

Sunday Morning Market: Efforts to Increase Cadger's Income in Sharia Economic Perspective

Isna Fitria Uswatun Kasanah

Universitas Islam Negeri Sunan Kalijaga

Email: Isnafitria17@gmail.com

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Ahmad Bustomi

Insitut Agama Islam Negeri Metro

Email: ahmadbustomi@metrouniv.ac.id

Lilis Renfiana

Insitut Agama Islam Negeri Metro

Email: lilisrefiana@metrouniv.ac.id

Abstract

The economic increasing strategy of Cadger in Islamic Economy Perspective at Sunday Morning Market. Sultan Agung Stadium Sunday Morning Market is market in the Sunday morning which is the location in Sultan Agung Stadium in Bantul City. This market was founded on 2007. Since established, this market passes rapid development. This condition proved by the increasing of the number of Cadger and visitor. This research is descriptive qualitative research. The purpose of this research is to describe of Sunday morning management strategy and the result of economic increasing which is gotten by Cadger in Sunday Morning Market. Informant determination technique utilizes purpose sampling technique. Data collecting technique utilizes are observation, interview and documentation. All data seen the validity of data through triangulation of source and data, and then analyzed by data reduction process, display data and Conclusion. The result of this research indicates that management strategy which utilized by team management of Sunday Morning market in Sultan Agung Stadium makes regulation to Cadger registration, chose the retribution (cost for Cadger), selection for seller, information center, cleaning service, seller experiment, make a role for seller of Sunday Morning Sultan Agung Stadium market. Relocation about location determination and the increasing of people contribution into develop market of Sunday Morning Sultan Agung Stadium. According those aspects, there are four strategies which influencing the economy of Cadger, namely: location choice, information center, retribution and seller choice. All strategies are convenient with the axioms of Islamic economy, namely unity, equilibrium, free will and responsibility.

Key Word: *Cadger , Market Management Strategy, Sunday Morning Market.*

A. Introduction

Economy can not be devided from human life. Variety of needs about *sandang and papan* make economic transaction still run a well. The growth level a country also can be looked from people economic level. A country is claimed as prosperous if the people life prosperously and their need can be fulfilled. This thing also allows business about economic people. One of effort to Increase human quality and indonesian people is national building which is done continously by utilizes technology and science in that era. Micro middle business is economic activity by base of minimum capital which is done by everyone or every

institution which is not sub company with big capital. It gives acces to people in middle and under level to keep try for increasing economy because can not deny that remote people in building aspect also susceptible to gap and social conflict. One effort to Increase economy is trading. Indonesian trading develops quickly and has trading activity which relative outlet such as asongan seller or Cadger.

One of trading community is Cadger. Cadger is trading business by small capital which utilizes footway or other public place. Commonly they sell Sconsumption things such as food, beverage or cloths. Cadger is impact of the economic hardness in society, so that they look for alternative by creating formal sector business which utilizes small capital to support their need. Commonly, Cadger devide two kinds, included: Legal Cadger, it is Cadger who has business license and usually the kind of this Cadger is seller that developed by government. Illegal Cadger, it is Cadger who has not business license and usually they trade by moveing system. This kind need special attention from government because oftently they disobey onto city policy such as distrub public space.

Yogyakarta is one of province giving many tourism places. This condition creates job vacancy in trading aspect grows massivelly. It makes many people do business by small capital. It seen from organized Cadger in Sunday Morning Market. Sunday Morning market is weekly traditional market in certain places of Yogyakarta. It is weekly marketbased tradition because still there is hagggle culture inside it. People can find Sunday morning market of Yogyakarta in several places, such as Sunday Morning UGM, Sunday Morning XT Square, Sunday Morning JEC, Sunday Moning UMY and Sunday Morning SSA. One of Sunday Morning market is in Sultan Agung Bantul Stadium or it is known by SUNMOR SSA which the location is Bantul City.

Sunday Morning Market in Sultan Agung Stadium is based public and the sellers mostly come from around Sultan Agung Stadium. Every week in Sunday Morning Market of Sultan Agung Stadium filled approximately 300 Cadger and their goods are varied such as food, fashion, furniture, accessories and game for childree. They have strategy to enhance economy, one of those is organized onto Sunday morning Paguyuban of Sultan Agung Stadium. The functionaris of paguyuban have strategy to manage market by seller registration. It is done in order to make buyer easier to shopping. Cadger who want to sell around stadium can try to sell as long as two weeks in the beginning to be consideration how big the income seller get. Moreover, the problem which come is various problems such as there is illegal seller. According the problem, paguyuban should has functionaris to handle problem on field who has responsibility to check sellers around Sultan Agung Stadium. Base on the problem, researcher interested to research Cadger in Sunday Morning Market of Sultan Agung Stadium onto scientific article by focuse on strategy to Increase economy of Cadger in Sunday Morning Market of Sultan Agung Stadium, Bantul City.

B. Literature Review

Old research as a comparation are first, research of Khaerunnisa by the title "*Strategy Increasean Kehidupan Sosial Ekonomi Seller Ikan Panggang Desa Suradadi Kecamatan Suradadi Kabupaten Tegal*". This research show that strategy to enhance fish selling onto Increase social life are increasing education for kid, substitution for keeping stand, giving special price for customer, giving gift or bonus to customer, saving from the profit having price system determination. Second, the article Muhammad Hayat by the title "*Strategy Bertahan Hidup Pedagang Kaki Lima (PKL)*", this article explains about strategy used by Cadger in order to still survive in center of city. Strategy which utilized to be team with local wisdom of mechanic

