

Analysis of the Pop Up Market in Islamic Economics Business Perspective: Lesson Learned in Pekanbaru

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Diterima 18 February 2019 / Direvisi 14 April 2019 / Disetujui 28 Mei 2019

Abstract: *The market phenomenon in Pekanbaru in the last decade is enlivened by the existence of the pop-up market. By utilizing idle land around the settlement, the sellers provide goods for daily needs. This study is a mixed research model, which uses qualitative descriptive methods and direct observation. The research shows that the pop-up market just a momentary event that occurs when there is a crowd. It can be categorized as a traditional market with basic goods and carried out on mobile. According to a business economics perspective, the pop-up market plays an important role in fostering economic development, which leads to the welfare of society. Further, the existence of the pop-up market also in accordance with the principles of Islamic business economics which give attention to the micro and small enterprises due to the target of the pop-up market in Pekanbaru is the middle and lower classes.*

Keywords: *Islamic Economics, Islamic Business, Pop Up Market*

JEL Classification: *Isikan dengan kode JEL Classification*

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INTRODUCTION

The market is one of the economic activities of the community where money is used as a medium of exchange, goods become money or money becomes goods between sellers and buyers. Every process that brings together the seller and the buyer will form an agreed price but there has been a bargain between the seller and the buyer. Not all markets make transactions every day, there are those that are daily, weekly, monthly, annual, and temporary that all depend on each region (Binsar, 2017: 6).

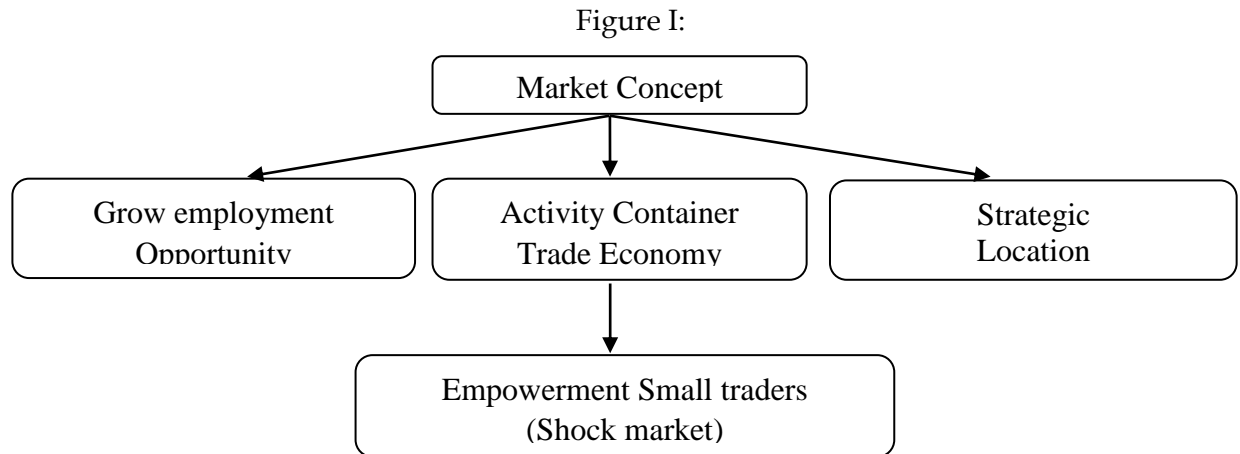
The image or image of the market is currently identical as a dirty and dirty shopping area. With an advantage that is quite important, the price is very cheap. With these advantages, the market automatically becomes a favorite place for all people to fulfill their daily needs in addition to being producers of daily necessities (Sumintarsih, 2011). So far, the market has provided many jobs and supported many market traders, in other words, a market is a vital function in the economic chain for one or many communities (both districts and cities) with all the advantages in terms of cheap prices and shortages (Sudarman, 2011).

The market plays a role as capital in the wheel of trading primary goods as well as large employment opportunities for the middle to lower class markets, is one of the most tangible indicators of economic activity in a region (Sidoarjo. [Http://www.academia.edu](http://www.academia.edu)). The economic process of society is largely sustained in a buying and selling process and this occurs in traditional markets. but in the present time traditional markets are often in the process of buying and selling more likely to be reduced when compared to the times when the modern markets or supermarkets and minimarkets have not been opened which tend to turn off traditional market economic processes (Mukbar, 2007: 34). Of course this comparison is affected because service facilities and places are more comfortable and guaranteed order compared to shopping in traditional markets that tend to be hot, jostling and inadequate places or locations (Herman Malono, 2011).

