

Traditional Market Development Strategy as a Shopping Tourism Attraction in West Lombok Regency, West Nusa Tenggara: Case Study of Tenten Golong Traditional Market

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Abstract

Markets play an important role in the economy of a rural community. The market not only functions as a meeting place for sellers and buyers to carry out transactions, but also increases its function as a center for various community activities ranging from selling artistic, agricultural, handicraft, culinary, cultural, religious products with the existence of the Melanting Temple for Hindus, especially those earn their living as traders in the market. So it is very appropriate for the market to be called the center of the economy and also a tourist attraction, especially shopping tourism. The existence of this market, some of which are global, some are developing on a regional scale or traditional markets are found in every village in Indonesia, including on Lombok Island, West Nusa Tenggara Province. In 2023, West Nusa Tenggara Province targets 2 million tourists to visit and spend their free time and money on holidays, whether they come in groups or independently. For the arrival of tourists, it is necessary to provide adequate tourist accommodation and tourist attractions, in terms of quality and quantity. One of the tourist attractions offered to tourists visiting West Nusa Tenggara Province is the Tenten Traditional Market with its various unique potentials which is not yet widely known and there is a need for a development strategy in this qualitative descriptive research which is analyzed using SWOT Analysis. With this SWOT analysis, the strengths, weaknesses, opportunities and threats that occur in connection with the existence of the Tenten Golong Traditional Market as a tourist attraction in West Nusa Tenggara Regency are known. After knowing the elements of this SWOT, it is concluded that the Tenten Traditional Market has the potential to be developed into a shopping tourist attraction by implementing several

good strategies to improve the internal environmental conditions of the market, the quality of human resources managing the market, product quality, marketing and the external environment in outside that market.

Keywords: Traditional Market, Development Strategy, SWOT Analysis

INTRODUCTION

Backgrounds

Tourism has been recognized internationally as a driving force for the economy in many countries, including Indonesia. According to the World Tourism Organization (WTO) in 2002, tourism is one of the strongest drivers of world trade and the creation of prosperity. In Indonesia itself, tourism development is stated in Law of the Republic of Indonesia NO. 10 Concerning Tourism, 2009) which aims to: (1) increase economic growth, (2) improve people's welfare, (3) eradicate poverty, (4) overcome unemployment, (5) preserve nature, the environment and resources, (6) advancing culture, (7) raising the image of the nation, (8) fostering a sense of love for the country, (9) strengthening national identity and unity, (10) strengthening friendship between nations. West Nusa Tenggara Province, especially Lombok Island, as a tourist destination, is one of the foreign exchange contributors to Indonesia through the tourism sector. The West Nusa Tenggara (NTB) Provincial Government is targeting tourist visits, both Indonesian tourists (Wisnus) and foreign tourists (Wisman), in 2023 to reach 2 million people. In the first semester, July 2023, there will be 1.7 million tourists coming to visit NTB. Head of the NTB Provincial Tourism Office (Dispar), Jamaludin Malady, said that the number of 1.7 million is an accumulation of tourists coming by air and sea , with the largest number being by air. <https://ntbsatu.com/2023/08/12/anggaran-juli-2023-kunjungan-wisatawan-ke-ntb-mencapai-17-juta.html>, accessed on 16 October 2023 at 11 WIT. Based on these conditions, the NTB government and all its citizens are trying to explore all the potential to become a tourist attraction to serve the large number of tourist arrivals. Of the many tourism potentials, one of them is a traditional market with various potentials and uniqueness. One of the traditional markets on Lombok Island, NTB Province is the Tenten Golong Traditional Market which is located in Golong Village, Narmada District, West Lombok. The existence of this market is strengthened based on the Decree of the Minister of Industry and Trade of the Republic of Indonesia No. 420/MPP/Kep/10/1997, the market is a place where sellers and buyers meet to carry out transactions where the buying and selling process is formed, which according to service quality classes can be classified into traditional markets and modern

markets, and according to the nature of distribution can be classified into markets retail and wholesale or wholesale markets.

Traditional markets do not merely accommodate economic activities, but traditional markets have become a forum for social and cultural interaction, as well as a shopping tourist attraction in many places. Based on the conditions above, it is necessary to conduct research to obtain a strategy for developing the Tenten Traditional Market in Golong Village as a shopping tourist attraction in Mataram City, West Nusa Tenggara.

