

The Existence of Madura Grocery Stalls in the Siege of Modern Franchise Minimarkets

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Abstract

Madura grocery stalls are found in many corners of major cities in Indonesia. In general, it only sells a variety of daily necessities at relatively affordable prices, but has unique operating hours of 24 hours. So that it can compete in the midst of the siege of modern franchises, the turnover obtained can be said to be quite fantastic. This type of research is a case study (case study) part of a qualitative method that aims to understand a phenomenon by providing a complete picture, views, and behavior of informants in detail based on natural situations. Data collection methods use observation, unstructured interviews, documentation. Data analysis using interactive models, through the stages of data reduction, data presentation, conclusion drawing. The results showed that the existence of Madurese grocery stalls could grow rapidly and dare to challenge well-known franchise minimarket networks because they applied kinship-based business patterns. They build social cohesion based on mechanical solidarity, describing how strong the cohesiveness or attachment of society is.

Keywords: Existence, Madura Grocery Warung, Modern Franchise

INTRODUCTION

Like mushrooms that grow in the rainy season, Madurese grocery stalls spread rapidly in various major cities in the past decade. Most of the stalls stand on the edge of crowded streets, forks, crossroads, around campuses, shopping areas, the heart of densely populated settlements. Madura grocery stalls have surrounded well-known franchise minimarket chains Alfamart, Alfamidi, Indomart, Lawson, Carrefour, Giant, the majority of which are owned by conglomerates. Usually Madura stalls occupy simple shophouses measuring 3×4 meters. The storefront contains neatly arranged cigarettes, instant noodles, insect repellent, to general medicines. In addition, lined up with 3 kg of elpigi gas, gallon bottled mineral water, there is also a refrigerator showcase containing various cold drinks in front of the stall. In the room, there is a green box shelf measuring about 30 x 30 cm filled with various merchandise, such as various mineral drinks, groceries, body soap, stationery, electricity tokens, pulses. The ceiling of the store is filled with various

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products in sachets. Sometimes there are *celurit* tucked around the inner shelf, as a symbol of the proud identity of Madurese.

The phenomenon of the outbreak of Madurese grocery stalls reminds us of the penetration of franchise minimarket networks owned by conglomerates, such as Indomart, Alfamidi, Alfamart. Well-known minimarket chains have penetrated into the village, making grocery stalls owned by residents regress and even live reluctantly to die unwillingly. But now there is a reversal of a kind of backflow, Madurese grocery stalls are precisely spreading everywhere and besieging well-known franchise minimarket networks. Because market demand for basic needs can come at any time, for that Madura stores dare to take this niche market by opening 24-hour operating hours in order to compete. It has greater flexibility than modern retail and is affordable in terms of price because it is in the form of a grocery store.

The advantage of Madura grocery stalls is that they are the main choice for people to shop because there is no parking fee. Usually, people are reluctant to shop at small supermarkets because parking fees are often charged. The location of Madurese grocery stalls close to residential areas is its advantage, besides that daily food needs are relatively complete so that local residents do not need to go to markets or larger stores. To obtain a stable market segmentation requires fighting spirit, mentality, and work ethic, including the philosophy of "*abantal omba asapo angin*" (resting on the waves, shrouded in the wind) which means being brave in everything. This is the driving factor for their resilience in building a network of grocery stalls in big cities. This is evidenced by traders who are willing not to take a holiday and open their shops 24 hours a week. This advantage also makes Madurese grocery stalls grow rapidly during the Covid 19 pandemic. When well-known franchise minimarkets chose to close due to PPKM or PSBB regulations, Madurese grocery stores took advantage of the situation and operated around the clock.

The phenomenon of 24 hour operations cannot be separated from the migration habits of Madurese people migrating to various regions in Indonesia. It has become customary to maintain kinship in survival in regional lands inherited by ancestors (Bouvier, 2002). The ongoing migration process in an area cannot be separated from the presence of relatives or friends who previously lived in big cities through kinship networks (Sunarto, 1985). Economic problems in the home area are the reason why Madurese grocery stalls are spread in various strategic areas. Economic difficulties are influenced by the barren geological natural resources of Madura island, which do not support the development of the commercial sector which is the driving force of migration (Kuntowioyo, 2017).

Migration patterns are cultural, becoming habitual through kinship ties, family, close friends supported by access to information and economy. Being the main driving factor to migrate to other regions. In the hope that it can improve the family economy. In fact, this Madurese grocery store is able to contribute to the economic development of residents in the context of difficult employment and opportunities to utilize the potential of natural resources. With determination and hard work, they are able to make long-term investments in their lives. This article aims to analyze the existence of Madurese grocery stalls that are growing rapidly and dare to challenge well-known franchise minimarket networks.

