

THE STUDY OF AGRICULTURAL MARKETING IN ART PERFORMANCE IN THE CASE OF “FESTIVAL PASAR KUMANDANG”

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Abstract

The aim of this research is revealing and describing agricultural marketing aspect in the art performance especially in promoting the traditional market in Indonesia. That is why this research takes Festival PasarKumandang in Solo as a unique case because it was the art performance held in the traditional market and become yearly program of Solo city. The method used in this research was qualitative research with multidiscipline approach that focuses on the agricultural marketing in art performance. The research also uses relevant theories such as agricultural marketing, marketing mix, and tourist art theory. Revealing the performing art and agricultural aspect was done by interviewing, observing, and reading literatures of performing art study and agricultural marketing while the marketing aspect was done by SWOT analysis. The results of the research showed that the art performance held in the traditional market attract societies to come. Buyers are more convenient to shop in the traditional market while the sellers feel entertained. Unfortunately, only a little amount of traditional market in Indonesia touched by creative marketing such as art performance as well as its physical view. Marketing strategy for agricultural products especially in traditional market are indispensable in order to maintain its presence in the growth of modern market.

Keywords: *Agricultural Marketing, Art Performance, Traditional Market.*

INTRODUCTION

Indonesia had earned the nickname as an agricultural country where most people livelihood as farmers. Farm life is a daily activity for the people of Indonesia especially in Java. Farmers as the processing of land can not be separated from the merchant who acted as the seller of product to the public. At the pre-existing currency, the process of buying and selling is done by barter between seller and buyer in a place called the market. Not only as a meeting place for buyers and sellers, the market also becomes space for exchanging information and to communicate. In Surakarta, an area that has two palace in ancient art that has life evolved, and this is seen in the presence of remnants of the performing arts conducted in traditional markets such as magicians, comedy, *ketoprak*, *ngamen*, and charlatans who do promote their products by telling story with a loud voice that attract visitors.

The existence of the traditional market is starting to be eroded by the emergence of modern supermarkets and wholesalers group. This is evidenced by the construction of

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shopping malls in major cities in Indonesia where there are supermarkets that sell agricultural products and livestock. In 2007, the Ministry of Trade and Industry noted there are 13.450 traditional market with 12.6 million merchants. Even by the survey of AC Nielsen, modern market growth (including hypermarket) of 31.4%, while traditional market growth - 8.1% (SWA, December 2004 Edition) [6]. However, along with the growth in time and technology, people slowly began to leave Indonesia so that the merchants of traditional markets have declined.

Local governments are the primary resource for the sustainability of traditional markets. They slowly begin to change the paradigm of traditional markets. Originally a traditional market, also known as wet markets well-known for crime occurred, slums, traffic congestion and other sources to be worth visiting and not just as a means of buying and selling but also the tourist facilities. The step in changing the traditional market by government in order to increase the number of visitors and the income of the seller as well as farmers and ranchers who supply their crops to market. The society in Surakarta has initiated steps before Surakarta government reform traditional physical market conditions. Some communities have made the traditional markets in the city of Surakarta as the performing arts arena including Republican-Aeng-Aeng, Mataya Arts and Heritage, and several schools and arts institutions in Surakarta. One of the performing arts that attract the author to study is the Festival PasarKumandang that organized by Mataya Arts and Heritage. Festival PasarKumandang held in order to bring back the life of art in the traditional markets that have long faded.

This is what lies behind the researchers to examine more of the performing arts in the Festival PasarKumandang mainly related to the sustainability of traditional markets and the role of the marketing of agricultural products contained in the traditional markets, especially in the city of Surakarta. The study was conducted to dissect circuitry Festival PasarKumandang activities with the concept of 4Ps in the marketing management of agriculture and describe a SWOT analysis. The expected results of this study is a clear picture of the role of culture in agricultural marketing and know the strengths, weaknesses, opportunities and challenges of the implementation of cultural events conducted in the traditional markets.

Theory

Marketing can be defined as commercial functions are included in the distribution of products from producers to consumers. Marketing process is not the end of the sale and purchase transactions. The acts of buying supplies, renting equipment, paying labor, advertising, processing, and selling are all part of a marketing plan. In the world of marketing, the technical term is defined in the marketing mix with 4Ps concept, which stands for Product, Price, Place, and Promotion. The concept was first introduced by Philip Kotler. Kotler explained that there are four things to consider in marketing the product describing the character of the product to be sold in the market, price is the pricing of products in the market place is the location or place where the products are for sale or distribution of products from the production site, and promotion is a way of enticing potential buyers to purchase the product [3].