Formulation of the problem

Based on the background of the problems that have been described previously, the research problem can be formulated as follows:

1. What is meant by Tenten Traditional Market as a leading shopping tourist attraction?
2. What potential does the Tenten Traditional Market have so that it is worthy of being a leading shopping tourist attraction in West Lombok Regency, West Nusa Tenggara Province?
3. What strategies can be implemented at the Tenten Traditional Market as a leading shopping tourist attraction in West Lombok Regency, West Nusa Tenggara Province?

RESEARCH OBJECTIVES AND BENEFITS

Research purposes

The objectives to be achieved in this research are:

1. To gain detailed knowledge about what the Tenten Traditional Market is as a shopping tourist attraction.
2. To gain the potential of the Tenten Traditional Market in Golong Village as one of the shopping tourist attractions in West Lombok Regency, West Nusa Tenggara Province.
3. To get the right strategy in developing the Tenten traditional market in Golong Village, as a shopping tourist attraction in West Lombok Regency, West Nusa Tenggara Province.

Benefits of research

The benefit that will be obtained from this research is that it can apply the theory of developing existing shopping tourism potential and it is hoped that this research will be able to contribute ideas in the development of the Tenten Traditional Market as a shopping tourist attraction, as an alternative tourist attraction other than the already famous tourist attraction in Lombok Regency. West, Nusa Tenggara. West. It is also hoped that this research

can be a means of contributing ideas for the sustainability and development of the Tenten Traditional Market as a leading shopping tourist attraction in West Lombok Regency, amidst the heavy flow of tourists returning to Lombok Island. Where the contribution of ideas from this research is useful for the researchers themselves, the residents of Golong Village, the Regional Government of West Lombok Regency and also other parties interested in developing the potential of the Tenten Traditional Market as a shopping tourist attraction.

Literature Review

Strategy Review

According to Sjafrizal (2011) strategy is a way to achieve goals based on analysis of internal and external factors. So, in determining this strategy, it is necessary to know in depth what internal factors, namely the advantages or disadvantages of the Tenten Traditional Market in Golong Village, and also what factors are weaknesses so that these weaknesses can be minimized and the advantages of this market can be maximized. In developing the Tenten Traditional Market in Gumang Village, it is also necessary to review external factors, namely opportunities that exist and can be developed, development strategies also need to pay attention to challenges or obstacles that arise due to the surrounding environment. In this research, the strategy is the plan to develop the Tenten Traditional Market as a shopping tourist attraction in West Lombok Regency, West Nusa Tenggara Province.

Overview About Development

In the Big Indonesian Dictionary, development is defined as a process, a way of developing something to be better, more perfect and useful. So development is a process / activity of advancing something that is deemed necessary to be arranged in such a way by rejuvenating or maintaining what has been developed so that it becomes more attractive and more developed. The stages of development are the stages of the evolutionary cycle that occur in tourism development since a new tourist destination is discovered/explored (Discovery), then develops and finally declines (decline). According to Pitana (2005: 103) there are 7 phases of tourism development or the tourism cycle (destination area life cycle) which have different implications and impacts, theoretically including: (1) Exploration Phase (exploration/discovery), (2) Phase Involvement (involvement), (3) Development phase (4) consolidation phase, (5) stagnation phase, (6) decline phase, (7) rejuvenation phase.

From the definition above, what is meant by development in this study is an activity to advance a place or area by exploring various potentials that can be developed into an object and tourist attraction so that it can improve the welfare of its people. Based on the

development stages above, the development of Pasar Tradisional Tenten is at the Exploration stage. This stage is characterized by limited and sporadic visits from adventurous people. There was intensive contact with local residents and using facilities owned by residents with very little social and economic impact.

Overview of Tourism Potential

According to Nyoman S Pendit in the book "Tourism Science, a Prime Introduction" tourism potential is everything that exists in an area that can be developed into a tourist attraction. In general, tourism potential is divided into two (2) groups, namely: cultural potential and natural potential. Thus tourism potential is everything that exists in an area/tourist spot that can be developed into a tourist attraction so that it can become an attraction for tourists to visit the area.

Overview of Tourism Objects and Attractions

According to Law No. 10 of 2009 the definition of tourist attraction is everything that has uniqueness, beauty and value in the form of diversity of natural, cultural and man-made assets that are the target or destination of tourist visits. Tourist objects and attractions are a tourism product. The tourism product is not a real product. This product is a series of services that not only have economic aspects, but also social, psychological and natural ones. In the development of tourism products, especially the development of an area that has not yet become a tourist destination, there are 3 main requirements that must be met, namely: the area being developed must have what is referred to as "something to see", "something to do". "(there is something to be done), and "Something to buy" (something that can be purchased).

