

# CHAPTER 1

## INTRODUCTIONS

### 1.1 Background

In the current era of globalization, where the Indonesian people desperately need a market to get all their necessities of life, market environmental health management aims to achieve a harmonious relationship between traders and buyers as well as the people who are in the market environment itself. Many people, especially young people, really need a place to shop to find food, clothing, and boards for their daily needs. Indonesia is a developing country. Therefore, it is inseparable from the problems faced, one of which is the cleanliness of market stalls and the health of the market environment. The problem of stall cleanliness and the health of the market environment tends to increase if it does not get special attention and high concern from the kiosk owner traders and market environmental cleaners. A good and correct waste management system will provide the advantage of reducing pollution caused by the accumulation of waste, by providing alternative efforts due to the generation of well-managed waste (Soekidjo, 2015).

The provision of a container used for garbage collection must meet the requirements of the proposed trash can, such as not leaking easily, having a strong construction, having a lid for the trash can, and being easy to lift by one person. Waste management cannot be separated from the role of traders in managing and maintaining the cleanliness of the selling environment and behavior towards waste before it is disposed of. Cleanliness is the most important factor in achieving healthy market requirements. Hygiene is a public health effort that aims to prevent disease in humans. Public health efforts that study the influence of environmental conditions on human health, efforts to prevent disease due to the influence of unsanitary conditions in public stalls, as well as efforts to maintain environmental conditions and create environmental cleanliness (Soekidjo, 2015).

Environmental health is a condition or an optimum environmental condition so that it has a positive influence on the realization of optimal health status. The scope of environmental health includes: housing, disposal of human waste (feces), provision of clean water facilities, waste disposal, disposal of dirty water (waste), livestock housing (cages), sanitation of public places and so on. Business in environmental health is an effort to improve or optimize the human environment as a good medium for the realization of optimum health for humans who live in it. Based on this statement, the cleanliness of market stalls is one of the places that needs to be considered from the aspect of environmental health (Soekidjo, 2015).

The demand from the public for clean and healthy market stalls and good service is much higher. Therefore, the management of a "healthy market" is continuously being pursued by the government. Data from the Minister of Health of the Republic of Indonesia No. 519/MENKES/SK/VI/2015 concerning Guidelines for the Implementation of Healthy Markets explains that in Indonesia there are around 13,450 traditional markets with 12,625 million traders operating in them. If each trader has 4 family members, then more than 50 million people or almost 25% of the total population of people in Indonesia are active in the market. In addition, to facilitate distribution activities, the market is equipped with several market management elements consisting of the market head, secretary, treasurer, cleanliness, order and maintenance department. Not only the management of the place, but also the management of the surrounding waste. For this reason, it is necessary to have the ability to manage waste properly and correctly by using effective, safe, environmentally friendly waste management systems and methods. The problem of waste management is closely related to regulations, temporary storage, storage, collection, transfer, transportation, processing and final disposal.

**People** who are active in the market environment are not easily infected with diseases due to the condition of the stalls and the market environment, which is a lot of dirt because it is not kept clean, so people who are active can still live healthy (Minister of Health RI, 2013). ..which is negative in society, because most people think that traditional markets are synonymous with dirty stalls, have bad

odors, muddy floor conditions, and musty air and dark lighting. Traditional markets are also one of the pillars of the economic driving force of small and medium-sized communities. This is because traditional markets are places to sell for small and medium-sized traders. Apart from that, traditional markets are also an asset to increase the Bengkalis City's own Regional Original Income (PAD). traditional revenue into local revenue (PAD). The government has tried to realize that traditional markets can become healthy markets with the issuance of the Decree of the Minister of Health of the Republic of Indonesia No. 519/MENKES/SK/VI/2008 concerning Guidelines for the Implementation of Healthy Markets (Menkes RI, 2011).

RI Law No. 18 of 2008 concerning Waste Management. Article 28 Paragraph 1 reads: "The community can participate in waste management organized by the government." This means that community participation in waste management is very much needed for the realization of a good, healthy, clean and tidy environment and good hygiene management is indispensable in managing traditional markets that are clean and healthy. Cleanliness determines the good quality of an environmental condition. Market cleanliness affects the quality of health and products sold in traditional markets. One of the waste problems that is quite complicated is the problem of market waste. In addition to the relatively large number and having its own problems, this situation occurs in traditional markets as a place for the economy. The existing activities are either buying and selling from traders to consumers or from traders to traders indirectly. causing the accumulation of waste. In a market environment, waste sources can be classified based on the type of goods traded. The general market has more types of waste sources than special markets.