RESEARCH METHOD

This type of research is a case study and is part of a qualitative approach that aims to explore a particular case in more depth by collecting various sources of information. In general, qualitative methods attempt to understand phenomena by providing in detail the complete picture, perspective, and behavior of informants based on naturalistic situations (Kabir, 2018). By gaining an in-depth understanding of the case, researchers can capture the implications of specific social or community interests (Raco, 2013). The advantage of case studies is that researchers can explore the topic and the results of the theory (Noor, 2017). The presence of researchers is an important tool in primary data collection, therefore their presence in the field is absolutely necessary (Moleong, 2014).

In this case, the source of data obtained from the study was taken from primary and secondary data (Arikunto, 2016). Primary data is obtained directly from the first data source of the research site or subject (Bungin, 2016). While secondary data is data obtained from secondary (secondary) data sources that we need. In this case, secondary data is literature or literature that supports the research. This research focuses more on collecting qualitative data depicted by descriptive descriptions of words rather than calculating numbers.

The data collection method uses observation, unstructured interviews, and documentation. Direct observation or observation of individual behavior directly in the field according to the goals to be achieved (Herdiansyah, 2017). Unstructured interviews refer to free interviews, where researchers do not use systematically compiled and complete interview guidelines to collect data (Sugiyono, 2015). The interview guide used is only an overview of the questions to be asked. In unstructured interviews, researchers do not know exactly what data will be obtained, so researchers listen more to what informants say. While the documentary method is used to find data in the form of photos, notes, books, newspapers, magazines, and others, as a reference for researchers so as to facilitate research

(Achmadi, 2017). In this case, collect written items such as books, notes, photos, etc. During observation, interviews, and recording, researchers visited directly several Madurese grocery stalls in Banyuwangi.

Data analysis used in qualitative research is descriptive analysis, which is connecting one type of data with other data (Ibrahim, 2015). The common thread is then identified from the data to obtain a complete picture of the phenomenon under study (Nasution, 2013). Data analysis uses interactive models and goes through stages such as data reduction, data presentation, and conclusions. The three activities are interrelated during and after data collection in the form of general insights called analysis (Milles, 2015).

RESULTS AND DISCUSSION

The Existence of Madura Grocery Stalls in the Modern Franchise Siege

Currently, Madurese grocery stalls are able to exist and expand rapidly to big cities. Its existence certainly stole the attention of many parties, including desperate because it dared to compete with well-known minimarkets. Not only competing with well-known mini markets, but has dominated and is able to displace other traditional grocery stores. Its distribution covers most of the archipelago and functions in the trade subsector (Adam, 1995). The existence of mushrooming grocery stalls everywhere is the cause of the desertion of traditional grocery stores owned by local residents. Madura grocery stalls are able to dominate the market, even able to compete with modern franchise retail.

The competitive economic cycle in the Madurese grocery stall merchant community is one of the factors related to the shift in value understanding of sustenance and mobilization strategies. A common mobilization strategy is to apply an unwritten rule regarding the opening of kiosks at a certain distance. Although it is not a written rule, it has been ingrained in Madurese society and has become an ingrained mindset. The purpose is to prevent trade competition between tribes. In addition, the presence of Madura grocery stalls is able to dominate customers from local stalls.

According to the informant, HH (43 years old) has been working at a grocery store since 2013. There used to be some kind of agreement with other grocery stall owners unwritten to keep the distance between stalls at least 1 kilometer. It happened approximately four years ago, reduced to 500 m. Three years ago there was another change, becoming even shorter by 150 m. Madurese grocery stalls dare to survive in the midst of a large retail siege, because they believe everyone's sustenance has been arranged will never be changed. It's like, ant sustenance will not be eaten by elephants. The proof is that in front of gas stations alone, Madurese people dare to sell bottled retail gasoline.

The majority of Madurese people adhere to Islam, a fanatical religion that surrounds and shapes social life. If Aceh is called Serambi Mecca, then Madura is known as Serambi Medina (Syamsuddin, 2018). The values of religious social life are deeply rooted and practiced in everyday life. One of them can be seen in the economic activity that occurs among traders in Madura. Still guided by religious teachings, how to obtain wealth in running a business cannot be separated from the influence of destiny that has been set by God. The belief in sustenance coming from God is deeply rooted as a cultural value.

The same thing was expressed by the informant GT (33 years old), the belief about sustenance was followed by seeing opportunities and gaps. Madura grocery stalls open every day for up to 24 hours are certainly very different from modern franchise minimarkets. Amazingly, franchise minimarkets will not be able to open 24 hours, the maximum is open until 23.00. Until anecdotes appeared, Madurese grocery stalls only closed on doomsday. Those who successfully open a grocery store business will receive appreciation from the community for being able to help relatives in the village. Usually after successfully owning a shop in the region and returning to Madura, they are valued like priyayi in their neighborhood. Occupying the upper strata because of his success in developing a grocery stall business.