Overview of Tourist Destinations

According to Kusudianto (1996: 8) tourist destinations can be classified or grouped based on the characteristics of these destinations, namely as follows:

1. Natural resource destinations, such as climate, beaches, forests and views at the foot of mountains.
2. Destinations for cultural resources, such as historical sites, museums, theaters, and local communities.
3. Recreational facilities, such as amusement parks.
4. Events such as the Bali Arts Festival, the Lake Toba Festival, the night market.
5. Specific activities, such as casinos in Genting Highland Malaysia, Shopping Tours in Hong Kong.

6. Psychological attraction, such as adventure, romantic travel, remoteness.

Overview of Market

According to Wiliam J Stanton (1989:92) the word market has various uses in economic theory, in business in general and in marketing in particular. A market may be defined as a place where buyers meet sellers, goods or services are offered for sale and then a transfer of ownership occurs. The market is also defined as the demand submitted by a group of potential buyers for a product or service. The market is defined as people who have needs to satisfy, have money to spend and a willingness to spend.

According to Presidential Regulation 112 of 2007 Article 1, a market is an area where goods are bought and sold with more than one seller, whether referred to as a shopping center, traditional market, shop, mall, plaza, trade center or other names.

According to William J. Stanton (1989), the market is people who have the desire to be satisfied, the money to shop and the willingness to spend it. According to Philip Kotler (2008), traditionally a market is a physical place where buyers and sellers gather to buy and sell goods. Economists describe a market as a group of buyers and sellers who transact on a particular product.

Basu Swastha (2000), the market is people who have the desire to be satisfied, the money to spend, and the willingness to spend it. The market is a place where supply and demand, sellers and buyers meet, where these meetings occur regularly or irregularly, where economically valuable exchanges occur. Market also means the actual accumulation of all demand for goods or services by potential buyers. So the definition of a market is all customers who have certain needs or desires, are willing and able to involve themselves in an exchange to satisfy these needs and desires. In a simple sense, the market can be interpreted as a place where buying and selling transactions occur.

Overview of Shopping Tourism

According to Ahsanul Fathiyatun Nisa (2014), shopping tourism is a travel activity carried out by a person or group of people when traveling, not just for sightseeing but also to buy necessary necessities. Shopping tourism is referred to as a tourist activity that utilizes retail trade commercial areas as a recreation area for the purpose of visiting and shopping activities for tourism needs a shopping tourist attraction is a local product sales center that is visited for shopping. Shopping tourism offers shopping as the main activity, when looking for desired needs ranging from shopping for antiques, modern goods to the need for regional

souvenirs, tourist visits that can be taken when leaving tourist attractions (Ismayanti, 2011: 159).

According to Dallen J. Timothy (2005), shopping tourism has become a recreational activity that influences social, cultural, economic, psychological and environmental factors. Shopping tourism has changed and has had a major impact on corporate and retail planning. There are two forms of shopping tourism, namely shopping as a form of tourism and shopping as a holiday activity.

According to Tammy Kinley (2007), there are three elements of shopping tourism strategy planning, namely:

- a) Psychological planning strategy, namely a form of land use planning for a shopping tourist attraction that tries to achieve a more balanced and rational coordination of the tourist attraction, which will influence the regulation of space use and the condition of the tourist attraction.
- b) Merchandising, namely the decision to select goods based on the product, brand and quality. The selection of products to sell will depend on many factors, such as: store location, market demand, profit goals and merchandise planning. Brands can influence consumer behavior and consumer purchases and product quality can describe the quality of the store. Like quality, exclusivity is a common influence in visiting decisions.
- c) Shopping destination strategy is a concept in the shopping tourism industry which is related to shops, malls and trade centers. The purpose of shopping is different from usual, namely by doing casual shopping or customers will plan a trip to the shopping center in order to spend a few hours there as entertainment, not just the act of purchasing goods.

According to Dallen J. Timothy (2005), the shopping destination strategy consists of several elements, namely:

- a) Location is a distribution decision regarding ease of access to services for potential customers and use in supplying services to targeted customers. This is a key decision, involving consideration of how services are delivered to customers and where the delivery takes place.
- b) Shopping venue design is a strategy for shopping tourist attractions through the physical attributes of shopping tourist attractions to create visitors' decisions to visit by paying attention to the interior and exterior design of the building.

- c) Display Layout, namely the layout of various beauty facilities outside and inside the building. Like interior design, the way goods are displayed can create a competitive advantage and stimulate sales interest in the products being sold.

Overview of Traditional Market

Traditional markets are markets where bargaining can still be done. The atmosphere of traditional markets does not include air-conditioned air, the smell of air freshener, men's and women's toilets, their way of selling is very simple without using modern marketing strategies.

