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## **PUBLIC PERCEPTION OF PUNDENSARI TRADITIONAL MARKET IN EXPLAINING THE ECONOMY OF GUNUNGSARI VILLAGE COMMUNITY, MADIUN REGENCY**

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### **ABSTRACT**

This study examines community perceptions of the role of Pundensari Traditional Market in developing the civic economy in Gunungsari Village, Madiun Regency. Rural economic development is not only about increasing income but also about strengthening community participation and social values. Traditional markets play an important role as spaces for economic and social interaction. This research aims to analyze community perceptions of the market's role in economic activities and of the implementation of civic economic values, such as participation, justice, cooperation, independence, and social responsibility. This study uses a qualitative descriptive approach. Participants were selected purposively, involving market managers and traders at Pundensari Traditional Market. Data were collected through interviews, observation, and documentation, and analyzed using the Miles and Huberman interactive model consisting of data reduction, data display, and conclusion drawing. The results show that the community perceives the Pundensari Traditional Market as having a significant role in increasing income, encouraging active participation, creating economic fairness, strengthening cooperation, fostering independence, and promoting social responsibility. In conclusion, the market is not only perceived as an economic center but also as a medium for developing civic economic values within the community.

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### **INTRODUCTION**

Village economic development is a crucial part of efforts to improve community welfare sustainably. Strengthening the village economy is not only oriented towards increasing income but also involves active community participation in managing local potential (Global, Allo, and Duryana 2024). Furthermore, community involvement in village economic development also plays a role in strengthening economic independence and improving the community's quality of life (Harini et al. 2023). These efforts are also supported by optimizing the community's role in sustainable village development (Agus 2024; Widjaja, Salam, and Setiawan 2024).

Furthermore, village economic development should also be directed toward strengthening traditional markets as the primary source of community economic activity.

Traditional markets function not only as places for buying and selling transactions but also as spaces that support local economic empowerment, community participation, and social interaction. By involving local traders and community-based economic activities, traditional markets can create sustainable business opportunities while strengthening social solidarity and local economic resilience.

One form of village economic strengthening that remains relevant today is the existence of traditional markets as community-based economic spaces. Traditional markets function not only as places for buying and selling transactions but also as spaces for social interaction and local economic empowerment (Noor 2017). In addition, traditional markets reflect the active involvement of local communities in economic activities and provide opportunities for small-scale businesses to develop (Julianty 2022; Permatasari et al. 2024). The presence of traditional markets increases local economic activity and expands business opportunities in rural communities. However, the contribution of traditional markets to community welfare may vary depending on factors such as community participation, market management, and access to economic resources (Wahyudi and Fauzi 2024)(Raniasa and Kasnelly 2024).

Throughout their development, traditional markets have supported local economic activities and provided income opportunities for community members, particularly small-scale traders. The existence of traditional markets enables local businesses to continue operating through direct and sustainable trading activities (Hartanto 2025). In addition, traditional markets create broader economic opportunities for rural communities by encouraging community-based economic participation (Noviyanti 2025). However, the economic benefits generated by traditional markets may not be experienced equally by all traders, as differences in capital, business experience, and market access can influence the extent of economic gains. In this context, traditional market activities reflect the principles of a community economy that emphasizes fairness and collective welfare (Nikmah and Rosidah 2023).

Furthermore, economic activities in traditional markets are not solely oriented toward profit but also reflect social values embedded within community life. Community participation in market activities demonstrates local communities' active involvement in supporting village economic development (Burhanudin 2022). In addition, the value of cooperation (*gotong royong*) can be observed through interactions among traders, buyers, and market managers in maintaining market activities and social relationships. These conditions indicate that economic activities in traditional markets are closely connected to social aspects such as participation, cooperation, fairness, and social responsibility, which are important elements within the concept of civic economy (Br et al. 2025). However, the implementation of these values may vary among community members depending on their level of participation and economic interests.