But these changes occur plus the development of existing minimarkets and modern markets that provide comfort facilities in the community, so this has a negative impact on the economy of the community, especially low-economic people who earn a living from selling not too much trade. this can be seen clearly how the development process which indeed provides an adequate comfort and facilities tends to harm many parties. this problem must have a solution that will benefit many parties (Fadilah, 2004).

The last few years a phenomenon emerged about the market, namely the emergence of a shocked market in several places in the city of Pekanbaru. By utilizing vacant land around community settlements, merchants hold merchandise, generally selling everyday goods (Binsar, 2017: 2). This is caused by population growth and the number of settlements that continue to increase, so that the number of needs is also increasing (Al-Masitoh, 2011). In this condition requires the community to be more creative in finding opportunities as an increase in income including in maintaining order when selling in Sialang Minggu Tampan pekanbaru family (Rosalina, 2015: 27). The market is shocked that this is not only a source of livelihoods involving the poor but also provides a very wide range of jobs for those who do not have formal employment. Thus, this sector is the pulse of the economic life of the small people who have a very strategic role in efforts to increase their income (Binsar, 2017: 3).

Based on the description above, the market frame image diagram is shocked as follows:



As the background of the problem above, then to formulate it in the form of a question, what is meant by the market shock and its influence in the economy and how is the view of Islamic economics related to the reality of the market shocked?

As the purpose of this study is to find out what is meant by markets shocked and the extent to which the economy of the community and what the Islamic economy assesses market behavior in the economy in the city of Pekanbaru, which consists of 12 sub-districts, 83 sub-districts and 737 shocked markets.

LITERATURE STUDY

Market Terminology

The market according to terminology is a place where sellers and buyers interact in determining prices and the amount of goods sold and will be purchased (Chourmain, 2014: 231; Kotlerdan, 1997: 226). The market is one of various systems, institutions, procedures, social relations and infrastructure where businesses sell goods, services and labor for people in exchange for money (Augusta, 2013: 5; Belshaw, 2011: 98). According to the Presidential Regulation, the market is an area of sale and purchase of goods with more than one number of sellers, both referred to as shopping centers, traditional markets, shops, malls, plaza, trade centers and other designations (Perpres No. 112 of 2007; Kamal, 1996: 179) Said Taufiq Ubaid defines the market as a medium that brings together sellers and buyers with the aim of distributing goods and services from one party to another (Mubarak bin Sulaiman bin Muhammad Ali Sulaiman, 2005: 28; Muhammad, 1996: 212).

According to Rizqi M. Fadilah Pasar is a meeting place for prospective sellers and prospective buyers, but the location or meeting place of prospective sellers with prospective buyers is not limited to just one place, but can be done at any place (Majid, 2008: 308). For example: in the shop, sold, on the side of the road, and so on (Fadilah, 2004; Richard, t.th: 5). If so, according to him, the market can be formed anywhere and anytime, however, several conditions must be considered to be able to form a market, including the following (Kuntowijoyo, 2004):

- 1) There are goods or services that will be traded.
- 2) There are traders who will sell goods or services.
- 3) There are buyers who need goods or services.

Whereas William J. Stanton, an economist, as quoted by Augusta (2013), defines the market as people who have a desire to be satisfied, money to shop and the willingness

to spend it. According to him, there are at least 3 important elements so-called markets, namely (Mursid, 1997; Leroy, 1997: 23); Muhammad, 1996: 179):

- 1) People with all their desires
- 2) Their purchasing power
- 3) Willingness to spend it

Summarizing the market meanings above, the market can be defined as two, namely eating narrowly and broadly (Augusta, 2013: 5-6). Narrow meaning, the market is the place of sale and purchase transactions (sales and purchases) of goods or services carried out by sellers and buyers that occur at certain times and places (Swastha, 2005: 20). While broadly, the market is a meeting place for sellers who have the ability to sell goods and services, and buyers who have money to buy goods or services at a certain price with the aim of meeting their needs (Augusta, 2013: 6; Stice, 2007: 71).

With the existence of a market, producers can relate both directly and indirectly to offering their products to consumers. As a form of price in the market, bargaining takes place between sellers and buyers, so prices are formed. In general, a sale and purchase transaction involves products / goods or services with money as a payment transaction instrument that is legal and approved by both parties to the transaction (Abdurrahman, 2005).

Basically the market can be grouped into five types, namely the goods market, labor market, capital market, and foreign markets. In this study the market was shocked by the category of goods markets, which described the meeting between demand and supply of goods. A company or individual can operate in the goods market by offering products or making demands on products (Abdurrahman, 2005; Augusta, 2013: 10).