Agricultural marketing is where the producer, the processor, the distributor and the consumer meet. According to Kohl and Downey, marketing of agricultural products is the implementation of all business activities involved in the flow of commodities and services from agricultural production to the last in the hands of consumers [1]. The existence of Festival PasarKumandangin marketing the traditional market is as an alternative promotion strategy. In the agricultural marketing, the performing art is one of the creative potential in promotional activities. There are a lot of potential to do creative promotions in marketing not only in agriculture, but also can be applied in the field of animal husbandry, farming, fishing, and forestry. Creative potential of this promotion will be able to grow more rapidly if integrated with the cultural arts, literary arts, architecture, art and design, music, and performing arts [4]. The presence of art in the agricultural marketing encourages the growth of tourism.

Performing arts in the market entitled Festival PasarKumandang in line with tourist art theory propounded by Soedarsono. Such art is sometimes referred to as the art or the art of airport. Art like this is also often known as the art of acculturation is a product of art that is different from the traditional expression, both in form, function, content, or medium. Form of the product is labeled as transitional art, commercial art, souvenir art, and airport art [7]. According TimbulHaryono, a work culture, performing arts production is functioned in three aspects: the educational, economic, and ideological aspects. Aspects of education imply that performing arts have a role as a tool to 'educate' either directly or indirectly. However, now this has been a change in the functional to be mere spectacle.

Meaning the show has changed the direction of orientation or interest only. In terms of the ideological aspects, the performing arts are the nation's cultural identity. These three interests are intertwined with each other. Society is dynamic, and community dynamics also lead to the dynamics of cultural-artistic [2].

Methodology

It should be pointed out here that this study is a qualitative study with data obtained from literature, interviews, observation, and other field data. The method used to borrow the methods of history in three important stages is heuristic, criticism, and interpretation. After going through three stages, the data have been presented in a form worthy of analysis that has been written [6]. The main source that is needed is the primary source of the originating source of the person or a tool to witness firsthand the events that are being studied. In addition to primary sources are also needed secondary sources that are useful to supplement the primary sources. Secondary sources are necessary because sometimes the primary source of the information submitted is unclear. Criticism of work includes two types of external criticism and internal criticism. External criticism is useful for determining the authenticity of the source or data, whereas internal criticism is useful to determine the credibility of the source or data. Interpretation is done by conducting an analysis and synthesis of data using the approach and the theories of economics, social sciences, anthropology, humanities, sciences and other related issues.

This research begins with a literature study, by collecting data through the existing references in the library. The data collected is related to the Festival PasarKumandang from aspects of the performing arts, management, and agriculture. In addition, there is consideration of the need to present a variety of electronic literature, some internet sites. This needs to be done to strengthen some of the analysis. The collection of these data will not be deemed sufficient if only the data collection through the library, and therefore the next step is observing on the performing of Festival PasarKumandang directly.

The first is the analysis conducted on data about the 4Ps elements of Festival PasarKumandang performances and traditional markets as the venue of the event. Further analysis was conducted to determine the strengths, weaknesses, opportunity, and threats towards the Festival PasarKumandang art performance in the traditional markets in the city of Surakarta. This analysis is known as the analysis in the management of external and

internal conditions, or better known as a SWOT analysis (Strength, Weakness, Opportunity, and Threat).

Result

Festival PasarKumandang has been held since 2005 until 2008. Performing arts market, which carried by nonprofit organization MatayaArts and Heritage aims to lift the image of traditional markets in order to compete with modern market. The show has been performed in several traditional markets in the city of Surakarta such as Nusukan market, Gede market, Kembang market, and Legi market. Implementation of this festival in cooperation with several parties such as the Order of Surakarta Traditional Market is a community market vendor, government Kesbanglinmas Surakarta, PadepokanLemahPutih, Department of Tourism, Arts and Culture Surakarta and also some of the schools and arts institutions in Surakarta. Festival PasarKumandang held for 3 to 4 days annually. Its activities consist of fashion shows, dance and music performances, exhibitions and workshops, as well as interactive dialogue aimed at improving the welfare of the merchant market and enhance the image of traditional markets.

In the context of the marketing mix, the presence of Festival PasarKumandang became one of the campaign media in 4Ps. Products in traditional markets in most of the nearly Solo sell agricultural produce and livestock. Gede market is one of the major markets in the region of Surakarta. Products sold in the market Gede include agricultural, fishery, livestock, clothing and daily necessities. However, more dominant agricultural products sold in the Gedemarket because it occupies most of the ground floor of this market. At the top floor of the Gedemarket to sell fishery. Gede market is located in the heart of the city close to the center of of Surakarta government, thus becoming one of the icons of Surakarta and also has a unique ancient architecture. Nusukan market is a traditional market located in the district Nusukan. The consumersofNusukanmarket mostly come from surrounding community Nusukan district. Market area of Nusukan market is not too broad and in the street with a small parking area that often cause traffic jams. Products sold in Nusukan marketmostly on agricultural products and daily necessities of the household. Kembang Market is a market that sells plants, and therefore called the Flower Market because the word 'kembang' is a Javanese language of flower. Seller in the Kembangmarket at the edge of the highway so the activity in this market causes traffic jams every day. Legi market is one of the traditional market with a broad market area and