Previous research has shown that traditional markets play a crucial role in driving community economic growth and increasing participation in local economic activities. Village markets can be a driving force for the community economy through various collective economic activities (Ni and Khoiriyah, 2024; Nuraeni et al., 2022). Furthermore, traditional markets also play a role in improving community welfare through community-based economic empowerment (Aryansyah and Afdal, 2025). However, studies specifically addressing community perceptions of the role of traditional markets in civic economic development

remain limited, particularly those that examine participation, fairness, cooperation, independence, and social responsibility in an integrated manner.

Based on this, this study aims to analyze public perceptions of the Pundensari Traditional Market's role in developing the civic economy in Gunungsari Village, Madiun Regency. This research is expected to provide theoretical and practical contributions to the development of community-based economic studies, particularly those focusing on civic values. Theoretically, the results of this study can enrich the literature on the role of traditional markets in building a participatory and equitable economy. In practice, this research is expected to guide village governments, market managers, and communities in formulating strategies to strengthen traditional markets that focus not only on economic aspects but also on fostering the values of cooperation, independence, and social responsibility in community life.

## **RESEARCH METHOD**

This study employed a descriptive qualitative case study approach. The research subjects consisted of members of the Gunungsari Village community who were directly involved in activities at the Pundensari Traditional Market, particularly market managers and traders. Informants were selected purposively based on their active involvement and experience in market activities. In the context of this study, the community is understood as the main actors in market activities who have direct experience of ongoing economic activity. Data collection was conducted through in-depth interviews, observations, and documentation. Interviews were conducted to explore informants' perceptions of the market's role in increasing economic activity, community participation, and the practice of civil economic values. Data analysis used the Miles and Huberman model, which includes data reduction, data presentation, and conclusion. Data validity was tested through triangulation of sources, techniques, and time.

In addition, this study emphasizes the importance of contextual interpretation in understanding the dynamics of the Pundensari Traditional Market. The researcher serves as the primary instrument for interpreting social interactions, economic activities, and community values emerging from the field. The analysis focuses on identifying patterns of participation, cooperation, and shared responsibility among market actors as representations of civic economic practices. Data from interviews, observations, and documentation were analyzed to identify patterns in community participation, economic activities, and social interactions within the Pundensari Traditional Market.

## **RESULTS AND DISCUSSION**

The findings indicate diverse community perceptions regarding the Pundensari Traditional Market's role in supporting economic and social activities in Gunungsari Village. The market is perceived not only as a place for economic transactions but also as a community space that supports local economic activities and social interaction among community members. The market is seen not only as a place for economic transactions but also as a space that can improve community welfare and strengthen local economic activity.



Figure 1. Atmosphere at Pundensari Traditional Market

Source: Researcher Documentation, 2026

Figure 1 depicts a bustling market atmosphere, with community members engaged in various economic activities. The interactions between traders, buyers, and market managers indicate that traditional markets function as active spaces for both economic and social interaction within the community. These interactions reflect civic economy values because economic activities are carried out not only for profit-oriented purposes but also through cooperation, participation, and mutual support among community members. The involvement of local traders and the direct interaction between sellers and buyers demonstrate community participation in local economic activities while strengthening social relationships within the village. In this context, the Pundensari Traditional Market functions not only as a place for economic transactions but also as a community-based economic space that integrates economic activities with social and civic values (Hartanto 2025).

To support these findings, interviews revealed that transactions in the market take place directly between sellers and buyers. This reflects active economic interaction within the market. One informant stated that "*in this market, buyers come and transact directly with the sellers, resulting in direct interaction between sellers and buyers.*" (Pak Be, wawancara, 2026). Furthermore, these direct interactions foster not only economic exchanges but also strengthen social relationships among community members. The face-to-face nature of transactions in traditional markets encourages trust, mutual understanding, and a sense of belonging between sellers and buyers. This condition reflects the presence of social values such as cooperation, honesty, and mutual support, which are essential to the development of civic economy. Therefore, the traditional market serves a dual function, not only as a center of economic activity but also as a space for nurturing social cohesion and reinforcing community-based values.