Traditional markets are markets built and managed by the government, regional government, private sector, state-owned enterprises and regional-owned enterprises, including collaboration with the private sector, with business premises in the form of shops, kiosks, booths and tents owned/managed by small, medium, and small traders. community self-help or cooperatives with small scale businesses, small capital and with the process of buying and selling merchandise through bargaining.

Arrangement of Traditional Markets is based on Article 2, the location of the establishment of a traditional market must refer to the district/city spatial plan, the detailed Regency/City Spatial Plan, including the Zoning Regulations. The establishment of a traditional market must comply with the following provisions:

- a. Taking into account the socio-economic conditions of the community and the existence of Traditional Markets, Shopping Centers and Modern Stores as well as Small Businesses including cooperatives in the area concerned.
- b. Providing a parking area of at least the required parking area of 1 (one) four-wheeled vehicle for every 100 m² (one hundred square meters) of the sales floor area of the Traditional Market.
- c. Providing facilities that ensure that Traditional Markets are clean, healthy (hygienic), safe, orderly and comfortable public spaces and providing parking areas. www.Hukumonline.com accessed on October 19 2023 at 12.33 WIB

Overview of Micro, Small and Medium Enterprises (MSMEs)

MSMEs in Indonesia in general, which also applies to the Tenten Traditional Market, Golong Village, West Lombok Regency in particular, are strengthened by Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises and also the World Bank. The World Bank even defines MSMEs according to three classifications, namely based on employee conditions, income and asset value. The explanation is as follows:

- a. Micro Enterprise. Having criteria for the number of employees being less than 30 people, and annual income not exceeding USD 3 million.
- b. Small Enterprises. The criteria for the number of employees is less than 100 people, annual income does not exceed USD 100 thousand, and total assets do not exceed USD 100 thousand.
- c. Medium Enterprise. It has criteria for a maximum number of employees of 300 people, annual income of up to USD 15 million, and total assets of up to USD 15 million.

RESEARCH METHODS

The methods used in the research include: Research Stages

1. Observation Into Objects
Namely conducting direct observations in the field to find out the internal and external situation of Golong Village, West Lombok Regency, NTB.
2. Data Collection and interviews.
Data collection becomes important from research. If the data is available from secondary sources, the researcher needs to carry it out carefully in order to obtain the primary data obtained.
3. Data Compilation.
In this stage activities are carried out to explore all information related to physical conditions (basic, fostered), social conditions (demography, social relations, economic activities (tenteen traditional markets, living conditions, income, economic activities, sources of income), socio- cultural (7 elements of culture), policies and regulations (official village and customary village) in Golong Village, West Lombok Regency, NTB
After the data has been collected, all data must be coded, tabulated and then analyzed.
4. Preparation of Research Results.
The data that has been processed must be interpreted in terms of action or policy for the parties concerned in this research. Interpretation is not an easy job because you have to be able to relate statistical data obtained from tables made with your theoretical knowledge and experience. Therefore, researchers need to try to make interpretations that are not too many, but can represent the things that are revealed in the table that have been made.

5. Publications / seminars.

Presentation of research results is very important, especially aimed at parties who have an interest or have a relationship with the problem to be studied.

Research Sites

This research took place in Golong Village, which is located in Narmada District, West Lombok Regency, NTB. Golong Village is located in the eastern part of Narmada Park, which has become a famous tourist attraction in West Lombok. This Golong Village is located east of Suranadi Temple and the Golong Golf Course. Determining the location of this research was carried out deliberately considering the uniqueness of the Tenten Traditional Market which is owned so that it is used as a material consideration. While the determination of the issues raised is based on the absence of research on these issues. This research is very important because Golong Village is in a strategic position through land transportation routes between provinces to eastern Indonesia. It is considered a strategic position because it is a strategic place as a location for living / housing, relatively close to famous tourist attractions in Lombok such as: Beaches Kuta, Narmada Park, Suranadi Temple, Golong Golf Course. And also close to the Mataram City Center. Therefore, this research is expected to function to stem the negative impact on globalization and tourism.

Observed/Measured Variables

The variables/variables to be observed in this research activity are:

1. Physical condition
Both basic and built physical conditions.
2. Social conditions
Social conditions that need attention, especially demographic issues and social relations in society.
3. Economic activity
Economic activities that need to be understood are traditional markets, livelihoods, income, economic activities, sources of community income.
4. Socio-Cultural
As for the elements that are very concerned about the elements / forms of culture, especially the religious system in the form of the Ngusaba Gumang ceremony.
5. Policies and Regulations
There are generally 2 types of policies in Golong Village, namely official village policies and customary village policies.