solidarity, keep every space in the city which is valuable, shape small community in various communities, follow big man who has big capital, take an opportunity from government policy. Third, Sunarso's research by the title "Strategy Survival Keluarga Pedagang Kaki Lima Di Market Beringharjo Dalam Pemenuhan Kebutuhan Dasar". This research explains about the strategy of Cadgerin Beringharjo market to keep survive. Fourth, research of Tedy Sofyan berjudul "Strategy Berdagang Cadger (PKL) Di Kawasan Anjung Cahaya Tepi Laut Kota Tanjungpinang". This research is intended to describe the selling strategy of Cadgerin Anjung Cahaya Pangkalpinang. Those strategies are capital, social link, and selling management. It is assumed important because how long people sell something, still exist and make business of Cadger beside a beach depended on strategy management run well. Fifth, research of Arina Bariroh by the title "Strategy Perkumpulan Seller Sunday Morning (PPSM) dalam Mengelola Sunday Morning Market UGM". This research describes the strategy utilized by PPSM to manage Sunday Morning Market around UGM University. Strategies utilized based on SWOT analysis are to make regulation, perform data collection of seller who has card member and insidental, promotion by social media, hire cleaning service, and make parking area in some specific places, shaping legal organization and regulation.

According to several researches have shown that Strategy to Increase Economy of Cadger at Sunday Morning Market, Sultan Agung Stadium is different. The differentiation is looked from the object and place. Researcher will take the object from Cadger which every week selling in Sunday Morning Market, Sultan Agung Stadium. And this research will more focus on strategy which utilized by management to manage Sunday Morning Market also the result economic increasing of Cadger in Sunday Morning Market, Sultan Agung Stadium. Research about strategy to Increase Cadgerin Sunday Morning Market Sultan Agung Stadium is not researched yet by researcher. Therefore, researcher is interested to do this research.

C. Research Methodology

This research was conducted in Sunday Morning Market of Sultan Agung Stadium (Sunmor SSA) Bantul by the reason: Sunday Morning Market of Sultan Agung Stadium is the first Sunday Morning Market in Bantul City. Sunday Morning Market of Sultan Agung Stadium becomes one organized place of Cadgerin Bantul City.

This research utilizes Qualitative descriptive approach. This approach is report display which is not described on statistic data and consist of data citations coming from interview, field note, private document foto or memo by display data such as description on field. In this research, subyek named by informan. Whereas informan is expert man about what will be researched by researcher. In this case, the subyek is functionaries of Paguyuban Minggu Pagi Sultan Agung Stadium as administrator Sunday Morning Market and Seller of Sunday Morning Market in Sultan Agung Stadium.

In this case, the research focus is strategy to manage Sunday Morning Market, Sultan Agung Stadium and result from economic increasing of Cadger in Sunday Morning Market, Sultan Agung Stadium. Object in this research is more specific than problem formula which will be researched by researcher. As for data and data source are:

No.	Problem	Data which is needed	Data collecting method
1	Strategy to Increase the economy of Cadgerin SUNMOR SSA	Strategy to manage SUNMOR market	Interview, observation, documentation.

2.	The result of increasing economy into Cadgerin SUNMOR SSA Market	Result of increasing seller economy	Interview, observation, documentation.
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Informan determination technique in this research utilizes sampling purpose technique, that is criteria base on special consideration in sampling as data source. Whereas the criteria of informan in this research to get correct information is Cadgerin Sunday Morning Market, Sultan Agung Stadium. According the criteria, the informan who eligible are active functionaries of Paguyuban Minggu Pagi Sultan Agung Stadium and Cadger who has card member in Sunday Morning Market, Sultan Agung Stadium. To take information and data about points which needed for research using data collecting method. The data collecting method in this research are observation, interview and documentation. Observation is watching which will be done directly by researcher into look at objective phenomena. Interview is process of question and answer which is done by interviewer to informan by face to face for knowing correctly about information. Documentation is a tool to get data by watch everything related to main problem such as document source, files and note containing certain clue related to research need.

To know the credibility, researcher utilizes triangulation technique. Triangulation is data validity technique which utilizes another thing. Triangulation in this research is source triangulation which is utilized to check data credibility by checking data that has been gotten from several source. This method is utilized by researcher because researcher is not full participant as subject in research. Data analysis model utilized by researcher is interactive analysis model base on Miles dan Huberman. There are four important things in interactive analysis: Data collecting. Qualitative research utilizes data collection method, that's are observation, interview and documentation. Data reduction. Data reduction is a summary, selecting main things from data obtained on field. Reduced means to give a describing more clearly and sorted between important data and unimportant data to make researcher easier onto data collecting. Data display. Researcher utilizes data display into form descriptive text and arranged systematically and easy to understand. Conclusion. Preliminary Conclusion described temporary, so that can answer the problem. Making Conclusion is done by analyzing data to see and compare the theory and research result. In this research, researcher utilizes data gotten commonly in the form of picture, word or sentence, and by utilizes this descriptive analyzing, researcher try to explain research result base on data from the result which is collected.

D. Results and Discussion

1. Strategy to manage Sunday Morning Market in Sultan Agung Stadium

Sunday Morning Market on Sultan Agung Stadium is first Sunday Morning Market in Bantul, established since 2007 making this Market even though only open in Sunday morning but still develop well. Since this Sunday Morning Market established, the Cadgers make a paguyuban (community/organization) to manage all administration of seller. Along with time, the functionaries of market form management strategy to regulate, tidy up and organize Sunday Morning Market in Sultan Agung Stadium. Market management strategy by Paguyuban functionaries is given name of researcher by Strategy 5 P3M, included:

a. *Pendataan* (registration) Seller

Pendataan of seller activity done by Functionaries into arrange seller data administration. To manage the market, registration is needed to control seller and

consider seller inmarket. Registrating sellerin Sunday Morning Market in Sultan Agung Stadium usually done by functionaries in public relation division and cooperates with paguyuban secretary. This registration done when seller registrate to be seller in Sunday Morning Market. Within two weeks to one month, functionaries can get around 5-7 seller according public relation (PR) division that:

“... yang pertama itu biasanya seller di data dulu mbak, langsung ketemu sama humas dan juga langsung nemuin sekretaris buat ngasih persaratannya. Nanti habis itu nemuin humas bidang lapangan Buat dicarikan lapaknya...”