Figure 2. Buying and Selling Activities at Pundensari Traditional Market  
Source: Researcher Documentation, 2026

Figure 2 shows the direct interaction between vendors and buyers during the transaction process. This demonstrates that market economic activity is active and directly involves the community.

To support these findings, interviews revealed that the community perceives the market as having a tangible impact on increasing vendors' income. One informant said that "*merchant income was initially around Rp. 500,000, now it can reach Rp. 1,000,000 to Rp. 1,500,000 every time the market is open.*" (Pak Bernadi, wawancara, 2026). This statement indicates that the presence of traditional markets can significantly improve the community's economy, particularly for small businesses. This demonstrates that traditional markets can help improve the community's economy through sustainable trading (Noviyanti 2025). Apart from its impact on the economy, the existence of traditional markets is also seen as a means of strengthening the local economy by fostering small community businesses.



Figure 3. Bamboo Money Exchange at Pundensari Market  
Source: Researcher Documentation, 2026

Figure 3 shows the money exchange process that occurs before a transaction. This demonstrates the existence of a local value-based economic system that characterizes the market and strengthens the community's cultural identity. Traditional markets provide space for micro-

entrepreneurs to develop and increase the competitiveness of local products. This demonstrates that traditional markets serve as a medium for economic empowerment, increasing the capacity of community businesses. This finding aligns with research that states that traditional markets play a strategic role in supporting the sustainability of small and medium enterprises at the village level (Salsabila et al., 2024). The existence of markets also strengthens community-based economics, thereby improving community welfare sustainably (Aryansyah and Afdal, 2025).

Furthermore, markets are perceived as spaces that encourage community participation in economic activities. Community involvement is evident through activities such as trading, market management, promotions, and events. This is reinforced by an informant's statement that *"the community is very involved, from traders and managers to supporting activities such as promotions and events"* (Pak Roky, interview, 2026). These activities indicate that traditional markets function not only as venues for economic transactions but also as participatory spaces that encourage community involvement in social and economic activities. The participation of traders, market managers, and local communities reflects the active involvement of community members in supporting local economic activities (Burhanudin 2022). However, community participation may not be evenly distributed among all members. Differences in economic resources, business experience, and access to market opportunities may influence the level of participation and involvement in market activities. This condition shows that participation within traditional markets is dynamic and influenced by various social and economic factors.

In line with this, community participation in market activities is also inseparable from a collective awareness of village economic development. This demonstrates that communities play a role not only as economic actors but also as agents of development in improving village welfare. Communities not only play an economic role but also contribute to a mutually supportive social system (Widjaja, Salam, and Setiawan 2024). Furthermore, in market practice, the community also values fairness in economic activities. This is evident in regulations governing the types of merchandise traders may sell to prevent unfair competition. An informant stated that *"each trader must not sell the same menu to prevent unfair competition"* (Pak Bernadi, interview, 2026). These regulations indicate efforts to create more balanced economic opportunities for traders and to reduce the risk of market monopolies. In this context, the regulation reflects attempts to support a more equitable economic distribution system within the market environment (Nikmah and Rosidah 2023). However, perceptions regarding fairness may differ among traders. Some traders may perceive the regulation as beneficial because it creates balanced business opportunities. In contrast, others may consider it a limitation on their freedom to determine the products they wish to sell. This condition indicates that the implementation of fairness in market regulations is dynamic and influenced by individual traders' perspectives and economic interests.

Furthermore, social values such as cooperation (gotong royong) remain very strong in market activities. Interactions between traders demonstrate cooperation and mutual assistance in running their businesses. This indicates that economic activity in traditional markets is inseparable from the social values that characterize the community, namely cooperation and social solidarity. This situation demonstrates that economic activity in markets is not solely

profit-oriented but also contains strong social values (Warham and Lestari 2025).

Furthermore, the values of cooperation reflected in market activities also demonstrate the presence of strong social capital within the community. This social capital is a crucial factor in sustaining economic activity and strengthening relationships among market players. This social capital plays a crucial role in maintaining the continuity of economic activity and fostering harmonious relationships among market participants. Furthermore, the activities at each stall demonstrate the community's direct involvement in economic activities.



