

**DEVELOPMENT OF THE LOCAL ECONOMY MINIMIZING
UNEMPLOYMENT AND IMPROVING THE WELFARE OF
THE COMMUNITY AROUND THE SENJA MARKET, SEI
BEBANIR KAMPUNG, BERAU REGENCY**

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Abstract

The objectives of this study are: 1) to obtain an overview of the condition of the Senja Market in Sei Loadir Bangun Village, Sambaliung District, Berau Regency; 2) to find out the role of local economic development in order to support community economic activities, minimize unemployment/job creation, improve community welfare/income and the sustainability of the socio-economic life of the community in Sei Loadir Bangun Village, Sambaliung District, Berau Regency. The results showed that the Sunset Market in Sei Loadir Bangun Village was an instrument for utilizing the local economy with various types of potential, including agriculture, fisheries, animal husbandry, and small community industries. Utilization of this potential is primarily aimed at improving the welfare and economic growth of villagers through the development of their economic enterprises. The twilight market of Sei Loadir Bangun Village has an important role in the development of the local economy, both related to: community economic activities, minimizing unemployment/job creation, increasing community welfare/income and the sustainability of the socio-economic life of the community in Sei Loadir Bangun Village, Sambaliung District, Berau Regency.

Keywords: Local Economic Development, Unemployment, Community Welfare

INTRODUCTION

Village development is an inseparable part of national development, village development is the spearhead of the success of national development, the successful implementation of village development will have an impact on the success of national development later. The village is a strategic place in driving the people's economy. Mobilizing the people's economy such as encouraging the strengthening of social capital to grow funds and social security, social gathering,

micro credit, agricultural production equipment facilities, cooperatives, village markets and various initiatives that can make people have access to business and work (Mubyarto in Hudayana 2006: 7).

To improve regional development, especially in rural areas which are mostly agricultural areas, local governments must strive to improve the welfare of the community by exploring and developing the potentials that exist in the region through Local Economic Development. According to (Blakely and Bradshaw, 2002), local economic development is a process in which local governments and community organizations are involved to encourage, stimulate, maintain, business activities to create jobs. In addition, according to (Munir, 2007) Local economic development (LED) is a process that tries to formulate development institutions in the region, increase the capacity of human resources to create better products and foster industry and business activities on a local scale.

The village market is a very important tool in developing the local economy. In line with the regional development agenda in an effort to encourage and improve people's welfare, namely the strengthening of existing development in rural areas, one of which is the village market, it is hoped that the economy of the people in rural and other remote areas will grow so that the relationship (interaction) of rural-urban communities in making trades to be more open. With the growth and development of trading activities in the villages, it is hoped that the distribution of goods from production centers in rural areas to marketing centers in urban areas will be reciprocally smooth and secure so that the existence of village markets is one of the most tangible indicators of community economic activity in a village (Widyatama). , 2019).

In simple terms, the market can be understood as a place where a group of sellers and buyers meet to carry out transactions for exchanging goods. The market is a place where consumers with their needs and wants are available and able to engage in exchanges to fulfill these needs and wants (Priansa, 2017:30). In general, the market contains three elements, namely: sellers, buyers and goods or services whose existence cannot be separated. Meetings between sellers and buyers lead to buying and selling transactions, but that does not mean that everyone who enters the market will buy goods, some come to the market just to play or want to meet someone to get information about something.

Minister of Home Affairs Regulation Number: 42 of 2007 concerning Village Market Management explains that the market is a meeting place for sellers and buyers to carry out transactions, a means of community social cultural interaction, and community economic development. While the village market is a traditional market domiciled in the village and managed and developed by the Village Government and village communities. The establishment of the village market as intended aims to: 1) market the products of rural production; 2) meet the needs of rural communities; 3) carry out social interaction and community economic development; 4) create community employment opportunities; 5) develop Village Government revenue; 6) provide protection for small traders; and 7) position the village community as economic actors in the village market.

The Village Market is one of the barometers of the community's economic progress in managing their natural resources. The village market is able to

motivate the community to continue to be creative and produce through small business activities that are oriented to the needs of the local community and village community. Thus the village market is a real need of the community. In the long term, it has the prospect to develop the community's economy in a sustainable manner. Traditional markets are markets that play an important role in advancing economic growth in Indonesia. The existence of this traditional market is very helpful, not only for the local or central government but also for the people who depend on their life in trading activities trying to prosper their lives, be it traders, buyers, pelvic workers and so on. (Hulaimi, 2020).

