



The Marketing Strategy and Benefits Analysis of Papringan Market in Indonesia: A Narrative Review of Literature

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Abstract

Traditional market development is essential to survive competition in modern markets. Furthermore Papringan, one of Indonesia's traditional viral markets, implemented a strategy of hawking traditional food with keping pring as a currency. This study examines the marketing concept of Papringan Market, Temanggung, and its economic impact on the community. It conducted a narrative review with two steps, including database search and thematic analysis. The study is limited to Indonesian and publication in the last five years (2015-2020). An electronic database search from Google Scholar and ResearchGate obtained 28 articles, though only nine met the inclusion criteria. The result indicated that the marketing strategy involves implementing keping pring as a currency, selling vintage foods, traditional presentations, developing websites, making motion graphics, and utilizing social media, specifically Instagram. Furthermore, the market functions as the basis for economic welfare, improving the human resources, environmental conservation, and building brotherhood.

Keywords: Papringan Market; Keping Pring; Narrative Review; Marketing Strategy; Benefit Analysis

1. Introduction

A market is a meeting place for traders and buyers, where transactions involving goods and services and social interactions occur. Transactions are not carried out only in traditional markets. People are currently more interested in modern markets as favorite shopping places, such as malls, supermarkets, and online trading through e-commerce. This is because these platforms pamper consumers. The more the media for buying and selling transactions, the tighter the competition in economic activities, making traditional markets more marginalized. This condition is facilitated by many societal negative stigmas regarding traditional markets [1]. Therefore, there is need for creative and original strategies to differentiate them from other business actors. The strategies can be realized, from product development, production processes, service quality and marketing strategies for the market awareness.

From a social aspect, traditional markets have relational values that foster empathy and sympathy to become tourist attractions [2]. However, traders are always affected by several factors. For instance, Covid-19 Pandemic affected traders in traditional markets and decreased people's purchasing power. The distribution of materials during the pandemic was significantly hampered [3]. A unique strategy, such as developing traditional markets by utilizing their potential and characteristics, or promoting them to the community by utilizing technology, is necessary to attract customers [4].

Creativity in maintaining the existence of traditional markets is evident in Kalimantan. According to Rifah [5], the strategy in the Lok Baintan Floating Market is a barter system. Mauliyah et al [6] stated that in Blitar Regency, there are traditional markets that use the Kenceng Jreng and Saur Gowo strategies for transactions.

Another creativity in traditional market development is also evident in Temanggung, with 22 traditional markets spread across 13 sub-districts. However, several markets are now being abandoned due to a lack of visitors. In Ngadiprono Village, Kedu District in Temanggung Regency, there is *Papringan* Market, which is crowded with visitors because of using a retro concept that revives the vintage atmosphere. This market is designed for tourism commodities in the middle of bamboo gardens and sell various rare and traditional foods [7]. *Keping pring* are utilized as medium for exchange instead of bank note and coins [8]. The market only opened on wage and pon week and attracted both domestic and foreign tourists since it was first opened on January 10, 2016.

It was essential and strategic to study the Temanggung *Papringan* marketing concept and its economic impact on the surrounding community. This is because the market has proven to lift the economic conditions of the community, which can be an insight into advancing the village economy by developing traditional markets based on local wisdom.

2. Research Method

To answer the research objective, the researchers used a narrative review approach. Research with a narrative review approach was conducted by collecting secondary data, specifically scientific articles from credible sources. The study was carried out in two steps. An electronic database search from Google Scholar and ResearchGate was first conducted. This was followed by a thematic analysis to identify patterns and describe various aspects of the literature related to research objectives and synthesize them transparently [9]. The inclusion criteria used were articles in the form of scientific journals, proceedings, and final student assignments in line with the research topic and published in the last 6 years (2015-2020). The keywords used include traditional markets, *papringan* markets, and marketing.

3. Result and Discussion

The process of collecting a database of research results related to the market's transaction model and its economic impact in the community found 28 articles. Specifically, 25 and 3 articles were obtained from Google Scholar and ResearchGate, respectively. However, only 9 articles met the inclusion criteria. The remaining 19 were excluded because they were published before 2015. Apart from not being available in full text, they were also not on topic.

The synthesis of the analyzes conducted from the database is presented as follows.

