalls can be found in densely populated locations, housing both the city and the village. kelontong Warung provides a variety of goods to meet the household's daily needs (Amelia, M. N et al., 2017).

Figure 1. Community Grocery Stalls along the River



Source: Personal Documentation (2022)

The economic activity of the community at the grocery shop is that there are production activities, distribution activities, and consumption activities. The grocery shop owner acts as a distributor who distributes the merchandise found in the grocery shop to the surrounding community. The products sold in community grocery stalls on the riverbanks of the Banua Anyar sub-district are staples for household needs, such as onions, cooking oil, rice, instant noodles, snacks, bread, soap, etc.

1. Production at the grocery store

Production is part of economic activity that can create or add value to developing a product or service. The increasing utility is the goal of production, which can be realized in various forms, including Public and fulfillment, meeting human needs at the current level, reserving supplies of goods and services in Century future, and fulfillment of facilities for social activities (Soekartawi, 2003). For example, the products in the grocery shop are the goods

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produced by the grocery shop owner and then distributed through the grocery shop to consumers, together with other items sold at the grocery store.

Figure 2. Crackers produced by a grocery shop owner



Source: Personal Documentation (2022)

2. Distribution at the grocery store

Distribution is divided into direct distribution and indirect distribution; distribution at grocery stalls is an indirect distribution. Economic activities in grocery stalls involve the direct and indirect distribution of goods. Direct distribution of goods, such as goods sold at grocery stalls, is produced by the grocery store owner and then distributed without intermediaries to consumers. Meanwhile, indirect distribution is the goods purchased by the grocery shop owner in the market or a more significant agent and then placed in the grocery shop and sold to consumers (Jumriani, 2018).

3. Consumption at the grocery store

The average grocery shop consumers come from the community around the shop, the community along the river, and Banua Anyar village. People buy goods at grocery stalls because the location is not far from home, and the price of goods in the stall is not much different from the market price. Consumption is the activity of spending goods or services; the general purpose of consumption is to fulfill one's satisfaction in the world.

This process can be related to social studies learning for class VII with contextual learning about material scarcity and human needs, economic activities, demand and supply, and the role of science and technology in economic activities so that it can be used as a social study learning resource for relevant sources for students and teachers to develop learning resources or use them in classroom learning.

CONCLUSION

Many riverbank communities in the Banua Anyar sub-district seek or increase their income by building a grocery shop business. Stalls that sell goods that people need daily are called grocery stalls. Economic activities in grocery stalls include production, distribution, and consumption activities. Production occurs at grocery stalls that provide self-produced goods for sale to the public. Distribution activities occur every day; goods in the grocery shop are distributed to the community around the grocery shop. Finally, consumption is carried out by people who buy and use goods purchased at grocery stalls. For the community, grocery shop owners can innovate in various aspects ranging from the sales system, maintaining the quality of merchandise, renovating the appearance and condition of the stalls and maintaining cleanliness in the surrounding environment so as not to pay attention to the river. The community can build businesses to meet their daily needs such as grocery stalls on the riverbanks of the Banua Anyar village because from this research it was found that the Banua Anyar village on the riverbanks is no longer a green line, the community can use it to carry out activities such as businesses recommended by the village in order to meet their needs. life.

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