Research Design

1. Instruments

In this study, interview guidelines, data checklists, smartphones and stationery were used.

2. Data sources

Sources of data used in this study are primary data and secondary data.

Research Respondents

Research respondents in Golong Traditional Village, Narmada District, West Lombok Regency were; the people of Golong Village in general, both as ordinary people (Krama Desa) and as community leaders. Traders and buyers at the Tenten Traditional Market.

Sampling Method

The focus of this research is aimed at the Golong Village Community (community leaders and ordinary people). Determination of the community sample in this study is by using the Purposive Sampling method, which is a sampling technique with certain considerations (Sugiyono, 2008: 124). The considerations used in this research are local people who have knowledge about the object to be studied. The criteria for the community to be sampled are:

1. Those who know the depth of information regarding the problems studied in Golong Village, NTB, especially the existence of Tenten Traditional Market.
2. Those who are accepted as a group are related to policy determination.
3. Those who have tourism knowledge. This sample is used to obtain information in the development of information in the development of these potentials into tourist objects and attractions.

The samples taken based on the Purposive Sampling method were community leaders in Golong Village, and the Golong Village community consisting of former chieftains, Kelian Traditional Village (Bendesa), heads of customary banjars, heads of banjar services, youth leaders (seka teruna teruni) , traders and buyers.

Method of Collecting Data

The data obtained from this study were collected by the following methods:

1. Structured interviews

Data collection was carried out by direct questioning based on interview guidelines to obtain additional information related to the issues discussed. As for those who will be

interviewed, Kelian and the administrators of the Golong Traditional Village (Bendesa), traders and buyers.

2. Documentation Method

Namely secondary data collection through documents owned by secondary data sources or related government agencies.

3. Observation Method

Namely conducting direct observation in the field to find out the internal and external situations of Golong Village and the problems it faces. especially at Tenten Traditional market.

Data Analysis Techniques

The data analysis techniques used in this research include: Qualitative Descriptive Method, namely providing a review or interpretation or meaning of the data and information obtained, so that it becomes more meaningful than just presenting it in the form of numbers (numerical): SWOT Matrix analysis, is a continuation of the internal-external situation analysis, where internal-external factors, where internal factors are in the form of factors of strengths and weaknesses combined with external factors in the form of factors of opportunities and threats, this combination will produce several general strategies (rand Strategy) development in locate

RESULTS AND DISCUSSION

The Meaning of Tenten Traditional Market in Golong Village, Narmada District, West Nusa Tenggara Regency As a shopping tourist attraction.

The people of Golong Village fulfill their daily needs by shopping at the traditional market which they established in the center of their village, more precisely using village roads before being used for transportation infrastructure because this market activity is carried out from dawn to early morning. The condition of this market is a village road with concrete pavement without a permanent roof. This market is a retail market, which is a place where village residents sell their agricultural products in their rice fields or gardens. This market is open every day, from 6 am to 8 am. The Tenten Traditional Market sells food, both in the form of raw materials and ready-made food that is ready to be consumed by local residents. The uniqueness of the commodities marketed in this market is local specialty food, both produced by residents of Balinese descent and residents of Lombok's Sasak descent. Residents of Balinese descent sell various snacks such as market snacks such as laklak,

lempog, lupis, kolang kaling, sweet potato compote, ongol ongol and so on. Side dishes sold by local residents are typical of Sasak Lombok such as: bebetok, thymus, lelempet, pepes, satay, dried fish, powdered vegetables, plecing water spinach, vegetable urab or often called jukut though which is eaten with lontong. There are also various herbs and spices, tempeh, tofu, shrimp paste, salted eggs, special fruits, especially durian peresak, mangosteen, guava, and so on. They also sell firewood, taro leaves for livestock feed, bran, coconut and also coconut dregs that have been squeezed for the coconut milk, usually used for livestock feed, at very economical prices. Food can be purchased at prices starting from IDR 1,000 per portion, especially for breakfast. In terms of price, the goods sold in this market are relatively cheap, the author himself has experience that only IDR 5,000 per person is enough to buy food for breakfast consisting of cakes and side dishes.

Judging from demographic or population elements, it can be seen that the traders and buyers at the Tenten Traditional Market are mostly women or housewives who are identified with the kitchen in their respective families, while the male residents in this village take up other activities such as working in the rice fields, fields, workshops, offices both government and private. Meanwhile, the children wait at their respective homes while preparing to go to school in the morning.