The market is based on the way the transaction is traditional and modern markets (Sinaga, 2004; Herman Malono, 2011). Traditional markets are places where sellers and buyers meet and are marked by the presence of buyer seller transactions directly and usually there is a bargaining process (Mukbar, 2007: 44). the building usually consists of stalls or outlets, booths and open bases opened by sellers and a market manager (Augusta, 2013: 11; Syahyuti, 2008: 36). Most sell daily necessities such as food ingredients in the form of fish, fruit, vegetables, eggs, meat, cloth, clothing for electronic goods, services and others (Perpres No. 112 of 2007; Sinaga, 2014). In addition, there are also those who sell cakes and other items (Sarwoko, 2009: 100).

The market is based on its broad range, namely regional, local, national and international markets (Fuad et al., 2011: 11). Then the market is shocked by regional and local market categories. Regional markets buy and sell products in one area of the product produced. It could also be said that regional markets serve demand and supply in one area (Augusta, 2013: 12). Local markets are markets that buy and sell products in one city where the product is produced. It could also be said that the local market serves requests and offers in one city (Fuad et al., 2011: 12).

Markets based on form are concrete and abstract markets. Then the market keget is included in the congress market category, namely the market whose location can be seen in plain view (Hanafiyah, 2003). For example, there are kiosks, shops, etc. In concrete markets, products sold and purchased can also be seen in plain view. Consumers and producers can also be easily differentiated. Examples are: commodity exchanges, stock exchanges and so on (Augusta, 2013: 13; Rahardi, 2005).

The market is based on goods traded, consumer goods markets, manufactured goods markets. The consumer goods market is a market that sells goods that can be directly used for household needs. For example, markets that trade rice, fish, vegetables, fruits, household appliances, clothes, etc. (Augusta, 2013: 14).

The market based on the time of operation is divided into five, namely the daily, weekly, monthly, yearly and temporary markets (Binsar, 2017: 6) So the market is shocked including the weekly market category, namely markets that sell only once a week. This weekly market is usually found in rural areas (Augusta, 2013: 14; Binsar, 2017: 6).

History of Shocked Markets

Market history was shocked as researchers found in [Tribunjabar.Co.Id](http://jabar.tribunnews.com), Bandung, mentioning the existence of markets was shocked in several places because it had become a habit. But if traced, it turned out that the market was shocked already from the Dutch occupation era. The presence of a shocked market cannot be separated from the segregation of the Dutch government between indigenous people and invaders (Ferry Fadhlur rahman, 2017. <http://jabar.tribunnews.com>).

According to Mansur Suryanegara, in his book as followed by the Tribune, that the absence of a permanent market in the residential area of indigenous people made the market shocked. In indigenous areas of Islam there are often many markets that are shocked that are temporary and located on the roadside. Do not get permanent market facilities such as markets in the colonizers. Its location is not far like the places where markets are shocked now. Crowd centers, mosques and so on. This happened because planning for city development from the Dutch government was planned at that time. Making segregation similar to city development in European cities. Which resulted in restrictions between the rich and the poor. Creating a large number of areas in his era in indigenous and unplanned areas (Ferry Fadhlur Rahman, 2017. <http://jabar.tribunnews.com>).

According to [Republika.Co.Id](http://www.republika.co.id), hunting for various items in the shock market, or an impromptu market that only lasted a short time after Friday prayers, seemed to have become an entertainment for the worshipers of Friday prayers. The pages of a number of large mosques are always crowded by traders who peddle their merchandise. This atmosphere is also evident in the Cut Meutia Mosque located on Cut Meutia street no. 1 Central Jakarta, the courtyard of the mosque which was built in 1879 and in the Dutch era known as the "De Bouwploeg" building was always crowded by impromptu traders and buyers who hunted various items at prices that were relatively cheaper than those sold in shops (Republika. 2012. <https://www.republika.co.id>).

