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MARKET TRANSACTION MODEL OF "CANDAK KULAK" IN EMPOWERING WOMEN IN PANGGUNGDUWET RESTRICTED VILLAGE OF BLITAR DISTRICT

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ABSTRACT

The purpose of this study is to describe the market transaction model "candak kulak" in the empowerment of women in restricted village in Panggungduwet especially those who live in rural areas. The research method uses interview, participant observation and documentation studies. Next is determination of location, building access to informants, and its implementation by collecting data, recording information, breaking content, and storing data again at the initial step. The subject of this research is the market transaction model in the form of "candak kulak" in the Panggungduwet village of Blitar Regency. Analysis that arises in restricted and underdeveloped areas, the development strategy of restricted villages in Blitar District is development in the agribusiness-based agricultural sector, because most of the population are farmers. The output of this study can provide an overview related to the market transaction model "candak kulak" in the restricted village in Panggungduwet Blitar Regency. In this effort to spur development in terms of economic and social aspects in restricted areas, the development program must prioritize three main aspects, namely alleviating poverty, improving the quality of human resources, and building infrastructure.

Keywords: *Candak Kulak, Restricted Village, Women's Empowerment*

INTRODUCTION

Market is a transactional place between the seller and buyer, where the sellers sell their merchandise. Market is the center of economy. Because if you want to get a cheaper price, you can get it by shopping for your needs in the market (Mauliyah, Masrunik, & Wahyudi, 2017). Vice versa, if the seller wants his merchandise sold in demand, they must be able to trade in the market. A seller must have creativity, because creativity is needed when they do the process of finding a buyer, for example, whether they can maintain buyers Likewise with

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sellers in one of the markets in Blitar Regency in the Village of Panggungduwet namely "Candak Kulak". In selling the merchandise not only has creativity, but also must pay attention to product costs during cultivation on the plant, indirectly it is obtained from the results of farmers in the village. One village in Panggungduwet Blitar Regency has not been able to improve the welfare of its people, because the gap between rural and urban areas is biased and development distortions are more in favor of the urban economy. Then it will result in areas that are poor and underdeveloped.

Regarding sellers and buyers who have their own character, determining market prices using "Candak Kulak" method in one village in Panggungduwet, Blitar, is very important to conduct research because it is related to the development of market economy competition which is currently weakened. Determination of market prices using the method of "Candak Kulak" in one of the markets in Blitar Regency.

Previous researchs related to this research:

- a. Research "Resistance of Sumenep Farmers" Thesis Sociology Study Program Faculty of Social Sciences Humanities UIN Sunan Kalijaga. The results of the study stated that the resistance of farmers (in the form of a sporadic demo) is caused by the price of tobacco which is determined by the warehouse itself in an arbitrary manner so that it makes it difficult for farmers to penetrate the price determination because of the low position of farmers compared to the warehouse which has full authority in pricing. From this study farmers became oppressed because the treatment of the warehouse reduced the price of tobacco during the harvest season (Rukib, 2009).
- b. Kausar, Zaman, Komar. 2011. Research title "Patron-Client Relationship Analysis (Case Study of Relationship between Toke and Oil Palm Farmers in Self-Help Pattern in North Tambusai District, Rokan Hulu Regency)". Indonesian Agricultural Economics Journal (IJAE) Volume 2, Number 2, December 2011. The results of the research show that the patron-client relationship is related by several factors, namely (1) Dependency in marketing matters; (2) Farmers need capital to produce; (3) Farmers are in debt to meet their daily needs; and (4) Farmers need child care and education costs.
- c. Purwanto, et al. 2012. "The involvement of Pesanggem on middlemen in Randualas Village". REAL KKN PAR. IAIN Sunan Ampel explained the social problems in the community about problems in the pesanggem community which increased the connection with the existence of middlemen. This will be discussed with data theory and findings. Andre Gunder Frank, Weber's theory of action, Gramsci's theory of hegemony seen from the cultural

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lapse in Randu Alas Village that caused coping and cannot be used in the process of economic surplus, confirms the theory of capital exploitation by Karl Marx in the management of Baon. This dependence causes pesanggem to be entangled and it is not easy to break away from the capital game system that has been carried out in Randu Alas Region, Kare Subdistrict, Madiun Regency.

Based on these problems above, the researcher would like to involve more deeply related to the above research with a study entitled "*Market Transaction Model of Candak Kulak in Empowering Women in Panggungduwet Restricted Village of Blitar Regency*"

RESEARCH METHOD

The research methodology is a method, technique or method used to produce data that will be presented as a result of research where this research leads to agricultural business (Bungin, 2008). Data mining from this study was carried out in Panggungduwet Village, Kademangan District, Blitar Regency.