On certain days before religious holidays, the market also sells various types of flowers, such as Cambodian flowers, Kenanga, Sedap Malam, cut pandan leaves which are often called kembang rampe. Also for sale are yellow coconut leaves, banana leaves, palm leaves (ron), all of which are used for prayer. Tourists, both foreign and domestic, can also visit this location individually or in groups. All food and other products are sold by sitting cross-legged without tables and chairs.

The potential of the Tenten Traditional Market makes it worthy of being a tourist attraction in West Nusa Tenggara Province.

The Tenten traditional market is very much needed by the local community, because it is a place where sellers and buyers meet directly to get satisfaction as both sellers and buyers. This market, most of which is a collection of local specialty food sellers for breakfast and is very worthy of being developed into a culinary tourism center.

This Tenten location is also suitable as a shopping tourist attraction, because it can be visited as a place to buy breakfast to take to other famous tourist attractions in West Lombok and can also be a place to buy handicrafts made by local residents, such as carvings, typical Balinese and sasak which can be used in Hindu holy places. Apart from that, woven

products are also sold in the form of shopping bags and kebens as containers for offerings for religious ceremonies.

The existence of the Tenten Traditional Market functions to preserve Indonesian culture, both Balinese and Sasak Lombok culture, especially typical culinary delights and handicrafts produced by local residents. It should also be noted that the traders at the Tenten Traditional Market are not only residents of Golong village whose ancestors came from the island of Bali, but also come from the indigenous tribe of Lombok Island, namely the Sasak tribe who live around Golong Village. All these residents have lived in harmony for a long time and worked together to form this traditional market by choosing a location in the center of the village by applying the Cathus Patha Concept, also known as Pempatan Agung or Perempatan Agung which is sacred to Hindus. This concept has been applied by the Balinese Hindu community since the time of the Majapahit Kingdom and is valid until now. The market, which is the center of the local economy, is located in one corner of Pempatan Agung or this sacred intersection and may spread to the surrounding area. To purify all activities, all merchandise and ask for protection from Ida Sang Hyang Widi Wasa or God Almighty, the Melanting Temple was founded in the middle of this market.

When people make transactions in this market, their respective regional languages, namely Sasak and Balinese, can be used well, because the local people already understand and are fluent in using these two regional languages so that there is automatically a strengthening of local regional culture without any differences in understanding between them. The two regional languages used during this transaction can of course be unique to tourists who wish to visit this location and at the same time learn about the unique culture of the archipelago in the form of Balinese and Sasak regional languages.

This market is one of the tourist attractions that can be combined into a rural tourism package such as seeing rice fields with the results in the form of rice, the famous Lombok water spinach, tobacco, the Ngusaba Gumang Ceremony and all the daily activities of the local community. Tourists can also walk past the agro-tourism facilities which are identical to the gardens of Peresak durian, mangosteen, mango and other tourist activities when tourists visit this village. The presence of tourists who will come to visit this location certainly has the potential to improve the welfare, especially of local residents.

Picture 1
Traders at Tenten Traditional Market at Golong



Source: Observation Results, 2023

Picture 2
Tenten's activities



Source: Observation Results, 2023

Picture 3
Keben at Tenten Traditional Market



Source: Observation Results, 2023

The right strategy in developing the Tenten traditional market in Golong Village, as a shopping tourist attraction in Lombok Barat Regency, Nusa Tenggara Barat Province.

a. Strength

The strength factors in this study are:

1. Having supporting facilities that are safe and sufficient for tourists, such as a multi-purpose hall/community hall that can be used for tourism activities.
2. There is still natural beauty that deserves to be a quality tourist attraction in Golong Village.
3. Strategic location of Golong Village, and close to other tourist attractions such as Narmada Park, Golong Golf Course, Suranadi Temple, Lingsar Temple, Cakranegara City, Mataram City, a market which is a center for typical Lombok island souvenirs and attractions or destinations other tours, so that it is possible to create attractive travel routes for tourists while traveling on the island of Lombok.
2. Potential for culinary tourism with Lombok and Bali special menus that can be developed by local residents
3. There are other tourism potentials in the Golong Village environment that have not been optimally exploited and can be developed, such as the existence of rice fields and tobacco plantations which can also be developed into attractive tour routes around the village for tourists.