The types of goods traded in a market affect the volume and nature of the waste produced. Market waste has distinctive characteristics, large volume, high water content, and easy to decompose. Market waste management needs to be carried out properly and in terms of the characteristics of the waste. If the market is not clean, it will affect the quality of health. Such as the food purchased by buyers and various processed products that are sold by traders. Therefore, good

management of the waste in the traditional market is needed.

Bengkalis City Terubuk Market, located on Jl.Kelapapati Laut, is the central market in Bengkalis City and its surroundings. Terubuk Market has 353 units of stalls with a total of 21 market management officers. Market management officers are involved and play a major role in managing market cleanliness so that the market environment remains clean. But this must be supported by stall owners and traders who clean the condition of the kiosks they occupy every day. This is because market officers can only clean around the stall environment (Desperindag.Bengkalis\_2020).

Facilities are everything that is intentionally provided by service providers to be used and enjoyed by consumers with the aim of providing the maximum level of satisfaction. Facilities are everything that is physical equipment provided by the service seller to support consumer convenience (Kotler, 2009). Meanwhile, according to Lupioadi (2013), facilities are the appearance, ability of infrastructure facilities, and the state of the surrounding environment in showing their existence to the external, which includes physical facilities (buildings), equipment, and equipment. which includes facilities that can be in the form of tools, objects, equipment, money, or work space.

According to Tjiptono (2014), the design and layout of service facilities is closely related to the formation of customer perceptions. A number of types of services, perceptions formed from interactions between customers and facilities affect the quality of these services in the eyes of customers. Cleanliness and facilities are the most important factors in achieving healthy market requirements. Hygiene is a public health effort that aims to prevent disease in humans. Public health efforts that study the influence of environmental conditions on human health, efforts to prevent disease due to the influence of unsanitary conditions, as well as efforts to maintain environmental conditions and create environmental cleanliness.

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The importance of this research is to know the "**Perception of Market Users About Market Cleanliness and Facilities at the Terubuk Market in Bengkalis City**" and what the benefits of cleanliness and market facilities that have been created at the Terubuk market for the Bengkalis community are.

## **1.2 Formulation of the problem**

From the background and description of the problem above, the formulation of the problem in this study is: What is the market user perception of the cleanliness and facilities of the Bengkalis City Terubuk Market?

## **1.3 Purposes of the Study**

Every piece of research carried out must have a purpose and a goal. Special research in empirical science generally aims to find, develop, and test the truth of a science. The objectives of this research are

1. Find out the highest and lowest factors on the perception of market users about the cleanliness of the Terubuk Bengkalis market.
2. Find out the highest and lowest factors on the perception of market users about the facilities in the Terubuk Bengkalis market.

## **1.4 Significance of the Study**

By conducting research, the author can device the significant of the study into three part as follows:

1. Advantages for the open market

As a consideration and evaluation, as well as providing information on how market users perceive the cleanliness and facilities of the market in Bengkalis City.

2. For the readers/community

As a means of broadening one's understanding and knowledge of cleanliness and market facilities

3. Writer Advantages

Apart from being a requirement for completing education, it can also increase knowledge about market users' perceptions of cleanliness and facilities from the biggest market in Bengkalis City.

### **1.5 Scope and Limitation of the Problem**

Based on the background that has been described previously, the author makes a problem definition the scope of this research is clear. The limitation of the problem is that this research will analyze the market user's perception of cleanliness and facilities at the Terubuk Market in Bengkalis City.

### **1.6. Writing System**

A systematic approach to report writing is needed in order for the writing of this thesis report to be systematic and neatly arranged. A systematic approach to report writing is needed. The following is a systematic thesis report on writing:

#### **CHAPTER 1 : INTRODUCTION**

In Chapter 1, will explain about the background of the problem, problem formulation, research objectives, research benefits, research scope and problem boundaries, as well as report writing systematics.

#### **CHAPTER 2 : LITERATURE REVIEW**

In Chapter 2, will explain about explains the literature review and the previous theoretical basis that will be used in completing the research.

### **CHAPTER 3 : METHODOLOGY OF RESEARCH**

Chapter 3 will explain about the implementation plan, starting from the location, time and object of research, types and sources of data, data analysis methods, types of research, research schedules and budgets.

### **CHAPTER 4 : RESULT AND DISCUSSION**

In Chapter 4, will explain about the results and discussion of the research.

### **CHAPTER 5 : CONCLUSION AND SUGGESTION**

In Chapter 5, will explain about the conclusions and suggestions resulting from the research conducted.