According to Blakely in Supriyadi (2007, p.103-123) the success of local economic development can be seen from several indicators, namely: expansion of opportunities for small communities in employment and business opportunities, expansion for the community to increase income, the empowerment of micro and small business institutions in the production and marketing process and institutional empowerment of partnership networks between the government, private sector, and local communities.

In relation to the role of village markets in local economic development, researchers took the object of the twilight market which is a village market that was established to make it easier for farmers to market their agricultural products as well as to improve the welfare of farmers in Sei Loadir Bangun Village, Sambaliung District, Berau Regency.

The main theories used in this research are:

1. Local Economic Development

Indratno & Agustina (2005) state that local economic development is one step in poverty alleviation. While Blakely & Bradshaw (2002) see local economic development as a process in which local governments and community organizations are involved to encourage, stimulate, maintain, business activities to create jobs. Based on these two understandings, local economic development is a process to improve the welfare of local communities through poverty alleviation and job creation.

2. Unemployment

According to Ignas K (2004) Unemployment arises when the workforce does not make a significant contribution to the gross social output of society. The term "unemployed" is often used to refer to the workforce who have not worked or are working inefficiently. Unemployment is the most serious macroeconomic problem because it has a direct impact on society. Unemployment can never be completely eradicated, because despite the nation's extraordinary capacity to manage its economy, there are always applications.

Unemployment is classified into two types based on the reasons for its occurrence. (T Gilarso: 2004) The first type is frictional unemployment. One of the causes of unemployment is that matching people with jobs takes time. Employees have different interests and skills, and jobs exhibit different traits. Meanwhile, the flow of information about prospective employees and job vacancies is not smooth, and the mobility of workers is not instant. For all these reasons, choosing the right job takes time and effort, which tends to lower job growth rates.

3. Public welfare

Welfare according to economists as an indication of individual income (flow of income) and purchasing power (purchasing power) of society. Meanwhile, according to Imron (2012), the welfare of people's lives is understood as social welfare. Imron (2012) adds to Article 1 paragraph 1 of Law No. 11 of 2009 concerning Social Welfare: "Social Welfare is a condition of meeting the material, spiritual, and social needs of citizens so that they can live properly and be able to develop themselves, so that they can carry out their functions social".

There are several indicators of improving people's welfare, including (1) an increase in income quantitatively; (2) qualitatively better family health; and (3) the existence of family economic investment in the form of savings (Imron 2012). In Indonesia, social welfare is often seen as the goal or condition of a prosperous life, namely the fulfillment of basic human needs (Suharto, 2007).

as for some previous studies that have been conducted related to this research are:

1. Hikmatul Maskuroh (2019) entitled "The Role of Traditional Markets in Improving the Community Economy according to the Islamic Economic Perspective". This study uses a qualitative descriptive method that seeks to reveal the conditions that occur in the field naturally and seeks to describe or describe situations or events with words or sentences that are separated according to categories to obtain conclusions. This research focuses on the role of traditional markets in improving the community's economy. The samples used in this study were Founder Yosomulyo Pelangi, traders, buyers, community leaders, and the community. This study uses interview, documentation and observation techniques. The results of this study are traditional markets have a very large role in improving the community's economy based on direct observations and interviews with the community.

2. Hardianti.S (2019) entitled "The Potential of Traditional Markets in Improving the Community Economy in Suli Market, Luwu Regency in the Perspective of Islamic Economics" this study uses a qualitative method which is expected to provide a positive picture through observations and interviews sourced from the object of research (respondents). The subjects of this research are the head of the Suli market, traders and visitors to the Suli market. The technique used in this research is observation and interviews. The tools used in this study are mobile phones, cameras and interview guides. The results of this study are that traditional markets are difficult to potentially improve the economy of traders, while the potential of the Suli market is first, cheaper prices, strategic times and locations. In addition, another supporting factor is the attention of the local government.