4. Golong Village residents support the existence of the Tenten traditional market as the center of the village economy.
5. Actifity at this traditional market can be enjoyed by tourists every day.

b. Weakness

Factors that become weaknesses in this study are:

1. Actifity at this traditional market can be enjoyed only several hours every day
2. There are no signs pointing to the location of this tourist attraction.
3. There are some residents of Golong Village and its surroundings who are not ready for existing tourism developments.
4. Not yet optimal community participation, especially traditional market owners in tourism development.
5. The marketing system has not yet been organized both offline and on line to inform the existence of this traditional market to tourists.
6. Accommodation, food and drink facilities for tourists participating in this activity are still limited in number.
7. Limited development capital, especially during the corona pandemic and after.
8. There are limited parking facilities for tourist groups, especially those using buses, so it is necessary to add car/bus parking facilities and arrange the environment for tourists coming to this Golong Village.
9. The location is inadequate to accommodate tourists, because it enters a crowded village and uses narrow village roads and heavy inter-provincial traffic that transports materials that could endanger tourists.
10. There needs to be additional signs/signs to clarify the direction of tourists in this Golong Village environment.
11. Small production capacity causes traders' income in traditional markets to be limited.
12. Not yet implementing sufficient hygienic and sanitary standards, both in terms of food processing, food ingredients and the workforce producing the food.
13. Traders in traditional tenten markets need to get capital assistance from financial institutions to increase business capital.
14. The village environment, especially the village road which is used as a location for the traditional market, is still relatively dirty, plus domestic animals such as dogs are still roaming around and throwing feces carelessly.
15. Handling of market waste is still inadequate.

16. There needs to be a rainwater drainage channel at this traditional market location so that it doesn't get muddy when it rains.
17. The market area is relatively narrow and uses a village road.

External Factors

The external environment that influences the development of the Tenten Traditional Market as a shopping tourism attraction is in the form of opportunities and threats. Opportunity and threat factors can come from the development of other tourist attractions, technology, economy, competition, and security.

a. Opportunities

Opportunity factors that influence the development of the Tenten Traditional Market as one of the Tourism Attractions in Golong Village, West Lombok are:

- 1) Regional autonomy provides opportunities for regions to develop their regional tourism potential.
- 2) Central and local government policies to develop Tenten Traditional Market with all the tourism potential in Golong village.
- 3) The condition of tourism is getting better and the local government has made it a leading sector.
- 4) The tourist segment is not only from Indonesia, but also foreign tourists who are interested in Shopping tourism attractions with various tourism activities in Golong Village, Narmada Lombok.
- 5) Golong Village residents support the existence of the Tenten traditional market as the center of the village economy.
- 6) The Corona pandemic has subsided, so there is maximum freedom of activity.

b. Challenges

The challenging factors considered in this study are:

- 1) There are competitors for other Shopping tourism attractions that offer almost the same tourism potential.
- 2) Potential negative impacts from tourism such as reduced sacredness, degradation of social values, waste due to tourism activities in this Golong Village.
- 3) Development of shopping tourism potential in the form of the tenten traditional market, which is synonymous with this agrarian culture, is being challenged by urbanization and the conversion of agricultural land functions in the location.

- 4) The weather factor, which often rains, causes the implementation of the tent traditional market to be often hampered.

SWOT Matrix development of the Tenten Traditional Market as shopping Tourism Attractions in West Lombok Regency, West Nusa Tenggara.

The preparation of the SWOT matrix is used to determine alternative strategies. This matrix is composed by the factors of strengths, weaknesses, opportunities and threats which are the constituents of the strategic factors of internal and external analysis. The result can be formulated SO strategy which is a combination of strength and opportunity factors with the following alternatives:

1. Increasing tourism marketing both at home and abroad by increasing cooperation with the mass media, tourism practitioners, online marketing on social media and other related parties.
2. Improving the quality of human resources (HR), especially young local people.
3. Improving the quality of service to tourists.
4. Preserving the quality of tourist attractions with the involvement of various parties, both the local community who live in Golong Village, and also increasing the participation of the Golong community who are migrating to other areas. The form of participation is in the form of material and non-material.
5. Making Tenten Traditional Market is not only a center for shopping, but also a center for religious, cultural, artistic and culinary tour activities.
6. Propose to the government that a bus/other public transport route be held from Lombok International Airport to the terminals around West Lombok, passing through the Golong Village area, especially The Tenten Traditional Market.
7. Packaging the activity at Tenten Traditional Market into an attractive cultural tour package and involving tourists in the activity procession without losing its sacred elements.
8. In the process of restoring and developing the building and area of the Tenten Traditional Market, it is necessary to add tourism supporting facilities at the location, such as: parking facilities for tourist vehicles, eating, drinking facilities toilet) and others.
9. Adding directions to the location of this tourist attraction.