3.1. The Marketing Concept of Papringan Market

The development of the Temanggung *Papringan* market depends on the contribution of the surrounding community. The traditional market with a vision of "Realizing the Village as an Independent Community" is built with local wisdom values and environmental conservation. Community participation in the *Papringan* market affects the lives and environments, such as conserving bamboo forests, rivers, and *trasah* (stone) streets. The bamboo forest used to be a garbage dump. *Trasah* street is a regulator of water flow to prevent stagnation in the *Papringan* market. The monosodium glutamate (MSG) free market or food preservative and free of plastic waste is also implemented [10], [11].

Due to the huge potential of the *Papringan* market, several studies have analyzed its marketing strategy, which carries a retro and unique concept. It shows unique activities in the area compared to other traditional markets. Arden et al [12] developed websites as promotional media with a global reach. This media creates opportunities for the *Papringan* market to be better known by the people in other cities. It helps reach urban people, who are

also traditional tourism activists. Motion graphics in the form of audio-visual media (film, video, and animation) are also used for promotional purposes. However, the media still needs improvement. It does not optimally promote the *Papringan* market [13].

Instagram is also used strategically. The content strategy chosen by *Papringan's* market account is still informative. However, it is not yet relevant to the audience, hence brand engagement is not visible. The research shows that content relevance can be obtained in case it captures the audience profiles and explores relevant themes, such as culinary, culture, and people in the *Papringan* market [14].

The bamboo currency or *keping pring* is used as a transaction tool. The nominal consists of 1, 3, 5, and 50 *pring*, where 1 *pring* is equivalent to IDR 2,000 (two thousand rupiah). The use of *keping pring* is a unique promotional media that most effectively attract the public to the market [15]. From the Islamic law, the use of *keping pring* does not violate Islamic law because there is no usury element [16].

Rare foods are also sold. The retro concept used by the *Papringan* market affects the setting and type of product sold. The types of foods not generally sold in other markets are available at the *Papringan* market, hence treats people's longing for their past experiences. The media is also used to serve traditional snacks, packed with an atmosphere far from modernity. This includes places to eat and drink, such as coconut shells, bamboo vines and cups, and banana leaves. Furthermore, the plastic or shopping bags for wrapping are replaced with woven bamboo baskets [7].

3.2. The Impact of Papringan Market for the Community

Rural communities are not aware of the potential in their environment. Therefore, for a decent life, urbanization cannot be avoided. *Papringan* Market is an example of a village development effort initiated by the Spedagi Community. Rural economic empowerment is conducted to improve human and natural resources' quality to create more independent rural communities. Currently, the *Papringan* market is also the driving force for the village economy.

The use of *keping pring* attracts visitors to the market, indirectly increasing people's income. Additionally, the quality of human resources increases with an understanding of the profit and loss concept. The people's attitudes have also improved and are now more polite, friendly, and gentle in offering services. The community also meets regularly, strengthening brotherhood between residents [15]. In establishing collectivity, traders are required to set aside 10% of their income for savings, which are used to support education and health programs in the community. Apart from economic benefits, residents have also become more creative in processing potential local resources around them as selling products [17].

Papringan market activities aim to alleviate the economy of the Ngadiprono residents and focus on environmental hygiene issues that concern them. Bamboo gardens initially seemed shabby became an environmentally friendly market, always kept clean [7].

4. Conclusions, Suggestions and Limitations

Papringan is a traditional market in Temanggung, Central Java, with a retro concept. It owes its origin to a bamboo garden's environmental conservation that had become a dumping ground but successfully transformed into a market with a tourist attraction. For public awareness, the marketing strategy adopted involve the use of *keping pring* as an exchange medium, such as in selling rare and traditional food and beverage serving, including coconut shells, woven bamboo, glass bamboo, and banana leaves, developing websites, making motion graphics and upload them on YouTube, as well as the use of Instagram. Through the right marketing strategy, the *Papringan* market continues to grow and forms the basis of the village economy, improving human resources, entrepreneurship, building community collectivity, and enhance environmental hygiene. This research can be used to reference rural communities with local wisdom to develop traditional markets and

improve their welfare. However, further research is recommended to empirically analyze the market's impact on improving people's welfare quantitatively.

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