3. Elisabeth Kastenholtz, Celeste Eusebio, and Maria Joao Carneiro (2018), entitled: "Rural tourism market segmentation with sustainable travel behavior: Insights from village visitors in Portugal". Rural tourism can contribute to the sustainable development of destinations but the realization of this potential largely depends on the type and behavior of the tourists being attracted. Therefore, market knowledge, segmentation studies and demand management, in accordance with the development objectives of the region resulting in sustainability, are required. This study divides the market of visitors to Portuguese villages using a scale that

reports environmentally, culturally, socially and economically sustainable travel behavior. Data were collected through a one-year on-site survey of 786 village visitors. Responses to items reflecting sustainability were used in a hierarchical cluster analysis that resulted in a three-cluster solution with diverse behaviors impacting sustainability. One segment expresses higher concern for environmental and cultural heritage, another segment presents the most sustainable behaviors overall, highly contributing to socio-cultural and economic development, while a third group reports less sustainable behaviors globally. The three clusters also differ in terms of socio-demography, information sources used, travel behavior, place attachment, destination satisfaction and loyalty. Interestingly, those who exhibited more sustainable behaviors presented higher levels of satisfaction and loyalty. This market knowledge enables the evaluation, selection and targeting of tourism segments that result in more sustainable development of destination countries.

4. Ongzhong Tan, Ju He, Haoying Han, and Weiwen Zhang (2019), entitled: "Evaluating resident satisfaction with market-oriented urban village transformation: A case study of Yangji Village in Guangzhou, China". This study expands the connotation of occupancy satisfaction to evaluate occupant satisfaction with market-oriented urban transformation and to build a conceptual framework for evaluating aspects of outcome satisfaction and process satisfaction. This study examines residents' satisfaction with market-oriented urban village transformation and the factors that influence this satisfaction using data from a field investigation in Yangji Village, Guangzhou City. The results showed that overall, residents in Yangji Village were satisfied with the transformation and that population satisfaction was strongly influenced by the results and processes of the transformation, namely the environment and community quality, government and company behavior and housing conditions. The market-oriented model contributes to occupant satisfaction. This study shows that by putting aside the process and results of transformation and giving full play to a market-oriented model and taking into account the risks of the model, it can increase residents' satisfaction with rural-urban transformation.

RESEARCH METHODS

A. Types and Sources of Data

There are two types of data used in this study, namely: 1) primary data sourced from: a. results of interviews with village heads and village officials from Sei Loadir Bangun, Sambaliung District, Berau Regency; b. results of interviews with Pasar Senja players and local communities; c. direct observation of researchers on the Senja Market in Sei Loadir Bangun Village, Sambaliung District, Berau Regency. 2) secondary data sourced from: a. data in the form of official documents from the office of the Head of Sei Loadir Bangun Village, Sambaliung District, Berau Regency; and b. Legislation, mass media, papers, reports and journals or other research results.

B. Data Collection Techniques

The data collection techniques that the research uses to obtain the necessary data are as follows:

1. Interview technique, is a way of collecting primary data through direct question and answer with people who can provide the required information. In this case, the researcher conducted interviews with the village head and village officials from Sei Loadir Bangun, Sambaliung District, Berau Regency and with Pasar Senja actors and other parties considered related to the problem being studied. Teknik observasi, penelitian dilakukan dengan melakukan pengamatan secara langsung terhadap objek yang diteliti. Dalam studi penelitian ini pengamatan dilakukan terhadap Pasar Senja di Kampung Sei Bebanir Bangun Kecamatan Sambaliung Kabupaten Berau.
2. Documentation technique, collecting written data and information sourced from documents or notes in the form of pictures or writings related to the object of research.

C. Data Analysis Techniques

After the data is collected, the next step is to analyze the data. The steps in data analysis are as follows:

1. Data reduction, is a selection process, focusing on the simplification of the transformation of rough data that emerges from written notes in the field which are carried out continuously throughout the implementation of the research. It aims to study, classify, sort, and organize data.
2. Presentation of data, is an organized arrangement of information that allows drawing conclusions and taking action. The data that has been obtained in the field is presented in such a way, then an analysis of the data is carried out to obtain the actual results.
3. Drawing conclusions or verification, is the final conclusion that will only be drawn after no more information is found regarding the case being studied, then the conclusion will be verified in accordance with the researcher's framework and with research colleagues. Thus the validity and accuracy will be obtained.

RESULT

A. Research Result

The number and percentage of the population of Sei Loadir Bangun Village by age group and gender, see table 1. The total population in Sei Loadir Bangun Village in 2021 is 3,028 people, consisting of 1,573 males and 1,455 females. The number of heads of families (KK) in Kampung Sei Bebanir Bangun is 873 families. Most of the population in Sei Loadir Bangun Village are between 18 years old and less than 45 years old (44.58%) which can be categorized as productive age population.