This statement also was confirmed by leader of Paguyuban Sunday morning Sultan Agung Stadium that:

“... setiap pedagang yang masuk itu didata dulu, terus nanti kita carikan lapaknya. Biasanya ya banyak pedagang yang masuk ya sekitar 5-7 pedagangdan itu mungkin sekitar 2-4 mingguan...”

The number of seller registered in Sunday Morning Market on Sultan Agung Stadium is 232 sellers. From data held by functionaries, 70% seller come from Bantul. It means Bantul people have seen that Sunday Morning Market on Sultan Agung Stadium can be economic rotation place. This registration done completely by registering every sellerin Sunday Morning Market on Sultan Agung Stadium consist of name, place and the date of birth, address, mobile number and kind of goods. Therefore, the requirement of new seller in this registration is the new member has to give copy of identity card dan report the commodity. This thing done to make easier the registration by functionariesof paguyuban furthermore used for making KTA seller(identity card) which will accepted by Sellerin Sunday Morning Market. This is such as Leaderof Paguyuban Sunday morning Sultan Agung Stadium statement that:

” ...Sekarang yang jualan dan terdaftar itu udah 232 seller mbak dan 70% persennya ya warga bantul sendiri. Soalnya dulu functionaries berkomitmen Buat warga bantul yang mau daftar ya di dahulukan sama persyaratan itu masuk itu harus nyetorin Foto copy KTP mbak Buat KTA nya, Trus nanti juga dari functionaries ada pendataan mengenai apa yang mereka jual. Jadi nanti di KTA juga ada keterangan mengenai yang mereka jual mbak...”

Base on this data registration, functionaries become easier to manageseller who does not have sanction in Sunday Morning Market of Sultan Agung Stadium. Registration actually appropriate with axiom of Islamic economy which called equilibrium. Equilibrium or justice describe horizontal dimension of Islamic teaching which relating with all harmony in the universe. Law and role in the universe emerges equilibrium and harmonic. Equilibrium principle takes people to believe that everything created by Allah in equilibrium and matching condition. This condition encourages people to life not only appropriate with their self but also encourages people to create that condition in social and nature. This cadger registration appears of cadger appears a control media or monitoring in order to there is no monopoly a certain cadger so that equilibrium/justice still pure.

b. Seller location determination

Seller location determination is a process to manage market byfunctionaries into arrange Sunday Morning Market. This seller location determination is a contiounity from registration seller strategy. This strategy pendataan seller done by functionaries of paguyuban Sunday Morning Market in Sultan Agung Stadium especially public

relation in field division. In seller location determination consist of location bord determination which is not able to sell in that location and arrange a place which is able to sell in that place and that location is on the south of stadium, exactly at stadium ring road. Since relocated in 2016 by DIKPORA, location of Sunday Morning Market on Sultan Agung Stadium is in the north of stadium. Exactly Sunday Morning Market is at the north of ring road Sultan Agung Stadium. The location of seller also limited only at cement area. Since relocation, the functionaries do location arrangement for make the location looked good and comfortable for Cadger. Functionaries choose the seller clocation base on the data when Cadger registrated asselleron Sunday Morning Market. Berikut penjelasan Humas Paguyuban Sunday Morning Market Sultan Agung Stadium:

“... Kita juga melakukan penataan mbak, biasanya yang nata humas bagian lapangan ya Buat nata SUNMOR ini mbak biar rapi. “

The similar condition also described by leader of Sunday Morning Market on Sultan Agung Stadium:

“... functionaries juga melakukan penataan mbak, sekarang kan sudah banyak yang jualan. Pokok sejak seller itu nambah jadi banyak functionaries melakukan penertiban seller mbak ya termasuk penataan ini, apalagi pas direlokai tahun 2016 dan banyak seller dari ugm yang pindah kesini ...”

Everyweek functionaries of Paguyuban check the location for arranging trade location which still empty or leaved by old Cadger without permission to functionaries. New Cadgers is going to sell their goods in empty place or a place which leaved by old seller. This is the explanation leader of Paguyuban:

“... lokasi penetapan lokasi dagang itu sesuai dengan kapan seller itu daftar mbak. Nanti bagian lapangan yang akan cariin lapak. Yang jelas biasanya nempati lapak yang biasane udah nggak dipakai atau emang ada lahan yang masih kosong mbak soalnya every minggu dari functionaries juga keliling jadi tau mana lapak yang kosong atau memang sudah nggak di tempati mbak“

According the picture, can be said that to determine and to manage seller location is by longwise model and face to face. The kind of this model can make market more presentable and make easier to be accessed by visitor onto come every spot. Determining location for every Cadger can engender to how much money will seller earn. The strategic location is location which easy to be seen by visitor such as near from front door of Sunday Morning Market, Sultan Agung Stadium, near from motorcycle parking area and a place which near visitor rest area or mild place under the tree. This condition base on fish seller that:

“... Untuk tempat saya rasa udah pas mbak disini soalnya saya kan dekat pintu masuk sebelah timur to dan biasa dilewati jadi yang beli dagangan saya itu nggak cuma yang jalan kaki aja, jadi yang naik motorpun juga bisa beli. Wong biasanya mereka beli pas mau pulang trus mampir sini mbak. Yaa meskipun panas mbak saya belum bisa beli tenda, hehe tapi kalo memang mau dipindah saya juga nggak bakal mau soalnya pengunjung itu udah hafal mbak sama tempat saya pokok penjual ikan hias di pintu masuk timur stadion sebelah kanan gitu udah pada ngerti mbak...“

That statement also is explained by batagor seller that:

“... untuk lokasi menurut saya udah strategys mbak disini, soalnya juga banyak pengunjung itu yang lalu lalang. Tempatnya rindang juga to.. jadi ya pengunjung udah pada tau kalo tempat jualan saya ya disini... “

According to the statement, the researcher concludes that a strategic location is a location where many visitors come and go, mild and near parking area or front door. Whereas there is an unstrategic location and seldom to be visited by a visitor even though the market is in a rumbustious condition. This place is usually at the east end and west end of the market. The condition is happened because the place is far from front door, parking area and bad place.