AS (24 years old) added why Madurese grocery stalls are open 24 hours. In creating its own strength in order to compete with large franchises scattered in all corners of the country. One of them is with a 24-hour operational strategy open for 7 days, so that people can easily buy their needs even though it is late at night. The goods sold are also cheaper than minimarkets, moreover the buyer uses Madurese. This advantage is popular with customers, especially those who shop at night.

This Madura grocery stall is popularly known as Warung Madura. This kind of thing does not only happen to food sellers, references similar to Madurese names usually apply to satay, chicken porridge, soup, duck sellers, and second-hand workers. Although different origins, this community is known as ethnic Madurese. Geologically, Madura is a tribe based on indigenous and cultural groups. In general, it has a high tone of speech profile and is easy for people to remember. Therefore, Madurese nomenclature is used as a label to highlight certain characteristics compared to other competitors from various groups and ethnicities.

According to informant KT (26 years old), the reason for the recognition of Madura grocery stalls by customers is not without reason. The characteristics are that there is a storefront containing merchandise that is neatly arranged according to the type of goods. In front of the shop is Pertamina and a pile of elpigi tubes. The concept of a grocery stall is open 24 hours, relatively the same type of goods cannot be separated from the influence of the ethnicity of the merchant itself. The tribal background and

traditional culture they have become the basis for the uniformity of the same warung concept as their identifying identity.

In traditional societies, there is a common identity among the members of society. They build social cohesion based on mechanical solidarity. Mechanical solidarity is the power of community cohesion and attachment. Violent retaliation and punishment are given by society for acts that disturb order. The values applied in a segmented society are more or less the same for all members, and this similarity arises from the basic homogeneity of the society. Traditional societies generally engage in relatively similar activities and occupations and develop similar patterns of socialization. They share experiences and develop relatively similar values. These values generally derive from religion, which forms the collective consciousness of society, a set of values, beliefs and various basic assumptions held by all members of society (Durkheim, 2014).

Madura grocery stalls can grow rapidly because they apply a family-based business pattern. This pattern is also often developed by ethnic Chinese businessmen. When kinship ties are strong, it is easier to work together and solve problems because you already know each other. Family-based businesses grow faster because it's easier to raise capital. With relatives, it is easier to borrow money and borrow based on mutual trust. Since both sides are on foreign soil, there is pressure from locals to do business and exist, which helps maintain solidarity. Collective solidarity with the people of origin is very important. They network to strengthen solidarity in foreign lands as a reason for survival.

Because of this kinship system, inter-ethnic relations have become very strong. Madurese ethnicity recognizes three categories of kinship: *taretan dalem* (nuclear relatives), *taretan semma* (close relatives), and *taretan jhau* (distant relatives). People outside these three categories are generally referred to as *lobs* (not relatives). However, *lowar* people may have a closer relationship compared to nuclear relatives because of their marital status (Wiyata, 2013). Social solidarity is seen as a combination of beliefs and feelings shared by community members (Kamanto, 2004). Perpetrators and traders who are far from their place of origin will of course find it difficult to live in a foreign country. The key to Madurese survival far from their homeland lies in good networks and social capital. Because their fraternal capital is very strong, they can survive without a place to live or a large capital. With the existence of ethnic Madurese communities, they can survive because there are strong Madurese community ties in each city. The main capital of Madurese people when faced with a difficult situation.

Generations later, the bonds between the nomads have now been firmly entrenched in various metropolitan areas. It is not surprising that in big cities it is

easy to find Madurese people who work the same profession. Especially those from Mandun Sumenep village who are known to get sweet results when opening a grocery store. Of course, there will also be waves of immigrants trying their luck by opening grocery stores in big cities. There is a culture of patrons and clients, and those who are already successful get others to start businesses with them. Those who are successful overseas invite relatives and neighbors. Grocery stalls may be considered a business eroded by the modernization of minimarket networks, but grocery stalls can be a promising business opportunity for Madurese.

The Secret of Success of Madura Grocery Stalls

It's no surprise that Madurese grocery stalls are scattered everywhere, able to compete with local grocery stores and modern franchises. Madura grocery stalls also don't really mind the presence of modern franchises, and even though they have to be next to each other, they still dare to open 24 hours. There are three reasons why Madura grocery stalls, although fairly small, can still survive in business. Business processes that always prioritize orderly arrangement of goods and product inventory that is easy to manage. By making stock analysis easier and selling the most in-demand products quickly, the potential for repeat orders is greatly increased.