Table 1. Number and Percentage of Residents of Sei Loadir Bangun Village by Age Group

Number	Population Age	Gender		Amount (Soul)	Percentage (%)
		Man	Woman		
1	Less than 5 years	130	170	300	9.91%
2	5 - < 12 years	165	195	360	11.89%
3	12 - < 18 years	320	508	828	27.34%
4	18 - < 45 years	550	800	1,350	44.58%
5	45 - < 60 years	70	80	150	4.95%
6	More than 60 tahun	20	20	40	1.32%
	Amount	1,255	1,773	3,028	100%

Source: Profile of Sei Bebanir Bangun, 2021

The livelihoods of the residents in Sei Bebanir Bangun. Some of them are farmers, farm laborers, traders, civil servants, carpenters and others. There are also residents whose jobs are uncertain or odd. Most of the residents in Sei Loadir Bangun Village work as farmers (35.88%) and fishermen (24.29%). However, although some of the residents' jobs are carpenters/stoneworkers, they are also farming or gardening. The number and percentage of population by type of work can be seen in table 2, below:

Table 2. Number and Percentage of Population by Type of Work

Number	Work	Amount (Person)	Percentage (%)
1	Farmer	127	35,88%
2	Fisherman	86	24,29%
3	Carpenter	21	5,93%
4	Laborer	20	5,65%
5	Businessman	10	2,82%
6	Village Officials	12	3,39%
7	Self-employed	15	4,24%
8	civil servant	16	4,52%
9	Private sector employee	15	4,24%
10	TNI/POLRI	1	0,28%
11	Uncertain	31	876%
	Amount	354	100%

Source: Profile of Sei Bebanir Bangun, 2021

The number and percentage of the population of Sei Loadir Bangun Village based on ethnicity/ethnicity can be seen in table 3 below:

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Table 3. Number and Percentage of Population Based on Ethnic Tribe

Number	Tribes	Amount (Soul)	Percent (%)
1	Berau	798	26.35%
2	Banjar	300	9.91%
3	Dayak	150	4.95%
4	Melayu	35	1.16%
5	Bugis	382	12.62%
6	Jawa	465	15.36%
7	Timor	350	11.56%
8	Batak	50	1.65%
9	Sunda	350	11.56%
10	Madura	98	3.24%
11	Lombok	50	1.65%
	Total	3.028	100%

Source: Profile of Kampung Sei Bebanir Bangun, Tahun 2021

The education level of the people of Sei Loadir Bangun Village in Sambaliung District, Berau Regency, most of them graduated from SD Equivalent (35.46%), Junior High School Equivalent (28.82%) and Senior High School Equivalent as much as 27.57%. The Number and Percentage of the Population of Sei Loadir Bangun Village, Sambaliung District based on Education Level, can be seen in table 4 below:

Table 4. Number and Percentage of Residents of Sei Loadir Bangun Village by Education Level

Number	Type of Education	Amount (Person)	Percent (%)
1	Not completed in primary school	46	5,76%
2	Graduated from Elementary School Equivalent	283	35,46%
3	Junior High School Equivalent	230	28,82%
4	High School Equivalent	220	27,57%
5	3-year diploma	10	1,25%
6	Not completed in primary school	9	1,13%
7	Graduated from Elementary School Equivalent	0	0,00%
	Total	798	100 %

Source: Profile of Kampung Sei Bebanir Bangun, Tahun 2021

The majority of residents in Sei Loadir Bangun Village, Sambaliung Sub-district embrace Islam (92.07%). In addition, there are Catholics (5.71%), Christians (2.21%), while Buddhism and Hinduism do not exist. This can be seen in table 5, as follows:

Table 5. Number and Percentage of Residents of Sei Loadir Bangun Village Based on Religion

Number	Religion	Amount (Person)	Percent (%)
1	Islam	2.788	92,07%
2	Kristen	67	2,21%
3	Katholik	173	5,71%
4	Budha	0	0,00%
5	Hindu	0	0,00%
	Total	3.028	100%

Source: Profile of Kampung Sei Bebanir Bangun, Tahun 2021

1. Twilight Market Of Kampung Sei Bebanir Bangun

Twilight market of Kampung Sei Bebanir Bangun was built by the self-help of the farmers in Sei Bebanir Bangun. According to Jaliman, the Head of Sei Loadir Bangun Village, the main purpose of the construction of the Sunset Market in Sei Loadir Bangun Village is to make it easier for farmers to market their agricultural products as well as to improve the welfare of farmers in Sei Loadir Bangun Village who have a standard of living or middle to lower economic class. In addition, it is also to make it easier for residents, especially housewives, to find their daily kitchen needs.