To manage a market, functionaries have started to fix facilities to a place which is seldom visited by a visitor. One of the fixings is to fill that place for a seller whose location is in a bad place (unstrategic). It is caused by an access of a visitor to arrive at that place where there is water/puddle and difficult to be accessed.

Determination of a location is actually suitable with human fitrah which is a blessing and the special thing of free will from Allah SWT. It means suitable with an axiom of Islamic economy, namely free will. Free will is an Islamic contribution which is the most original in social philosophy about the concept of human (free). Only God is free, in the limits of His creation, human also has freedom relatively. Human freedom for determining good and bad behaviour according to human position as a *khilafah* of Allah in the world and his position as a creation which has free will.

c. Retribution determination

Retribution is money collecting which is utilized to location rent cost, cleaning, security and electric cost. There is no specific role which manages how big the cost/retribution. In the implementation, functionaries only base on Sunday Morning Market need. Therefore, sometimes the cost can change. In Sunday Morning Market, Sultan Agung Stadium there are three kinds of retributions, they are registration, weekly and retribution for continuing stall. First, registration retribution is a cost from Cadger to the registrant as Sunday Morning Market. Before relocation, registration fee which is paid by Cadger is Rp. 210.000. On 2016 after relocated, so registration retribution is Rp. 400.000. The increasing of this retribution fee is caused by the increasing of location rent in Sultan Agung Stadium. Sunday Morning Market in Sultan Agung Stadium in the past was handled by *Dinas Pekerja umum* and the cost to rent location is Rp.350.000 a week. After relocated on 2016 Sunday Morning Market in Sultan Agung Stadium is handled by DIKPORA which is proposed the cost to rent location for all seller a week is Rp. 500.000. For this fee retribution, Cadgers are going to get facilities such as location, card member (KTA), and shirt after doing registration. These are the explanations of Paguyuban leader that:

“...untuk retribusi masuk ini duluan masih dibawah PU terus biaya seller masuk itu masih 210.000 an lah mbak. Terus sekarang udah 400.000 soalnya yang megang udah dikpora. Wong dulu kita bayar ke PU itu cuma 350.000 an lah mbak sekarang udah 500.000 per Buka ke DIKPORA oh iya nanti seller yang udah daftar dapet lapak dapet KTA sama kaos mbakk...”

This statement also explained by *Batagor* Seller in Sunday Morning Market Sultan Agung Stadium:

“... dulu saya awal masuk itu bayarnya cuma 210.000 mbak pas masih dibawah, terus saya kurang tau kalo sekarang berapa denger-denger itu udah sampai 400.000 mbak tapi aku kurang faham ...”

Secondly, weekly retribution is a cost paid by seller every week is Rp.

10.000 everyone stall will be asked by oleh functionaries every week. Thirdly, Yang ketiga adalah retribution for continuing stall. This retribution is cost to seller continuing stall every year. This retribution is issued by seller when seller decides to keep selling in Sunday Morning Market. The cost must be paid is Rp. 100.000 and the facility is new KTA. These is the explanation of Paguyuban leader market Sunday market in Sultan Agung Stadium:

"... trus setiap minggu itu kita juga narik ini sebesar 10.000 perlapak. Sama kita juga ada biaya perpanjangan lapak mbak sebesar 100.000 dan itu nanti udah dapet KTA baru. Pokok itu semua nanti yang narik ini ya pengurus mbak..."

The statement also explained by treasurer of Paguyuban Sunday morning Sultan Agung Stadium that:

"...ya awal disini bayar retribusi sebesar 400.000 mbak nanti seller itu dapet kaos, KTA sama lapak mbakk. Tapi dulu pas masih dibawah (Utara Stadion) itu bayarnya cuma 210 mbak trus banyak yang minat to akhirnya sekarang ya 400.000 trus every minggu functionaries juga keliling gantian narik ii uang kebersihan itu sebesar 10.000 mbak..."

That statement also explained by one of batagor seller in Sunday Morning Market.that:

"saya yang mingguan itu kena 10.000 mbak soal nya kan juga saya makeknya cuma 1 lapak. Trus disini itu ada perpanjangan lapak itu sekarang saya bayar 100.000 kemarin saya bayar di Bulan Agustus dan dapet KTA baru..."

That statement also stated by children veil seller in Sunday Morning Market, Sultan Agung Stadium that:

"... untuk retribusi dulu pas masih dibawah 5000 mbak, trus sekarang tiap minggunya saya bayar 10.000 biasanya functionaries narik ii kesini mbakk..."

In Sunday Morning Market Sultan Agung Stadium, weekly retribution is taken for one stall is Rp. 10.000 in kontras, this thing is not for all sellers in Sunday Morning Market. They pay base the stall and the goods. Leader of Paguyuban said that:

"... disini itu perminggu seller memang di suruh bayar 10.000 mbak, tapi nggak semua seller kita lihat dia jualan apa kayak seller cilok, batagor, siamay yang Pakek motor kayak gitu kita cuma narik Cuma 5000. Trus yang kayak stand-stand baju kayak gini yang 10.000 tapi beda lagi sama yang jual soto mbak. Karena dia makai tempat lebih dari 1 lapak makanya bayarnya sesuai dengan lapak yang dipakai. Kayak pejual soto yang disebelah timur itu bayarnya ya 50.000 karena dia makek 5 lapak mbak ..."