According to the stories of pilgrims and the behavior of the Arabs of Mecca and Medina, every time they have finished performing the Fajr prayer at the Nabawi Mosque, worshipers from all over the world use the time for shopping trips. That also applies on Monday (09/30/2013) morning. Once out of the mosque fence, in all directions, the congregation will soon be welcomed by street vendors. They peddle a variety of valuables tilted. In many places, especially in the north doors of the mosque, the street vendors must be cat-and-mouse with asykar. Therefore, most street vendors there use wheeled boxes as a place to sell. As soon as the prayer was dispersed, not only Subuh, the market was shocked and always filled with worshipers. Yes, a typical market atmosphere is created. Traders who shout to attract visitors, people passing by, and bargaining actions using a number of languages (Pikiran Rakyat, 2013. <http://www.pikiran-rakyat.com>)

According to Jakarta, Kompas - Pasar is shocked to be one of the favorite places of residents of the Special Capital Region of Jakarta in the fasting month. Non-permanent markets that are only open during Ramadan are interesting because the prices are sloping and the items vary. However, the existence of this market often disrupts traffic flow. The sellers held merchandise to the road. The impromptu market has been tradition in the fasting month in the capital city. Starting from a collection of food sellers to break their fast who sell on the roadside, then develop into a permanent event during the fasting month. Some traders who sell in this market do work as traders everyday, but there are also those who are only temporary traders during the fasting month. This market operating hour is afternoon to night. Usually, the market is shocked located on the edge of a highway, in front of a permanent market, in front of the mosque, in front of an office area, or in an alley in a residential area (Kompas.com. 2015 <https://megapolitan.kompas.com>).

Previous Research

Previous research related to the shock market can be described by researchers, both journals, theses, and theses, as follows:

- 1) Wicak Hardhika Putra, with the title: Existence and Development of the Kaget Rawajati Market in Jakarta. Thesis of the Masters Program in Regional and City Development in Diponegoro University, Semarang, 2010. This thesis contains the development of a shocked market in Rawajati Jakarta and the participation of traders in economic activities in the market.
- 2) Binsar, with the title: Trader Participation in Maintaining the Order of the Sunday Shock Market in Tarai Bangun Village, Tambang District, Kampar Regency. JOM FISIP Journal Vol. 4 No.1 February 2017. This journal contains the participation of traders in public order.
- 3) Melisa Susanti, with the title: Shock Market Against Empowerment of Small Traders in Jatibarang-Indramayu. Thesis Ministry of Religion of the Republic of Indonesia State Institute of Islamic Religion (Iain) Sheikh Nurjati Cirebon 2015. This thesis contains the empowerment of small arms as an effort to improve the economy in the shock market.
- 4) Ayumas Widya Sari and Laras Primasari, with the title: Externality of the Use of Public Spaces as a Pop-up Market for Young Adult Communities in the City of Bandung. Proceedings of the 2017 IPLBI Scientific Meeting. This proceeding contains the use of empty open spaces to improve the lives of small traders by opening markets to shock.

While in this study, more on finding and explaining the nature of the market was shocked, its role in the economy and the review of the Islamic economy market presence was shocked.

RESEARCH METHOD

Research generally consists of two models, namely qualitative and quantitative research models. In simple quantitative research is research that reveals the results of research with quanti (numbers) as a measurement tool (conclusion), another language is called positivist research (mathematical statistics) (Sugiono, 2017: 13). While qualitative research is postpositivistic research (without numbers), artistic interpretive research (descriptive philosophical analogy) (Sugiono, 2017: 13). So from the two types of models above, in this study, researchers used the first research model, namely qualitative research

(descriptive analysis) but also mixed with qualitative results from observation, so it tends to be mixed (Nurhadi, 2017: 49).

The type or approach of research is generally divided into two, namely the type of *risert* observation research and *risert* library. Referring to the research model used in this study, the type of this research is research with the *risert* library approach (literature) or in legal science called normative *risert* (Mukhtar, 2013: 6). However, to measure its effect, field observations are used, so that it seems like a mixed study (Nurhadi, 2018).

Sources of data in this study are books, magazines and newspapers, both print and online and field observation data, especially some markets are shocked around the city of Pekanbaru which consists of 12 sub-districts and 83 villages in 2018. Observations of researchers are around 737 markets surprised that there is and transacting every week depending on the turnaround of the day. Given the large number of population in this study, the researchers used a sampling technique, with a sample of 25% of the population, there were 185 objects of research that researchers would do.

The method of data collection is a descriptive method and observation and technical data analysis is using the contents of the analysis method and a simple percentage, according to Berelson & Kerlinger, content analysis is a method to study and analyze communication systematically, objectively, and quantitatively to the message that appears (Kriyantono, 2010: 232-233 and Kholil, 2016: 51 also Umar, 2012: 44) and Philosophy of Science (defining content study as a research technique for the purpose of describing objectively, systematically and quantitatively about the manifestation of communication) (Muhajir, 2016: 76-77) and Logic, logic derived from the adjective "Logike" (Greek) which deals with the noun "Logos" which means thought (deductive & Inductive) (Affan, 2012: 1).