is located in the center of the city of Surakarta. Large parking area in this market is the main value for wholesaler. Legi market has already started the activity since early morning. A wide range of agricultural products found in this market. These four markets are traditional markets in which there is activity of bargaining between buyers and sellers. The market prices of the product in those traditional markets mostly use market-oriented prices. Festival PasarKumandang makes the emergence of complementary promotion in the 4Ps for traditional markets. Festival PasarKumandang that held every year from 2005 to 2008 made the traditional markets in Surakarta Indonesia is increasingly recognized by residents. This is the role of both electronic and printed media who cover the event of Festival PasarKumandang in Surakarta.

Analysis of internal and external factors in an organization or company is better known as SWOT (strength, weakness, opportunity, and threat) is a widely used method to determine the circumstances faced by the organization, both within and outside the organization. Analysis conducted on the performance of the organization and internal conditions can be known strengths and weaknesses of the organization, while external conditions and developments can create opportunities or threats for the organization.

From the observation and data collection, it can be formulated strength, weakness, opportunity, and threat of Festival PasarKumandang on the sustainability of the traditional market as follows:

1) Strength

- a) Raised to name of the traditional market.
- b) Entertain the sellers and buyers in the market.
- c) The market looks more beautiful.
- d) Residents of the traditional market are aware to support the event so the market becomes by organizing and cleaning the market.
- e) Intertwined relationship between parties such as government and community market traders.
- f) Many people come to see the show.

2) Weakness

- a) By the event, the trading activity is stop because sellers and buyers see the performing arts.
- b) After the event, the traditional market back to its original order, dirty, and disorganized.

c) Festival PasarKumandang only held until 2008.

3) Opportunity

- a) Traditional market as an alternative tourist destination.
- b) The name of Surakarta city become well known in Indonesia.
- c) Government began to reorganize the traditional market conditions.
- d) Being one of the Surakarta city's annual cultural agenda.

4) Threat

- a) Mall and hypermarket start to produce art performances.
- b) Modern market arrangement is more convenient for buyers.
- c) Tourism development of other areas around Surakarta.

Conclusion

The existence of cultural arts in the economic lives and agriculture can co-exist in order to attract the community. The case of Festival PasarKumandang is one of it and gives an added value to the existence of traditional markets. The success of Festival PasarKumandang art performance makes this event as one of the cultural agenda of Surakarta in four years. It also give profit to the traditional market which is increase the sale of agricultural product from farmers in various rural areas around the city of Surakarta. Besides, it also increase the numbers of wholesaler to trade in the Surakarta traditional market. In addition, many people from outside the region Surakarta who want to know of the existence of traditional markets that serve as a venue and also the Festival PasarKumandang performance art. The role of print and electronic media is very helpful in introducing traditional market in the city of Surakarta in the presence of Festival PasarKumandang. Surakarta city government which was originally less attention to traditional markets are now beginning to reform the traditional markets by improving the physical building so that buyers and sellers more comfortable in buying and selling activities. Traditional markets in the city of Surakarta now become one of the destinations for both local and foreign tourists.

In implementation, Surakarta city government began to implement the elements of marketing in the traditional market management; the 4Ps of the marketing mix (price, product, place, promotion) began to be integrated with the 4Cs that consist of customer solution, customer cost, convenience, and communication. So that, the number of visitors to the traditional market in Surakarta city increases from year to year.

Further Work

Throughout the observations of the authors, who reviewed the topic of agricultural marketing in performance art has never existed. Nevertheless, there are several studies and papers related to performance art, agriculture marketing such as Muhammad Jazuli thesis in the final task order level S-2 at the University of Gajah Mada had discussed the 'Performing Arts Cultural Tourism in Surakarta Palace Mangkunegaran 1992-1993' [8]. Differences in this study with Muhammad MuhammadJazuliJazuli namely in the study are discussed on the performing arts management at the Istana Mangkunegaran, whereas in this study reveal about the marketing of agriculture through the performing arts. Thesis in order MaryatiRamli S-1, Bogor Agricultural University conducted a study about marketing entitled 'Efficiency and Agricultural Commodity Marketing Strategies in the District bear the Bogor regency; Analysis of Structure-Conduct-Performance and SWOT' [9]. Although both use the SWOT, but the object of research MaryatiRamli is the result of bear farming in the district, while this study analyzed the marketing of traditional markets in Surakarta. Based on literature review above, thus it can be stated that the research conducted has not been done by other researchers.

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