The Sunset Market in Sei Loadir Bangun Village is one of the traditional markets in Berau Regency. The Senja Market trading area in Sei Loadir Bangun Village is located on Jalan Punakawan, RT.11, Sei Loadir Bangun Village, Sambaliung District, Berau Regency. The goods traded are very diverse, ranging from basic necessities and agricultural products, fisheries such as vegetables, fish to food and drinks as well as clothing. This market can be reached from Tanjung Redeb which is the capital of Berau Regency in about 20 to 25 minutes. The market is open from 15.00 to 20.00 WITA every day.

2. The Role of Local Economic Development in Supporting Community Economic Activities

The economic activities of the community in Sei Loadir Bangun Village are mostly in the agricultural and fishing sectors. Agriculture in Sei Loadir Bangun Village is quite good, it can be seen from most of the Sei Loadir Bangun Village area is agricultural land and many residents work as farmers. Pasar Senja Kampung Sei Bebanir Bangun is mainly used by local people to sell agricultural products and fish catches.

The village government together with the community organizes the wheels of government and development. The direction of this village government process is for the welfare of the community, through good services, good public facilities, well-running village economic development, and other community needs. With the existence of the twilight market as a facility for community economic activities, the economic activities of the people of Sei Loadir Bangun Village are getting smoother. With the existence of the Sunset Market, the government of Kampung Sei Bendair Bangun can also carry out its function in providing a place for economic activities for its citizens and opening a market for economic products made by its citizens.

The residents of Sei Loadir Bangun Village are generally an agrarian society. Most of the people in Sei Loadir Bangun Village to fulfill their daily needs work as farmers. This is because the economic potential of agriculture allows it to be developed, besides that, employment as a farmer is already an entrenched job field and has been controlled by the local community. That is why agriculture is the main source of livelihood for the residents of Sei Loadir Bangun Village. Most of their economic activities are based on agricultural products, such as corn, rice, sweet potatoes, as well as vegetables and coconut products which are scattered between people's houses.

Due to the proximity of the settlements of the residents of Sei Loadir Bangun Village to the river and the sea, most of the community's economic activities, apart from farming, are also fishermen. Trading is an activity that is mostly carried out by the people of Sei Bebanir Bangun Village, apart from farming and fishing, namely to market agricultural products and the fish they catch. From a development point of view, the market is an economic tool that includes all aspects of society. The twilight market is a means that regulates communication and interaction in the exchange of economic goods and services as well as the circulation of money in the village of Sei Bendair Bangun.

In the research that has been done, Pasar Senja Kampung Sei Bebanir Bangun has a very important role in the economic activities of the community, especially the distribution of community products, both agricultural products, fisheries, plantations, livestock, and handicrafts from the local community.

3. The Role of Local Economic Development in Minimizing Unemployment Rates/Job Creation.

As in a development program or any business, it is expected to be able to create jobs and absorb as much labor as possible for the community to reduce unemployment and improve the community's economy. With this, in the formation of village markets one of the aims is to create jobs for the local community and surrounding areas.

With the existence of the twilight market, the Sei Loadir Bangun Village Government can carry out its function in providing job opportunities for its citizens and opening up markets for economic products made by its citizens. With the Sunset Market of Kampung Sei Bebanir Bangun as a place to create jobs for the community, it will be able to increase the economic independence of the village, this is marked by the increasing number of small business producers selling their wares in the market.

Based on the results of interviews with researchers with the Village Head and Village Market Manager, it can be seen that the existence of a market in Sei Loadir Bangun Village is very helpful in absorbing labor and reducing unemployment for the Sei Loadir Bangun Village community. The twilight market in Sei Loadir Bangun Village plays a role in creating space or opportunities for the community to develop village communities, especially in terms of job creation. Apart from being a buying and selling transaction, there are also people who take advantage of the twilight market in Sei Loadir Bangun Village as an alternative job other than the agricultural sector. As stated by Mr. Tarno, one of the residents of Sei Loadir Bangun Village who works as a farmer with his own land and sells his own agricultural products in the market, besides that, as said by Mr. Sabran, a resident who sells chicken at the twilight market of Sei Loadir Bangun Village.