Figure 4. Trader Activities at One of the Stalls at Pundensari Market

Source: Researcher Documentation, 2026

Figure 4 shows traders serving customers during market activities. The interaction between traders and buyers reflects cooperation and mutually supportive social relationships within the market environment. These interactions indicate that traditional markets function not only as places for economic transactions but also as social spaces that strengthen community relationships and social cohesion. In this context, market activities represent civic economy values, particularly cooperation, participation, and social solidarity among community members (Permatasari et al. 2024).

Figure 4 shows the activities of traders serving customers. This reflects the social interaction and cooperation that are part of the values of cooperation in market activities. This condition indicates that activities in traditional markets are not only oriented towards economic transactions but also contain strong social values in community life. The interaction between traders and buyers reflects the existence of mutually supportive social relationships in economic activities. This aligns with research indicating that traditional markets serve not only as economic centers but also as spaces for social interaction that strengthen relationships among communities (Arma et al. 2025).

In addition to independence, the market also demonstrates social responsibility towards the surrounding community. This is demonstrated through various social activities such as donations and food distribution. As one informant stated, "*there are activities such as donations, distribution of takjil (breaking fast), and other social activities for the community.*" (Pak Bernadi, wawancara, 2026). This demonstrates that economic activities are not solely profit-oriented but also infused with social concern for the surrounding community. These activities demonstrate that economic activity is also accompanied by social responsibility in community life (Sulaiman, Subarkhah, and Saputra 2021).

Furthermore, traditional markets also serve as spaces for social interaction, strengthening relationships between communities. This demonstrates that traditional markets serve a dual

function: as economic centers and social spaces that strengthen community cohesion. These interactions are not only economic, but also social and cultural (Noor 2017; Permatasari et al. 2024).

Overall, the findings indicate that the Pundensari Traditional Market contributes to local economic and social activities within the community. The market reflects several values associated with the concept of civic economy, particularly community participation, cooperation, and social responsibility in market activities. However, the implementation and perception of these values may vary among community members depending on their level of participation, economic interests, and access to market opportunities. Therefore, the relationship between traditional market activities and civic economy values should be understood within the specific social and economic context of this study rather than as a general representation of all traditional markets (Br et al. 2025).

## CONCLUSION

Based on the research results, it can be concluded that the community has a positive perception of the Pundensari Traditional Market's role in developing the civic economy in Gunungsari Village, Madiun Regency. Traditional markets are viewed not only as centers of economic activity but also as social spaces that can improve community welfare through sustainable economic practices. The research findings indicate that the market's role is reflected in several aspects, including increased community economic activities, community participation in market activities, cooperation among traders, and social responsibility toward the surrounding community. The market regulations implemented to prevent unfair competition also reflect efforts to create more balanced economic opportunities among traders. However, perceptions regarding the fairness of these regulations may differ among market actors depending on their economic interests and business preferences. In this context, traditional market activities reflect several civic values, such as participation, cooperation, and social responsibility, although their implementation may vary across the community.

The research findings indicate that the market's role is reflected in several aspects, including increased community income, community participation in market activities, cooperation among traders, trader independence, and social responsibility toward the surrounding community. The market regulations implemented to prevent unfair competition also indicate efforts to create more balanced economic opportunities among traders. However, perceptions regarding the fairness of these regulations may vary among market actors depending on their economic interests, business preferences, and access to market opportunities. In this context, economic activities in traditional markets reflect several civic values, including participation, cooperation, and social responsibility within the community.

Thus, the findings of this study indicate that the Pundensari Traditional Market contributes to local economic and social activities within the community. The market also reflects several civic values, particularly participation, cooperation, and social responsibility among community members. However, these findings are limited to the context of this study and may differ in other traditional market or community settings. Therefore, traditional markets may continue to be considered as one of the community-based economic spaces that support local economic activities and social interaction within rural communities.

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