The WO strategy which is a combination of weaknesses and opportunities provides the following alternatives:

1. Increasing the role and participation of the local community through tourism counseling, making lists of tourism events and building museums.
2. Establish mutually beneficial cooperation with tourism actors such as travel agencies, hotels and restaurants in tourist activity centers, such as in the areas of Kuta, Senggigi, Mataram and Lombok Island in general.
3. Develop people's houses that still have traditional architecture to be used as accommodation, eating and drinking facilities for tourists.
4. Make a list of all tourist activities in this village, especially shopping activities at the Tenten traditional market.
5. Increase the understanding of traders and buyers regarding hygiene and sanitation in this traditional market.
6. Provide training on food packaging in this market.
7. Often shopping tourism activities are interspersed with short breaks, so accommodation is needed in the form of berugak or residents' houses that still have traditional architecture that are uniquely designed. This place also provides food and drinks, souvenirs and fresh fruit from the gardens of the residents of Golong Village and its surroundings. The fruits introduced to tourists include peresak durian, mango, mangosteen, rambutan, avocado, pineapple, wani and banana. While the souvenirs that are introduced to tourists are in the form of traditional food prepared by local residents such as Taliwang chicken, bulayag satay, processed vegetables, plecing kangkung, suckling pig, lawar, bulayag satay and so on.
8. Submitting a proposal for the development of shopping tourism attractions to the government and tourism practitioners.
9. Development in Golong Village and Lombok Island In general, you should always comply with spatial planning regulations.
10. Limited time visiting locations can be overcome by packaging purchased products to be enjoyed elsewhere, and promoting online sales.
11. Membuat fasilitas cooking class di bale banjar atau fasilitas umum yang sudah ada, bagi para wisatawan selama mengunjungi daya tarik wisata ini.
12. Warga desa setempat diberikan kesempatan mengikuti cooking class sebagai wujud nyata pelestarian budaya khususnya kuliner khas daerah setempat.

The ST strategy, which is a combination of strengths and threats, provides alternative strategies by:

1. Conduct joint promotions both at home and abroad. Promotion is carried out by outreach/collaboration with hotel associations and other tourism services. Outreach to schools, universities, the world of work, industry, residents of Golong Village outside Lombok Island and Hindu communities throughout the archipelago.
2. All interested parties in Peninjoan Hamlet and Golong Village, especially in general, should carry out social activities to maintain the preservation of tourist attractions and help the surrounding community to be able to seize business opportunities with the arrival of tourists.
3. Compile a tourism potential book, regarding existence, history, and activities related to various cultural and spiritual tourism potentials in Peninjoan Hamlet in particular and Golong Village.

The last strategy is the WT strategy which is a strategy that takes into account the weaknesses and threats by:

1. Struggle for the Tenten Traditional Market to be included in tour packages sold by travel agents, with the hope that the travel agency will become a foster father in developing tourist attractions.
2. Increasing the participation of the Golong Village Community as the management of tourism objects in their village.
3. Considering that the implementation of Tenten traditional market activity is located on a public road (Inter-provincial Highway) with heavy traffic flow, it is necessary to regulate traffic by preparing an alternative road as a substitute for the road used as the location of the tenten traditional market as well as precise information about the road the alternatives provided.
4. Increase the production capacity of products produced and usually marketed at the Tenten Traditional Market, by selling them online after the market closes.
5. Add public toilet facilities and facilities for washing hands.
6. Adding facilities for visitors with disabilities.

CONCLUSIONS AND SUGGESTIONS

From the results of the SWOT analysis above, it can be concluded that the Tenten Traditional Market has the potential to continue to be developed into a leading shopping

tourist attraction in West Lombok Regency with the advantage of being a location for marketing traditional food which is linked to various other tourism activities. There are other activities that can be linked such as culinary tourism, spiritual tourism and natural tourism. Developing tourist attractions at a location is not only enough to take action in Golong Village, but also the surrounding environment, such as preserving the surrounding nature, maintaining the existence of signs indicating the location of tourist attractions and increasing community participation, including in terms of maintaining the sanctity of the area by complying with land use regulations. room.

The strategy that needs to be developed is to actively increase marketing both at home and abroad, making the Tenten Traditional Market and Golong Village a food center based on culture and historical food making activities, and food education with a touch of art. Another way that needs to be done is to improve the quality of local community human resources (HR), such as tour guides, product packaging, digital marketing, hygienic sanitation, adding supporting facilities, creating bus routes/other public transportation from Lombok International Airport to the terminals. around West Lombok which passes the location. It is also important to prepare alternative routes during activities in the market. with clear information so as not to harm the interests of the community.

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