1. Strategic location selection

Madurese people usually look for potential locations in densely populated residential areas. This is because it is difficult to find buyers in quiet areas. Unlike grocery stores in general, the majority of which operate in front of the house. On the contrary, Madurese people have to migrate outside the city to find a promising strategic location. The success of the Madurese grocery store business cannot be separated from the strategic location selection. Although it is everywhere, the location chosen to build this business is not arbitrary. They tend to choose locations that are easy to reach, widely traversed by pedestrians and frequented by many people. These locations include roadsides, crossroads, residential areas and campus areas. Therefore, there is an element of strategic location selection that makes Madurese grocery stores so prominent. Thus, before deciding to build a business, business people must really pay attention to how strategic the location is.

The main secret of the success of the grocery store business in Madura lies on the side of the business people. They tend to have a strong entrepreneurial spirit and the majority of them are immigrants who started their businesses from scratch in big cities, which is certainly not easy. They must be patient, hardworking and meticulous in the process. Without a strong entrepreneurial spirit, grocery stores in Madura will not last long. They have the

basic principle that 'sustenance already governs', so they tend to be persistent in doing business, while wisely understanding that business is not always crowded. In fact, some of them do not hesitate to set up grocery stalls near competitors who if analyzed are far superior to them.

2. Capital

For Madurese, the stall business they run can be regarded as their main livelihood, not as a sideline. Therefore, it is not surprising that they provide or seek capital to build their business. This is different from local stall owners who may set up a stall as a side business or are reluctant to borrow capital for fear of losses. Madurese people are even willing to borrow from neighbors and relatives to fill their stalls, of course, requiring no small capital.

Furthermore, provide fast and swift service. This fast service is usually because business owners are always on standby at the stall and are swift in serving consumers who come to the stall. There is a famous saying about why Madura stalls do not close and why Madura stalls only close on doomsday, which is a fitting picture to describe the responsiveness of this stall in providing facilities to access stalls whenever needed.

Have you ever heard the saying that "if only Madurese grocery stores were around us, we could live in peace? This is because of the diversity of products they sell, making it easier not to bother buying elsewhere. The stalls in Madura are famous for the diversity of products they sell. Starting with soft drinks, there are snacks, toiletries, rice, eggs, sugar to gasoline. With so many products sold, stall owners need to analyze which products are the best-selling and vice versa to optimize sales.

Competition in the retail sector, especially in grocery stores, is fierce due to the presence of minimarkets. However, grocery stores can still attract customers if they offer competitive prices, such as in Madurawalung. One strategy to buy goods at a more competitive price is to buy from a grocery store. It is recommended to visit several wholesale outlets and compare the prices offered. For example, the price of tea at wholesaler A may be cheaper than at wholesaler B, while the price of soy sauce at distributor B is more economical than at wholesaler A. Doing comparisons at several grocery stores can help get the best price quote for a particular product.

3. Looking for employees

When you first build a stall, usually the stall owner will take care of the stall himself. However, as time went by, they began to look for employees to guard the stall. Grocery stall businesses, especially in rural areas or in apartment complexes, often suffer from debt-ridden customers. This is what makes the

grocery stall business vulnerable to bankruptcy. This is because the number of people in debt exceeds the profits collected, and this goes on for months, while many customers do not give a clear time frame when they will pay off their debts. Of course, for those who have sufficient capital, this is not a big problem. This is because, over time, the amount of debt customers will be covered by profits and they can promise to pay their debts with more good customers.

The final secret to success in this Madurese-owned style store is good financial management. This is true for all businesses, not just grocery store businesses. Financial management is the main key to business success. This is because from good financial management, operational activities can be managed easily and well. Simply record regularly the income from sales and expenses for the purchase of merchandise and daily costs such as electricity, water, and transportation. The benefits of regular recording include tracking sales and profits, comparing the purchase price of merchandise and ease of use of financial recording applications such as Beecloud for the online version and Beeaccounting for the offline version.

CONCLUSION

Madura grocery stalls can grow rapidly because they apply kinship-based business patterns. Strong kinship ties make it easier for them to work together and solve problems because they already know each other. Family-based businesses thrive faster because capital accumulation is easier. Group solidarity is very important for the home community. They network to strengthen solidarity in the region's land as a reason for survival. The key to the survival of Madurese overseas lies in good networks and social capital. Because they have very strong fraternal capital, they can survive without a place to live or meaningful capital.

It's no surprise that Madurese grocery stalls are scattered everywhere, able to compete with local grocery stores and modern franchises. Madura grocery stalls also don't really mind the presence of modern franchises, and even though they have to be next to each other, they still dare to open 24 hours. There are three secret reasons for the success of Madura grocery stalls: strategic location selection, capital, looking for employees.

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