That statement also stated by fishseller Sunday Morning Market. These the explanation of fish seller that:

"...saya retribusi mingguan kena 10.000 mbak, tapi kalo yang dagang cuma Pakek montor gitu paling ya 5000. Trus nanti beda lagi sama yang jualan kaya sarapan gitu mbak tapi kalo nominalnya saya nggak tau ..."

So, functionaries of Sunday morning Paguyuban in Sultan Agung Stadium also care about the income of seller when determining retribution.

Nevertheles, this thing also can raise a problem in the implementation if it not appropriate to seller condition. Such as explained by fish seller that:

"... saya itu satu kali Buka pendapatan bersih biasanya sebesar 100.000 mbak dan kalo ditarik i retribusi 10.000 itu kalo seller kecil kayak saya gini kebanyakan aslinya mbak.. ya yang sedengan itu ya 5000 mbak .. tapi mau gimana lagi setau saya ya 1 lapak itu dipukul rata 10.000 ..."

According that seller's statement, unsuitable retribution will effect a problem.

This condition is effected by how big the incom which gotten by seller in every week. The collecting retribution which is taken every week by functionaries utilized to pay electric cost and cleaning service. Everyweek,functionariespay cleaning service staff Rp. 200.000 per person and recently there are three cleaning services who come from people around stadium. Except to pay cleaning service staff, weekly retribution also is utilized by functionaries to full fill Sunday Morning Market facilities such as cleaning facilities and garbage bin. This retribution absolutelly relating with Islamic economy ethic in form responsibility, because the alocation of money for cleaning cost. A behaviour will appear if the behaviour is product of aware choosen in free situatio, and responsibility can be done. Therefore, bigger freedom area is bigger the moral responsibility. So that retribution means responsibility a seller to keep environment still clean.

d. Seller Filtering

Seller filtering is one of management form by functionariesin Sunday morning market. Seller filtering means functionaries will do filtering toseller who can join and sellin Sunday Morning Market. Filtereds Seller is seller who has giant capital, so they creats unstable price in market, such as leader statement that:

"...kita juga nggak semena-mena masukin seller mbak... kemarin itu saya nggak tau ada seller yang menjual barang nggak sesuai dengan harga marketan to... ternyata dia langsung ambil dari pabriknya gitu trus banyak seller yang protes kesaya. Trus saya bilangin yang jualan kalo memang masih jual dengan harga segitu kita nggak bisa nerima lagi ..."

Not only seller who has giant capital but alsocompany such as Ramayana, Carefour and seller of import second cloth which will enter onto Sunday Morning Market, Sultan Agung Stadium which is not permitted by functionaries to join in Sunday morning market because assumed it will make small seller bankrupt. And they potential to sell goods by low price under market. Those informations are base on Mr. Aan explanation that:

"... dulu itu ada ramayana mbak yang mau jualan disini tapi nggak saya izinkan soalnya kasian sellerseller kecil nanti nggak ada pengunjungnya. Trus dulu juga ada Carefour mau masuk tapi juga nggak saya izinin soalnya mereka mau jual kayak baju gitu terus saya bilang kalo mau jual baju saya nggak bolehin tapi kalo mau jual sembako yang murah itu nggak papa kalo mau jualan disini sama yang jualan baju bekas import yang harganya Cuma 20.000 an itu lo mbakk nggak bisa masuk SUNMOR ini. Sekarang juga yang nyediain mainan gini juga udah nggak bisa masuk mbak soalnya sudah banyak. Odong-odong sendiri aja ada 4 mbak .."

The statement also suitable to Batagor seller statementin Sunday Morning Market that:

"... yang jual disini itu juga nggak bisa sembarang masuk mbak sekarang. Dulu saya juga pernah dengar ada Ramayana juga mau masuk tapi kelihatanya sama functionaries juga nggak di izinin. Tapi juga kasian seller kecil mbak kalo nggak kayak gitu nanti yang jual baju Pakek stand-stand kayak gini malah nggak laku..."

The similar statement also described by children veil seller that:

"... disini yang nggak boleh itu setahu saya penjual baju awul-awul itu lo mbak, apa kayak baju-baju import gitu. Dulu ini saya pernah denger penjual kayak gitu itu nggak boleh. Kalo pun bisa masuk to mbak biasane mereka dateng itu langsung Bukak lapak makane jadi

... mungkin functionaries itu nggak bisa langsung nglarang masuk. Gek biasanya tarif sewanya lebih mahal mbak..."

Seller filtering usually done by public relation functionaries with Paguyuban leader of Sunday morning in Sultan Agung Stadium. According to that statement, accordingly seller filtering done by functionaries are (1) companies which able to killing the price (2) Seller who sells the goods under price of market (3) Seller who sells the similar goods and already in the market (4) Seller who sells import second goods and the price is cheap (5) provide information center. Information center is place to visitor in order to get information about Sunday Morning Market. Information center in Sunday Morning Market called *Menara Siar* by functionaries and seller. This *Menara Siar* is utilized to promote everything about Sunday Morning Market Sultan Agung Stadium. Meanwhile, *Menara Siar* also utilized to inform information about losing news and discovery news. Leader of Paguyuban said that:

"... kita ngiklanin biasanya ya di menara siar itu mbak, kalo Tanya-tanya juga langsung kesana bisa nanti juga di arahkan biasanya itu juga ada pengunjung yang kehilangan apa juga disiarkan disana ..."