This research was conducted in Panggungduwet Village by the reason that the population worked as farmers and traders. The village which is quite far from the city can be reached in about 45 minutes. The village of Panggungduwet is well-known for its relatively minimal water in environmental conditions, thus making agricultural activities carried out by the community of farming corn, chili peppers, beans and so on. The characteristics of this village make the researcher interest to do the research there. In addition, the characteristics of the population that carry out farming activities are very compatible with the themes taken in this study.

The research subject is a place or person that there are problems arise to be carried out by the research (Arikunto, 2010). While the object of research is a problem that will be researched by researchers (Sugiyono, 2013). In this study, the subject of the research was the farmers in Panggungduwet especially the female farmers group. Whereas the object of the research is market transaction model of candak kulak in empowerment of women in Panggungduwet.

This research uses qualitative research methodology. Qualitative research has been done on natural objects that develop naturally, not changed or commonly called not manipulated by researchers. The presence of researchers does not really affect the dynamics object of research. According to Sukmadinata, the expert of research (Sukma, 2009). Qualitative research is research that is used to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and individuals individually or in groups. So, qualitative research is a research whose research findings are not obtained through statistical procedures or other forms of calculation. This procedure produces findings obtained from data collected using various accesses. Means that discuss and interview, but can also

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include documents, books, tapes, videos, even data that has been calculated for other purposes, for example census data (Anis, 2018). The description of the study describe the condition naturally. Based on the description above, the researcher uses qualitative research because the analysis of the data is in the form of written sentences or words published by other people who are usually called informants (Sukma, 2009).

The technique used in this research is purposive sampling technique, which is determining which samples have requirements with requirements that must be approved (Arikunto, 2010). The method used by considering the scattered research sites, the characteristics of the community as diverse research objects, and the required information can be obtained through questionnaires and interviews as a whole.

Data collection techniques conducted by researchers here use in-depth interview techniques and data collection techniques. In-depth interview technique is a data collection technique that is collected by researchers who will conduct a preliminary study to find an opinion that must be discussed, and also the researcher must know the informations from respondents in greater depth and the number of respondents is small (Sugiyono, 2013). While the technique of collecting images was taken by researchers to support the results obtained by researchers (Hamidi, 2004). And if according to (Sugiyono, 2013) documentation can take the form of writings, drawings or even monumental works from someone.

RESULT AND DISCUSSION

Determination of prices in the market especially in the Blitar Regency has implemented of *candak kulak* method in which the seller must manage the price that is expected to economic continue running. But this was not successful because in determining prices, sellers could not make policies and decisions because it was determined by the agent. Therefore, the role of government is also needed so that the economic market can run well in all fields and lines. To realize a good, orderly and directed economic journey, the role of the government in providing economic policy levels must consider all aspects including production costs as a benchmark for sellers to avoid their merchandise making the market economy well accessible. A market economy that can adjust the situation and always maintain is very profitable for the government to manage the regions. The market includes regional assets that must be prepared and developed. Local governments in the market economy are required to properly regulate market policies so that unfair competition between sellers can be minimized. In Panggungduwet many sellers are disadvantaged by the existence of unfair competition. Therefore, it is necessary to empower people who need to be

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developed.

The existence of human resource management in order to manage natural resources is very support in increasing regional investment. Regarding women in Panggungduwet, it was agreed that village development would be implemented by instilling mindset through ways of thinking and taking concrete actions (actions) for women to develop villages where the women in Panggungduwet could not only improve their private matters such as households, but women in Panggungduwet Also discussed about another things related to politics and domestic affairs such as social affairs in the fields of education, health, economics, politics and leadership. Women have considerable emotional closeness with village resources, for example natural resources, most of them related in Panggungduwet village. Women in Panggungduwet really attract daily activities in the surrounding environment (natural surroundings) to meet the needs of their lives and families. Empowerment of women in Panggungduwet really needs to be done so that women get facilities or facilities for development.

Most of the rural areas, especially in the Panggungduwet community live in the agricultural sector where this sector still contributes greatly to regional development. Therefore, empowering the people's economy also means building a better rural economy. Empowerment of the people's economy in Panggungduwet is applied to empower women. The development of the agricultural sector in Panggungduwet must be aimed at the agribusiness system which must increase the added value of the agricultural sector.