4. The Role of Local Economic Development in Improving Community Welfare/Income

One of the responsibilities of the village government is to make people live more prosperously, both in the economic and social fields. Therefore, the village government is required to be creative in developing the economic potentials of the village, one of which is the village market. Development is basically aimed at improving people's welfare, and can provide a level of change in the structure of society to economic life. To achieve this, the government of Sei Bendair Bangun Village has a facility in the form of a twilight market which is used for community economic activities.

It is quite difficult to find out in detail how much the population's income is with the twilight market of Kampung Sei Tibair Bangun. This is because most of the traders do not keep a record of the amount of their income, besides that some informants are less open in providing information. However, from the explanations of several traders, the community, the government of Sei Loadir Bangun Village as well as observations during the research, it can be seen that the level of income and prosperity of the community has increased along with the sunset market of Sei Bebanir Bangun Village.

The existence of the twilight market in Sei Loadir Bangun Village can provide additional income for farmers, because they can sell their own products. By selling directly by the farmers themselves or by other producers, sufficient income will be obtained to increase the income of the people of Sei Loadir Bangun Village. As did Mr. Syafri, one of the farmers who sells his agricultural products such as corn, beans, rice and other agricultural products, at the twilight market of Sei Loadir Bangun Village. By selling their own agricultural products in markets close to their homes, it will reduce the burden of distribution costs so that their income will increase.

5. The Role of Local Economic Development on Community Socio-Economic Sustainability

With the existence of economic resources outside the agricultural sector, namely the existence of the sunset market in Sei Loadir Bangun Village, it will affect the socio-economic life of the community. Along with the development of economic activity in the twilight market of Sei Loadir Bangun Village, social relations based

on traditional moral principles are increasingly diminished, this can be seen from the relationship between residents (traders and buyers) which is increasingly leading to the development of social relations based on rational principles, commercial and impersonal characterized by the pursuit of maximum profit. The existence of a village market that also sells both traditional and technological agricultural tools makes it easier for farmers to meet the needs of agricultural equipment which will further increase their income. Communities located near the market do not have to struggle to market their products to more distant markets (sub-district market, main market), thus saving transportation costs, energy and time. The increase in demand for production, on the one hand, will increase the effort to multiply production and increase the income of the population. An increase in the income of the population means that there will be an increase in the welfare and standard of living of the population. The increase in the volume of market activity creates a number of activities in the market, which will automatically create new jobs and businesses.

CONCLUSION

Based on the results of the research that has been done, the following conclusions can be drawn:

1. The condition of the facilities and infrastructure owned by the Sunset Market in Sei Loadir Bangun Village is not so adequate that it still needs improvement and improvement so that traders and consumers feel comfortable in selling and buying necessities. The twilight market of Sei Loadir Bangun Village is an instrument for utilizing the local economy with various types of potential, including agriculture, fisheries, animal husbandry, and small community industries. Utilization of this potential is primarily aimed at improving the welfare and economic growth of villagers through the development of their economic enterprises.
2. The twilight market of Sei Loadir Bangun Village has an important role in the development of the local economy, both related to: community economic activities, job creation, community income and the sustainability of the socio-economic life of the community in Sei Loadir Bangun Village, Sambaliung District, Berau Regency.

SUGGESTION

From the results of the conclusions that have been submitted, the researchers tried to provide suggestions or input, namely as follows:

1. Seeing the development of the Senja Market in Sei Loadir Bangun Village, Sambaliung District, it is very good in an effort to make it easier for the village community to market their products as well as to improve the welfare of the community members in Sei Bebanir Bangun Village, then in the future the facilities and infrastructure to support market convenience must continue to be improved.
2. So far, the Senja Market in Sei Loadir Bangun Village, Sambaliung District, is known to the public as a market that provides various agricultural, fishery, livestock, and small industrial products at lower prices compared to other

markets in Berau Regency, because of agricultural, fishery, The livestock, as well as small industries are directly sold by the people who live in Sei Loadir Bangun Village, District, not through middlemen. For this reason, market managers need to be more selective in giving permission to outsiders who want to sell so that the image as a cheap market can still be maintained and the initial goal of establishing the market is still achieved, namely helping community members to market agricultural, fishery, livestock, and small industries in order to improve welfare. they.

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