That statement also explained by batagor seller in Sunday Morning Market:

"... pengelolaan nya saya rasa udah bagus ya mbak nggak kayak dulu sekarang udah tertata, kemarin juga ada anak ketinggalan langsung disiarkan di menara siar itu mbak. Pokok sekarang itu udah bagus lah mbak"

Advertising of Sunday Morning Market not only in *menara siar*, but also functionaries have utilized social media as promotion way of Sunday Morning Market. Functionaries of Sunday Morning Market utilizes facebook as social media which is managed. Through facebook functionaries updates a new situation about Sunday Morning Market in Sultan Agung Stadium. On facebook, functionaries also promote about everything which is sold by sellers and visitors can get information about Sunday Morning Market. This condition also explained by leader of Paguyuban that:

"... ohh iyaa mbak kelihatannya yang ngelola itu Pak Kardi salah satu functionaries disini.."

Nowadays, social media is one of promotion media utilized by many sellers oftenly include the functionaries of Sunday morning market. Social media utilized as promotion media because it has live response with user. Functionaries often upload about situation of Sunday Morning Market and many facebook users who response rapidly in comment column. User response usually inviting statement to visit it or asking about how to register as a seller in Sunday Morning Market at Sultan Agung Stadium.

This condition proves that the situation of Sunday Morning Market has seen by society to be one place to increase their income. At the time commonly western economic theory focuses on the biggest benefit especially for the owner of big capital, meanwhile Sunday morning market which majority the religion is Islam in contrast by encourages small seller to be empowerment. This condition suitable with Islamic economy ethic, namely unity. Unity principle is vertical dimension such as reflected in tauhid concept which blending all aspect of muslim life either in economy, political, social, religion and also prioritizes concept of consistence and orderliness comprehensively. Seller selection will appear orderliness because decreasing gap between rich man and poor man by cadger empowerment.

e. Hiring cleaning service

Since establish, sellers have realized about cleanliness of their place. In the beginning cleaning service from seller of Sunday Morning Market. Functionaries take retribution without exact fee (seller gives retribution based on their willing) without determined fee by functionaries. That money utilized for paying seller who will clean Sunday Morning Market at Sultan Agung Stadium. Treasurer of Paguyuban said that:

“... awalnya itu pas masih awal-awal waktu masih dibawah, tak tarik ii iuran dari para seller mbak, pokok siapa yang mau nyapu hari itu tak kasih uang iuran dari seller lain itu tadi ya piye ya mbak soal e kita juga udah dipesen i sama PU “Budal resiko muleh yo kudu resiko (berangkat bersih pulang ya harus bersih)...”

That statement also explained by public relation of paguyuban Sunday morning at Sultan Agung Stadium that:

“... yang hal paling penting diperhatikan disini itu ya kebersihan mbak, dari awal disini itu pokok pesenya “awakmu oleh manggon nang kene tapi yo kudu diresiki maneh neg ws rampung...”

Herewith, functionaries of paguyuban begin to regulate seller, start from determine retribution up to hire cleaning service. Nowadays, functionaries hire three cleaning service staff who will clean Sunday Morning Market at Sultan Agung Stadium. Those cleaning service are from around Sultan Agung Stadium. They are not only hire cleaning service but also make activity namely *kerja bakti* (cleaning together). This *kerja bakti* done by functionaries one time in two weeks on Saturday. The purpose of *Kerja bakti* is to clean Sunday Morning Market spot before used on Sunday. In 2021 functionaries also facilitate garbage bin in every corner of Sunday Morning Market. Leader of Paguyuban Sunday morning said that:

“... yang harus diperhatiin disini itu kebersihannya mbak. Every hari senin juga dikontrol dari DIKPORA, sekarang kita udah punya 3 orang petugas kebersihan yang bersihin sini mbak, 1 hari nya kita bayar 200.000 satu orang. Biasane neg ngebersihin setelah sini bener-bener kosong mbak, dulu sih Cuma 1 orang tapi petugase keberaten trus dia bilang mau bawa temen gimana boleh nggak, trus saya ya bolehin ajaa mbak kasian juga kalo ngebersihin sendiri. Jadi ya itu sekarang 3 orang.

According to the statement, it can be concluded that cleanliness is an important aspect in a management, it is not to beautify market meanwhile can effect the number of visitor who comes.

Regulating of Sunday Morning Market at Sultan Agung Stadium not only based on beauty and orderliness a market, but also based on beauty and orderliness parking area because parking area also can effect visitors. Parking area in Sunday Morning Market totally managed by paguyuban of *Rukun Warga Pacar*. This paguyuban manages and secure parking area in Sunday morning market at Sultan Agung Stadium. Such as explained by leader of Paguyuban Sunday Morning Market that:

“... untuk lahan parkir kita udah nggak ngurus sama sekali mbak, soalnya itu kan udah ada yang paguyubannya juga mungkin kita hanya berkerja sama dengan petugas parkirnya mbak. Kalo ada event-event juga kita juga bekerja sama kok mbak, biasanya kalo sekali event biaya retribusinya dibagi 2 mbak, kayak sekarang ini ada acara Honda sekali Buka mereka kita kenai biaya 300.000 mbak soalnya mereka kan juga Pakek listrik jadi nanti setengah-setengah mbk 150.000 ke kita yang 150.000 ke parkir mbak...”

According to that statement, the functionaries of Paguyuban make good cooperation with parking staff. That cooperation is not only about managing the parking area but also work together to manage the regulation of sellers and certain events in the Sunday Morning Market at Sultan Agung Stadium.