The agriculture or agribusiness sector is included in the rural economy sector which has development prospects for further advancement, both for strengthening the people's economy in Panggungduwet as well as Indonesia's mainstay in competing with free trade. The existence of economic inequality that is more in favor of the urban economy, namely industry and services, makes the rural economy in the sense of the agricultural sector neglected. This is the same as what was explained to the Mrs Sure,

"Sak niki kan agen pertamanya berbisnis sama orang besar. Kan orang tani gak tau. Kalau sana harganya naik petani gak tau. Seandainya sana naik, trus sininya turun kan juga gak tau. Petani iki termasuk tangan pertama. Dadi rego teka hasil pertanian kuwi iso ditawar murah. Agen iso untung teka transaksi iki merga agen iso ngedol hasil tanine petani nek luar kota karo regone kuwi iso luweh duwur teka rego sing wes ditawarne nek petani" (Surem, 2019)

[Now this is an approval or spending agent doing business with big people (above). Farmers don't know either. If the price goes up, farmers don't know. If the price rises overthere, then here the price is felt down, then the farmers do not know either. The farmer is first hand. So, the price of

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agricultural products is also bargained cheaply. The agent get much benefits from this transaction because the agent can sell the agricultural product from farmer to out of town people and the price can be higher than the price offered to farmers] (Surem, 2019)

Based on the results of the study, businessmen who have a lot of capital can buy agricultural products from farmers. Businessmen can set low prices and they can sell farmers' agricultural products in Panggungduwet to big markets so, when farmers watch and hear television shows that it is high prices of basic foodstuffs, it make the farmers shock when the price compilation at farmers is very low bargained by the businessman.

This is a manifestation of the emergence of farmers' prejudices about the sale of poor agricultural products and lack of transparency from middlemen regarding prices. In addition, the selling price of agricultural products not determined by farmers, it is determined by middlemen and it cause of social jealousy and make farmers lose.

The trade interaction in *Candak Kulak* Market in Panggungduwet is more dominated by the role of the middlemen who provide the purchase price to farmers at low prices, so that the market price there may be monopolized by the local middlemen to buy local agricultural products. There was a bargain in this market activity, but it was not approved. Farmers can bargain to get new middlemen. However, the majority of prices of agricultural products remain the decisive buyer.

The existence of a marketing mafia from farmers' agricultural products in Panggungduwet which is carried out by collectors (the term middlemen) makes farmers lose or out of business. They have a role in controlling prices at the farm level for various reasons. This has similarities with the statement from Ms. Surem that,

“Tengkulak mengendalikan harga dengan banyak alasan. Biasane alasan utamane kuwi transportasi dadi penentu lek nurun e harga beline seolah-olah petani sing nanggung biaya transportasi. Tengkulak dadine iso mempermainkan rego. Petani gor iso pasrah terkait rego sing wes ditentukan tengkulak mergo petani ki wedi lek hasil tanine ora payu dan busuk” (Surem, 2019)

[The middleman changes prices for many reasons. Regarding the reason for transportation as a determinant of the price reduction that must be carried out by farmers regarding the transportation costs. The middleman can play with the prices. Farmers can only surrender in relation to the price determined by the middleman because the farmer is afraid that his agricultural products will not sell and rot] (Surem, 2019)

Brokers in Panggungduwet have practiced bonded labor to farmers under

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the pretext of lending capital for agricultural management. The concept of bonded labor was carried out by the middlemen of the *Candak Kulak* Market in Panggungduwet by providing a loan model in the form of money, fertilizer and agricultural seeds. Capital loans are given in the growing season and the middlemen hope that in the harvest season, farmers will not sell the harvest to others. Farmers felt disadvantaged but also benefited. Farmers feel disadvantaged because farmers can get more than that, but farmers also benefited from bonded labor, because if there is a need, farmers will get money more quickly.

In essence, farmers who do not have capital money will be forced to owe to the middlemen to fulfill their agricultural production needs, so farmers will be bound to middlemen to sell their product, as well as in terms of the selling price of production of their agricultural products. This, according to Scott (Putra, 1988), is one of the characteristics of a patron-client relationship.

Based on the above decision, it can be concluded that farmers in Panggungduwet do not have the authority to determine the selling price of their agricultural products. Farmers have resigned themselves to middlemen compiling the selling price and farmers have the opportunity to bargain but have unnecessary percentages and in fact farmers only make decisions from middlemen. Behind the determination of the price the farmer feels middleman doing the price match but the farmer has fear if their crop is not sold and becomes rotten.

From this phenomenon, the role of the community related to women in Panggungduwet who are also required to work as farmers must develop their knowledge, skills and creativity in dealing with the phenomenon. This is intended so that farmers in Panggungduwet do not go into a system that does not benefit them.