RESULT AND DISCUSSION

Shock Market Definition

Market terminology based on the Decree of the Minister of Industry and Trade No. 23 / MPP / KEP / 1/1998 concerning Trading Business Institutions, the market is defined as the meeting place between sellers and buyers to carry out transactions where the buying and selling process is formed. According to Ginanjar (1980) states that the market is a place to sell and market goods or as a form of holding trade activities. Whereas for Campbell (1990) defines the market as an institution or mechanism in which buyers (who need) and sellers (who produce) jointly exchange goods and services.

The definition of a shocked market cannot be found in the laws and regulations so that it can be explicitly stated that the government has not considered the need for supervision and management of this type of market. Meanwhile, according to the Big Indonesian Dictionary, the market is shocked for a momentary market that occurs when there is a crowd or celebration (KBBI, 2010). However for the community, the shock market title is one type of traditional market with temporary market activities with available selling containers that are not permanent or semi-permanent and their activities are only for certain times where each day lasts only a few hours, both in the morning or evening (Hardhika, 2010: 21). According to Binsar, the market is shocked for a momentary market that occurs when there is a crowd or celebration. Examples of markets are shocked, for example when celebrating birthdays an area has a night market, etc. (Binsar, 2017: 6).

The market was shocked by the researchers that the categories of traditional, daily, weekly, market, goods, regional, local, concrete and consumption markets, which sell or sell them are basic necessities that are moved voluntarily to visit consumers independently after being considered in the daily market. the merchandise is not sold or the possibility of selling is very low, so the pick-up traders come to the buyers as close as possible. In the market trajectory, this shock results in the seller's merchandise being sold out, while the need for buyers or consumers is fulfilled at a cost that is quite efficient and practical (Nurhadi, 2018).

The Role of the Pop-Up Market in the Economy

Humans are social beings, in everyday life, human beings are inseparable from economic activities, one of which is the economy in the market. the market is a meeting place between sellers and buyers to make transactions or exchange of goods and services, therefore the market has enormous economic potential in supporting the economy of the people in the area around the market. where with the market the local community can carry out economic activities to support their daily needs starting from trading on the market, being a pelvis on the market, participating in market security and many other positive activities. And the shock market is very positive, especially in the effort to empower small traders (Susanti, 2015).

Shock market is a traditional market with a scale of environmental services as a service for the daily needs of the surrounding community. Seeing the high benefits for the surrounding community and the potential to develop, it is necessary to have good management so that the Shock market Rawajati can be controlled and its development can be planned. Shock market Rawajati basically has the potential to develop. But this market development will have an impact on the settlement environment. Settlement environmental problems that occur will affect people's attitudes towards market development and the impacts that occur in their environment. Shocked market developments are the beginning of the problem, but seen from driving and pulling factors are natural and not the main problem. In this case the main problem is the lack of market facilities and infrastructure, if there is no attention from the Pekanbaru City Government, the quality of the environment will decrease. The potential for market development is shocked due to ever-increasing demand and sufficient supply. In addition to this, there is the convenience of traders and buyers to transact. Market development is considered by some people to be able to improve and develop their business. So that some people want development (Hardhika, 2010: 67).

Shocked market developments will have an impact on the market environment and its settlements. The market environment and settlements, especially around the market, will become increasingly slum, the roads will become more congested and chaotic, the drainage can be clogged, garbage will increase, roads will become muddy, the smell will not smell good (Binsar, 2017: 11). This is because the City Government of Pekanbaru even though it has admitted its existence but has not provided guidance to the market is shocked. Seeing the conditions and potential possessed by the market is shocked, so to maintain the quality of the market and settlement environment, market facilities and infrastructure need to be improved. While there has been no attention from the Pekanbaru City Government, it is necessary to increase community cooperation, especially traders, to repair and maintain existing facilities and infrastructure. The attitude of the community towards the development of the market is generally very positive, both the surrounding community and the distance from the market. There are some people who are close to the market do not agree with the development of the

market because they feel disturbed but some of them strongly agree because they benefit from being able to develop business (Hardhika, 2010: 68).

The shocking market in the city of Pekanbaru is currently mushrooming. The latest data, there are 36 market points shocked and only one has permission. Head of Pekanbaru City Industry and Trade Department (Disperindag) Suhardi said, the shocked market that had pocketed permits was on Jalan Uka, Tampan District. "The only market that is surprised that only has permits in Pekanbaru is in Uka Jalan Garuda Sakti," said Suhardi in Pekanbaru on Monday (03/05/2018; Haloriau.com. 2018).