Cleanliness is Islamic teaching, even hadiths explain that actually religion is built on cleanliness. So it can be interpreted that all efforts to keep cleanliness are a part of living hadiths (hadiths are values which live and exist in society either realized or not by people). In Islamic economy it is called *taqwa*, means submission without requirement to God willing, but in human existence it gives a blending principle strongly because all humans are united in obedience only to Allah.

f. Experiment for new seller

Experiment time for a new seller is a period utilized to understand the market situation. Functionaries of Paguyuban in the Sunday morning at Sultan Agung Stadium also do this occasion for managing sellers in the Sunday Morning Market. Functionaries of Paguyuban give an occasion for a new seller to try to sell in the Sunday Morning Market for about two weeks (two times selling). The purpose is to make the seller understand about whether their goods can be sold or not in the Sunday Morning Market. After the seller does the experiment, functionaries will give a choice to the seller whether to join in as a seller in the Sunday Morning Market or not. Public Relations of Paguyuban in the Sunday morning said that:

"...penjual nggak langsung daftar itu nggak papa mbak, mau nyoba dulu biar ngerti jualannya laku nggak disini kalo nggak lakukan juga kasian to. Soalnya saya dulu juga dari awal jadi tau rasanya merintis itu bagaimana"

The statement is also explained by a seller in the Sunday Morning Market of Sultan Agung Stadium that:

"... iya mbak disini boleh nyoba jualan dulu kok, biasane temen-temen saya kalo mau jualan disini tak kasih tau dulu tak suruh nyoba juga, sama pengurus juga dibolehin kelihatannya sekitar 2 kali mbak, dulu itu pernah to temenku masuk disini lewat tukang parkir dia bayar langsung 350.000 geK dikasih e tempat nang pojok an sepi to trus dia nggak mau nerusin lagi kan yo kasian uangnya hilang..."

This thing is also one of the responsibilities of functionaries to facilitate another trader and responsibility is one of the aspects from Islamic economy. Logically, the responsibility principle has a relation with the free will principle which gives a limit about what can be done by humans and establishes them to be responsible about it.

In practice, this experiment time is not implemented for all sellers who will sell in the Sunday Morning Market, Sultan Agung Stadium. In implementation, functionaries also select the seller who can utilize this occasion. This condition occurs if functionaries have seen a big opportunity for that seller to sell in the Sunday Morning Market. The consideration of functionaries is what the goods which they sell, if the goods are not ready in the Sunday Morning Market and it becomes a good which is looked for by many visitors and the seller is categorized as a seller with a large capital.

g. Establishing a role for seller.

Sunday Morning Paguyuban establishes a role to manage the Sunday Morning Market at Sultan Agung Stadium. The role is utilized to manage all sellers in the Sunday Morning Market. The role is summarized on the Paguyuban Sultan Agung role which consists of: all sellers

should wear uniform, utilizing place based on the number, the owner of place is can not be change, keeping the solidarity around seller, obey the role of paguyuban.

The information also described by paguyuban leader of Sunday morning market:

“... untuk peraturan seller itu sendiri kita juga ada, yang jelas dulu memang sayawajibkan semua seller itu utilizes sragam mbak, tapi dalam penerapannya memang nggak semua seller mau Pakek sragam. Makanya sekarang itu saya kerja sama sama tukang parkir, pokok sellerku sng Pakai sragam paguyuban itu jangan di tarik ii parkir. Yang nggak Pakai kamu anggep saja itu pengunjung jadi ya tarik ii saja. Dulu pernah juga every salapan hari itu saya suruh Pakai baju adat jawa mbak semua seller eh seller juga pada mau tapi ada yang protes trus saya lihat yang bersedia sama yang nggak itu banyak yang nggak jadi ya udah nggak saya lanjutin. Trus seller ya harus Pakek lapaknya sendiri-sendiri mbak ya memang dulu sini saya cat tapi sekarang udah hilang...”

That statement also explained by children Veil seller in Sunday Morning Market, Sultan Agung Stadium:

“... untuk aturan itu ada di KTA mbak, yaa kayak gini saya Pakai sragam paguyuban kayak gini yaa gara-gara itu mbak. Saya sendiri nggak mau ribet juga pokok suruh Pakai sragam yaa saya Pakai, suruh nempati lapak yang sebelah sini yaa saya manud ajaa mbak sama functionaries...”

According those statement, its can be stated that eventhought all the role made are not run well by seller neverthelessfunctionarietry to regulate by the other way such as together parking staff to regulate Sunday morning market. The role is a part of Islamic economy axiom, namely responsibility and in this case are responsibility either ferom manager team or sellers.

2. Increasing Cadger economy in Sunday Morning Market

Result is something gotten by an effort onto manage Sunday Morning Market done by managing strategies in order to get the target. All strategies done byfunctionariesof paguyuban abbsolutelly have optimum result. Meanwhile its are not all of strategies give a perfect result, therefore it is still need the evaluation time by time to reach more optimum result.

The result of Cadger economic increasing are the increasing of income for Cadger.The increasing of income also can be measurement of a succed in management strategy onto manage a market done byfunctionariesof paguyuban. This income is a number of moneyresulted by sellerin certain time. The development of Sunday Morning Market through rapid development year by year. That thing can be seen from the increasing of the number of Cadger and visitor coming onto Sunday Morning Market. The increasing of visitor influenced by event organized in Sultan Agung Stadium and certain month such as Ramadhan. This condition establishes Sunday Morning Market position becomes economic circle place which can Increase economy. It is explained by Batagor seller that:

“.....alhamdulillah mbak, sekarang tambah ramai dulu dibidang istilahnya itu disini babat alas mbak cari-cari pembeli, eh Alhamdulillah sekarang udah rame. Mobil-mobil juga udah banyak yang datang...”

Fish seller also said that:

“... saya jualan disini udah sekitar 5 tahun mbak udah dari yang dibawah masih diaspal itu, dan sekarang itu alhamdulillah pengunjunnya kalo dilihat ya semakin rame mbak yang jualan juga semakin banyak mbak. Dulu sih udah banyak mbak tapi ya nggak seramai ini ...”

That statement also described by watch seller in Sunday morning Sultan Agung Stadium that:

“... untuk marketnya sih rame sekarang mbak tapi yang jual juga tambah banyak hehehe, jadi banyak juga tambah banyak saingan tapi nggak papa kok mbak namanya juga sama-sama cari rezeki...”