According to Nursyahbani Katjasungkana when discussing with the National Development Strategy Formulation Team (Nugroho, 2008) stated that there are 4 indicators of women's empowerment, namely:

1. Access, means that women in empowerment must have the right to access productive resources in the surrounding environment.
2. Participation, means that women have the right to participate in an activity to utilize limited resources.
3. Control, understand women and men have the same opportunity to supervise, examine, and control on the basis of a shared human consciousness supported by a balanced force so those with the environment must behave in certain ways without over looking at personal interests to make use of available resources.
4. Benefits, means that women and men must equally enjoy the results of the use of resources or development together and equally.

Professor Gunawan Sumodiningrat was quoted by (Nugroho, 2008) explaining that in empowering it was necessary to go through 3 supported steps

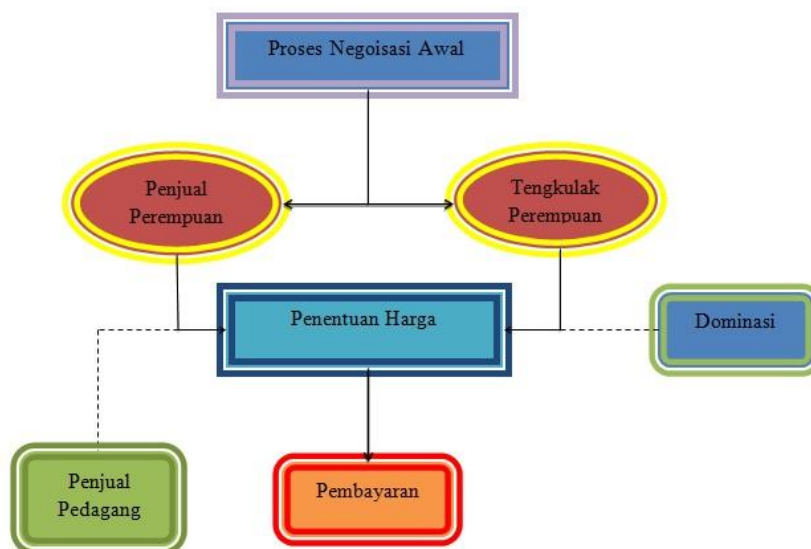
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such as:

1. Partiality, means that women as an empowered party must be supported.
2. Preparation, means that women compile in the empowerment process are required to be able to participate in accessing, understanding, controlling, and taking benefits.
3. Protection, means providing protection until it can be removed.

Women hold the key to make more productive and dynamic society. If they are healthy and knowledgeable, and also have greater access to knowledge, skills and creativity, they will be more productive technically (Julia Cleves Moss who translates (Silawati, 2007) in development (Huda, 2016).

Here is the concept of *candak kulak* market transaction model at Panggungduwet.



Source: Researcher, 2019

Based on the concept above, researcher can describe the transaction models in *candak kulak* market can be done by negotiation. The negotiation process is a bargaining process by negotiating all aspects that will be carried out in order to reach mutual agreement between groups (groups or organizations) with other parties (groups or organizations). In the negotiation process carried out by the community in Panggungduwet village, female sellers and female middlemen. Both parties involved in this negotiation process will try to determine the selling price of an item. In the process of determining this price, the role of the female middleman is crucial where women sellers find it difficult to participate in price selection. This shows that the process of negotiations carried out is also not very

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profitable for female sellers and does not lead to good for female sellers. In this process, female sellers can only receive and receive payments from middlemen on what items they have purchased.

CONCLUSION

Most of the rural areas, especially in the Panggungduwet community live in the agricultural sector, this sector still contributes greatly to regional development. Therefore, empowering the people's economy also means building a better rural economy. Empowerment of the people's economy in Panggungduwet is applied and implemented to empower women. The development of the agricultural sector in Panggungduwet must be aimed at the agribusiness system which must increase the added value of the agricultural sector.

The transaction model in *candak kulak* market can be done by negotiation. The negotiation process is a bargaining process by negotiating all aspects that will be carried out in order to reach mutual agreement between groups (groups or organizations) with other parties (groups or organizations). The negotiation process carried out by the community in Panggungduwetkan, female sellers and female middlemen. Both parties involved in this negotiation process will try to determine the selling price of an item. In the process of determining this price, the role of the female middleman is crucial where women sellers find it difficult to participate in price selection. This shows that the process of negotiations carried out is also not very profitable for female sellers and does not lead to good for female sellers. In this process, female sellers can only receive and receive payments from middlemen on what items they have purchased.

From this phenomenon, the role of the community especially women, the majority of them also work as farmers must be developed to further hone knowledge, skills and creativity in overcoming this phenomenon. It is intended that the farmers in Panggungduwet do not go into a system that does not benefit them.

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