He said, the market was shocked to get permission because the area was located quite far from official people's markets. Disperindag actually opens opportunities for people who want to make the market shock. "Of course with the conditions that apply, especially the needs of the community itself," he said (Haloriau.com. 2018).

Despite opening opportunities, he also appealed to the people of Pekanbaru City not to shop in the shock market. "We cannot monitor incoming goods, the quality of merchandise and scale tests," he explained. Based on Perda Number 09 of 2014 concerning the management of people's markets in article 47, it is stated that business actors who will conduct business activities in the field of public markets must have an IUP2R (Business License for Community Market Management). Based on preliminary data, in Pekanbaru there were 36 market location points shocked from 12 sub-districts with the number of traders estimated to reach as much as 7,804. In general, market activity is shocked in the afternoon and occupies vacant land belonging to the community, there are also those who use road bodies and even sidewalks (Haloriau.com. 2018).

But the market service data above is not valid, because researchers surveying the field directly are really very many markets are shocked that there are 12 sub-districts 83 kelurahan in pekanbaru, that is, they are not surprised and not only operate in the afternoon but also in the morning.

Below this, the researcher lists the shocked market data in the town of Pekanbaru in December 2018 in 12 sub-districts of 83 villages, there were 737 markets shocked, as follows:

Table I:

No	Sub-District	Amount Of Village	Village Name	Shocked Market Amount
1	Bukit Raya	5	Air Dingin	15
			Simpang Tiga	15
			Tangkerang Labuai	7
			Tangkerang Selatan	5
			Tangkerang Utara	10
2	Lima Puluh	4	Pesisir	3
			Rintis	1
			Tanjung Rhu	3
			Sekip	2
3	Marpoyan Damai	6	Maharatu	20
			Perhentian Marpoyan	15
			Sidomulyo Timur	12
			Tangkerang Barat	13
			Tangkerang Tengah	7

			Wonorejo	5
4	Payung Sekaki	7	Air Hitam	11
			Bandar Raya	21
			Labuh Baru Barat	17
			Labuh Baru Timur	15
			Sungai Sibam	11
			Tampan	7
			Tirta Siak	17
5	Pekanbaru Kota	6	Simpang Empat	0
			Sumahilang	0
			Tanah Datar	0
			Kota Baru	0
			Sukaramai	0
			Kota Tinggi	0
6	Rumbai	9	Agrowisata	14
			Maharani	13
			Muara Fajar Barat	15
			Muara Fajar Timur	15
			Palas	12
			Rantau Panjang	23
			Rumbai Bukit	13
			Sri Meranti	21
			Umban Sari	13
7	Rumbai Pesisir	8	Lembah Damai	11
			Lembah Sari	11
			Limbungan	13
			Limbungan Baru	13
			Meranti Pandak	11
			Sungai Ambang	9
			Sungai Ukai	7
			Tebing Tinggi Okura	8
8	Sail	3	Cinta Raja	5
			Sukamaju	7
			Sukamulya	11
9	Senapelan	6	Kampung Bandar	1
			Kampung Baru	1
			Kampung Dalam	0
			Padang Bulan	1
			Padang Terubuk	1
			Sago	1
10	Sukajadi	7	Harjosari	1
			Jadirejo	1
			Kampung Melayu	0
			Kampung Tengah	1
			Kedung Sari	0
			Pulau Karam	0
			Sukajadi	1
11	Tampan	9	Air Putih	27

			Bina Widya	17
			Delima	13
			Sialang Munggu	21
			Sidomulyo Barat	16
			Simpang Baru	14
			Tobek Godang	11
			Tuah Karya	25
			Tuah Madani	17
12	Tenayan Raya	13	Bambu Kuning	9
			Bencah Lesung	3
			Industri Tenayan	15
			Kulim	12
			Melebung	9
			Mentangor	14
			Pebatuan	11
			Pematang Kapau	7
			Rejosari	10
			Sialang Rampai	11
			Sialang Sakti	9
			Tangkerang Timur	13
			Tuah Negeri	7
Total		83	Total	737

Of the 737 markets shocked above, due to the population of more than 100 markets and the limitations of researchers, the sample was made 25%, ie 185 markets were shocked to be observed. The table is as follows:

Table II:

No	Sub-District	The Number	Village Name	Shocked Market Amount
1	<u>Bukit Raya</u>	5	<u>Air Dingin</u>	3
			<u>Simpang Tiga</u>	3
			<u>Tangkerang Labuai</u>	2
			<u>Tangkerang Selatan</u>	1
			<u>Tangkerang Utara</u>	3
2	<u>Lima Puluh</u>	4	<u>Pesisir</u>	1
			<u>Rintis</u>	1
			<u>Tanjung Rhu</u>	1
			<u>Sekip</u>	2
3	<u>Marpoyan Damai</u>	6	<u>Maharatu</u>	4
			<u>Perhentian Marpoyan</u>	3
			<u>Sidomulyo Timur</u>	4
			<u>Tangkerang Barat</u>	5
			<u>Tangkerang Tengah</u>	2
			<u>Wonorejo</u>	2
4	<u>Payung Sekaki</u>	7	<u>Air Hitam</u>	4
			<u>Bandar Raya</u>	4
			<u>Labuh Baru Barat</u>	3
			<u>Labuh Baru Timur</u>	2

			<u>Sungai Sibam</u>	4
			<u>Tampan</u>	2
			<u>Tirta Siak</u>	3
5	<u>Rumbai</u>	9	<u>Agrowisata</u>	3
			<u>Maharani</u>	2
			<u>Muara Fajar Barat</u>	2
			<u>Muara Fajar Timur</u>	3
			<u>Palas</u>	2
			<u>Rantau Panjang</u>	3
			<u>Rumbai Bukit</u>	4
			<u>Sri Meranti</u>	3
			<u>Umban Sari</u>	2
6	<u>Rumbai Pesisir</u>	8	<u>Lembah Damai</u>	2
			<u>Lembah Sari</u>	3
			<u>Limbungan</u>	3
			<u>Limbungan Baru</u>	3
			<u>Meranti Pandak</u>	2
			<u>Sungai Ambang</u>	2
			<u>Sungai Ukai</u>	2
			<u>Tebing Tinggi Okura</u>	2
7	<u>Sail</u>	3	<u>Cinta Raja</u>	2
			<u>Sukamaju</u>	2
			<u>Sukamulya</u>	3
8	<u>Senapelan</u>	5	<u>Kampung Bandar</u>	1
			<u>Kampung Baru</u>	1
			<u>Padang Bulan</u>	1
			<u>Padang Terubuk</u>	1
			<u>Sago</u>	1
9	<u>Sukajadi</u>	4	<u>Harjosari</u>	1
			<u>Jadirejo</u>	1
			<u>Kampung Tengah</u>	1
			<u>Sukajadi</u>	1
10	<u>Tampan</u>	9	<u>Air Putih</u>	4
			<u>Bina Widya</u>	3
			<u>Delima</u>	3
			<u>Sialang Munggu</u>	4
			<u>Sidomulyo Barat</u>	5
			<u>Simpang Baru</u>	3
			<u>Tobek Godang</u>	3
			<u>Tuah Karya</u>	6
			<u>Tuah Madani</u>	4
11	<u>Tenayan Raya</u>	13	<u>Bambu Kuning</u>	2
			<u>Bencah Lesung</u>	2
			<u>Industri Tenayan</u>	3
			<u>Kulim</u>	3
			<u>Melebung</u>	2
			<u>Mentangor</u>	3
			<u>Pebatuan</u>	2

		<u>Pematang Kapau</u>	2
		<u>Rejosari</u>	3
		<u>Sialang Rampai</u>	2
		<u>Sialang Sakti</u>	2
		<u>Tangkerang Timur</u>	3
		<u>Tuah Negeri</u>	2
Total	73	Total	185

From the results of observations that researchers conducted in 185 markets were surprised at pekanbaru. Then it can be concluded that the level of participation of traders in maintaining order in the weekly shock market can be measured using indicators that include:

- 1) The participation of traders in maintaining order in the form of the same ideas / thoughts is good. even though the results do not match the indicators used.
- 2) Participation in maintaining order in the form of money (funds) cannot be known, because control does not use funds or money.
- 3) The participation of traders in the form of goods (material) is also unknown because there are no suitable objects or items given in the program.
- 4) The participation of traders in maintaining order that is donated physically is classified as high.

From the four points above, it can be interpreted that the existence of a shocked market is needed by society, of course economically plays an important role in fostering the economic development of a region, which will deliver the welfare of the community, both sellers and buyers in the market are shocked.