Base on those threeseller statement, it can be conclude that Sunday Morning Market condition has increasing either in visitor aspect or seller aspect year by year.

Table 3. The average of Cadger income

Kind of goods	Income (past)	Income (now)	Note
Batagor seller	50.000-100.000	250.000 - 300.00	Increase
Children Veil and bag seller	0,-	300.000-400.000	Increase
Fish seller	300.000	100.000-200.000	Decrease
Toys seller	100.000-150.000	300.000 -400.000	Increase
Leker cake seller	30.000	100.000	Increase
Children cloth seller	100.000-200.000	600.000	Increase
Watch seller	350.000 -400.000	200.000 - 250.000	Decrease
Odong-Odong rent	50.000-100.000	200.000	Increase
Laba-Laba cake & children toys rent	150.000 - 225.000	200.000-400.000	Increase

Source: Interview to Seller on Sunday Morning Market

According the table, it can be explained that seven sellers on Sunday Morning Market have increased of income and two Sellers have decreasing income. So, it can be said that there are 78 % sellers have the increasing in income. It is explained by seller of children veil and bag that:

“... saya jualan udah ada 5 tahun mbak, dulu itu saya cuma jualan tas anak-anak mbak, dan import gek harganya agak mahal yaa mbak jadi saya itu awal disini itu nggak laku sama sekali trus saya coba jualan yang lain ya ini mbak jilbab anak-anak ya Alhamdulillah mbak tiap pulang itu bisa bawa uang 300-400 ribu tapi kalo ramai pengunjung mbak kayak mau hari raya itu saya pernah bawa pulang uang 2.000.000 ya pernah. ini gara-gara sekarang udah ramai juga sih mbak udah banyak pengunjung yang dateng dan banyak yang tau tapi namanya jualan ya mbak pasti ada naik turunnya apalagi sekarang yang jual kayak gini juga udah banyak...”

Pernyataan ini diperkuat oleh Bu Endang penjual Mainan anak-anak sekaligus Bendahara Paguyuban Minggu Pagi Sultan Agung Stadium, Berikut pernyataan Bu Endang:

“... Namanya jualan mbak pasti ada naik turunnya dan gak pasti to mbak, tapi sejak mulai rame kayak gini yaa pulang itu bisa bawa uang sekitar 300 sampai 400 ribu mbak, dulu mah yaa 100 ribu itu udah alhamdulillah pokok ditelateni mbak, nanti juga naik sendiri sekarang ya keadaane kayak gini mbak makin rame...”

That statement also explained by children cloth Seller that:

“... saya jualan udah dari sunmor yang dibawah mbak.. pendapatan sekarang ini bisanya pulang itu bawa sekitar 600 ribu mbak, dulu nggak segini banyaknya paling-paling ya cuma 100 ribu mbak, nggak seramai sekarang ...”

According to the statement, the income-increasing is also influenced by several strategies which are done by the management of the market. The strategy which affects the level of income is the determination of location, determination of retribution and information center. Location and information center affect how big the income, because the seller who gets strategic location can stimulate how many visitors who will come to their location.

In this market management also there are several sellers who have decreasing income. It is explained by a fish seller in Sunday Morning Market that:

"...mbak soalnya dulu saya itu bisa bawa pulang uang 300 an mbak tapi sekarang itu paling-paling ya 100 ribu, 150 ribu atau paling mentok ya 200 ribu. Saya itu ngrasanya ya mungkin sekarang rame seller juga ya mbak yang jualan ikan nggak cuma saya, hla dulu itu yang jualan ikan hias kayak gini Cuma 2 orang gek sekarang itu udah banyak e mbak ada 4 an atau nggak lima. Bukan cuma itu sih mbak, ya penarikan uang 10.000 tadi yang mingguan itu menurut saya juga bisa ngurangi pendapatan saya nggak seberapa ini..."

That statement is also described by another seller that:

"... untuk pendapatan menurutku Decrease sih mbak, la gimana nggak Decrease mbak yang jual jam kayak gini juga udah banyak hehehe, dulu aku bisa dapet 350 ribuan la sekarang paling ya 200-250 mbak wong saingannya juga tambah banyak..."

According to the statement above, strategy to select seller and retribution can influence how big the income they get inasmuch as in selecting seller can give health rivalry impact. This seller selecting can effect to market because more seller by the same variation encourages seller lose their customer, therefore it can effect the increasing or the decreasing of seller income. Besides, there is determination of selling retribution. The determination of retribution has influence because the greater the levy is set, the less the income of seller. Therefore, functionaries in determine retribution is not same for all seller. Functionaries take retribution base on how large the location they utilize and see what they sell. Moreover, this thing will encourage problem if in implementation is not suitable with seller condition.

According to the description above, it can be concluded that there are four strategies of functionaries which can effect how big the income the seller get. They are: determination of location to sell, made information center, determination of retribution and selecting seller. According to those aspects, there are four strategies which influencing the economy of Cadger, namely: location choice, information center, retribution and seller choice. And the result of the strategy is the increasing of income for Cadger.

E. Conclusion

The Conclusion of this research appears that management strategy which utilized by team management of Sunday Morning market in Sultan Agung Stadium makes regulation to Cadger registration, chose the retribution (cost for Cadger), selection for seller, information center, cleaning service, seller experiment, make a role for seller of Sunday Morning Sultan Agung Stadium market. Relocation about location determination and the increasing of people contribution into develop market of Sunday Morning Sultan Agung Stadium. According to those aspects, there are four strategies which influencing the economy of Cadger, namely: location choice, information center, retribution and seller choice. And the result of the strategy is the increasing of income for Cadger. All strategies are convenient with the axioms of Islamic economy, namely unity, equilibrium, free will and responsibility.

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