Market Shocked Islamic Economic Perspective

Observation and analysis, the results of the research of researchers, that the existence of the market is shocked in the effort to empower these small traders is very positive. Because the market is shocked, it can be used as a trading economy container on a micro basis. Grow jobs, reduce unemployment and reduce the culture of laziness. This is according to the prayer taught by the Apostle:

اللَّهُمَّ إِنِّي أَعُوذُ بِكَ مِنَ الْحَمِّ وَالْحَزَنِ وَأَعُوذُ بِكَ مِنَ الْعَجْزِ وَالْكَسَلِ. وَأَعُوذُ بِكَ مِنَ الْجُبْنِ وَالْبُخْلِ وَأَعُوذُ بِكَ مِنْ غَلَبَةِ الدَّيْنِ وَقَهْرِ الرِّجَالِ

Meaning: *O God our Lord, truly I take refuge in You rather than complaint and sorrow, I take refuge in You from weak will and laziness, I take refuge in You rather than coward and miserly nature, I take refuge in You rather than the pressure of debt and human injustice. (Abu Dawud 4/353)*

The above prayer will be realized in the shock market, meaning that it is not lazy to work (sell) shopping (buying) because the distance is close to the community as a consumer. Everyone can try or start a business with capital that does not have to be big, no need to rent a stall or kiosk to trade, more choices and affordable prices for buyers. Of course the implementation of the process of empowering small traders is not separated from the role, assistance and encouragement of the local city government, such as RT, RW Lurah and maybe the local sub-district administrator (Susanti, 2015).

The existence of the market is shocked in some places according to researchers is very easy, because the price offered is cheap, easy to reach, the goods sold are diverse,

practical, and can be an alternative shopping place, both sellers or buyers. In general, shock markets can be said to be derivatives of Islamic economics, because:

- 1) Improving the economy of the community, because it can be a business space for individuals and small and medium enterprises (SMEs) that have limited resources to sell in formal places. In addition, it can also be a place for channeling creative products. Until finally able to reduce unemployment and improve the economy of the community.
- 2) A place for interaction and activities for the city community. Public spaces that are used as shocked markets can be an attraction so people come to the place in droves. Because of this, many art attractions were carried out as well as marches in the room.
- 3) Turning on public spaces which initially tend to be passive become more vibrant due to the number of people doing activities in that place.
- 4) Reducing pollution due to its location close to the residential area so as to minimize the use of vehicles for people who want to shop (Widya, 2017: 4).

From the four points above, the researcher considers the presence of the market to be very in line with Islamic economic principles that tend to lift Micro economic actors, as 75% of the world population can be said at the lower middle level, so the market is more for the middle class. studies in Islamic law to help and help difficult people. Also the market presence is very beneficial for the lower class community. This is in accordance with Maqasid Muamalah is mutual help for the benefit of the Hereafter servant.

Market presence is shocked in the most visited public spaces. survey of researchers who are the community of Sialang Munggu sub-district, in general the positive externalities of the community, the most dominant local communities feel the positive impact of the shocking market, and are able to improve the economy of the community. While the most dominant negative externalities are traffic problems and hygiene problems. It can still be dealt with persuasively, so that it does not injure Islamic economic values in the market.

CONCLUSION

Conclusion of Research

The shock market is a momentary market that occurs when there is a crowd or celebration. The market was shocked by the researchers that the categories of traditional, daily, weekly, market, goods, regional, local, concrete and consumption markets, which sell or sell them are basic necessities that are moved voluntarily to visit consumers independently after being considered in the daily market. the merchandise is not sold or the possibility of selling is very low, so the pick-up traders come to the buyers as close as possible. In the market trajectory, this shock results in the seller's merchandise being sold out, while the need for buyers or consumers is fatigued at a cost that is quite efficient and practical.

The existence of a shocked market is very much needed by the community, of course economically plays an important role in fostering the economic development of a region, which will deliver the welfare of the community, both sellers and buyers in the market are shocked.

The researcher considers the existence of markets to be very shocking in accordance with Islamic economic principles that tend to lift Micro (small) economic

actors. The target of the market was shocked to the middle and lower classes, this was in accordance with the study in Islamic law in order to help and help people who are difficult. Also the market presence is very beneficial for the lower class community. This is in accordance with Maqasid Muamalah is mutual help for the benefit of the Hereafter servant.

Suggestions

Suggestion for the lowest level government, namely RT, RW, Lurah, Camat and Mayor of Pekanbaru through the Market Service, to provide surprised market players to avoid fraudulent behavior and reduce scales and fertilize honest and lawful blessings in every transaction in the shock market.

Limitations of Research

Researchers in this case are very limited in interviewing maximally from traders and buyers in the shocked market, is there a Magrib (maisir, gharar, riba) transaction in the shock market. Therefore in this study only rely on observation or monitor directly the shock market, see, observe and conclude, then pour in the form of descriptive words.

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