

The Portrait of Living Women's Vegetables in Pasar Padang Lua Banuhampu County, Agam District

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Abstract - This study discusses analyzing vegetable ferns in the Padang Lua Market. The research method used is qualitative research methods while the data collection techniques are used through interviews, observation and documentation. The number of informants in this study was taken based on the principle of data saturation, the authors determined the informants by taking samples by choosing who was met in the field. With a focus on research that addresses the underlying factors, women work as vegetable vendors, overcoming those who need and solving problems related to women who work as vegetable brokers.

Based on the results of the study, it is known that economic factors are the desire to have their own income, the income of the family head is insufficient and there is a desire to escape the busyness of the household. Environmental factors are due to joining friends or neighbors and the habit of delivering their own field crops that are sold to the Padang Lua Market. As for the obstacles faced in terms of getting merchandise, obtaining subscriptions and associations with fellow carpenters and it is known that there are customers who cancel large quantities of vegetable orders, unsold merchandise, and are not able to fight over merchandise with other brokers while receiving orders from retailer.

How to overcome the obstacles faced is known that merchandise sold the next day by mixing with new vegetables so as not to lose, join with a click to make it easier to get merchandise when vegetables are rare orders.

Keywords - Life, Woman, "Tukang Pakang".

I. INTRODUCTION

The participation of women in supporting the household economy is now increasingly felt and its existence is difficult to reject. This is supported by the tendency for the increasing participation of women in various employment opportunities to improve household welfare as a result of the crisis experienced by the Indonesian people in 1998 (Murniati 2004: 95).

Along with this, women also play a role as breadwinners inside and outside agriculture. Its role is not only involved in reproductive activities, but also in productive activities that directly generate income. For middle and lower households, the role of women in earning a living is more real than for upper-income households. Economic difficulties force women from low economic classes to play a role in increasing their household income by working in

the public sector. The involvement of women for work is driven by the influence of the urgency / economic difficulties of the household, in addition to the existence of employment opportunities (Ihromi, 1995).

The market is a meeting place for sellers and buyers of an item, through interactions between sellers and buyers. The market will determine the price level of an item and the amount of goods traded. Along with the development of society, the Market then develops into one of the main drivers of economic activity in the community and the economic activities of the community will not run without the Market. For example, people will not consume goods and services if there is no market, where they sell their goods and services and conversely people will not get goods and services if not provided by the market. So it can be said

that the Market is a place for allocating economic resources by society (Suherman 2011: 403).

The traders carry out activities to gain profits, so almost everywhere there is a market, ranging from the traditional to the modern market. Traditional markets should have gotten the attention of the government, besides being one of the public facilities that support the economic activities of the community, also to maintain local culture. The existence of traditional markets must be maintained and preserved because there are values that are not found in modern shopping centers (Damsar 2002: 83).

In Yuliani's study (2016) Padang Lua Market is one of the traditional markets in Banuhampu District established since 1951, This market operates every day except Monday because Monday is the center of the Vegetable Market in Koto Baru Market located in Sepuluh Koto District, Tanah Datar District with a distance of 6 Km from Padang Lua Market. Padang Lua Market as one of the distribution of agricultural products with the level of trade, a very high turnover and visit which is characterized by many retailers from outside the region come to buy their merchandise to Padang Lua Market, so that it becomes an economic center that promises the surrounding communities to work as vegetable cooker.

The results of the interview with the Chairperson of the Padang Market Management Lua vegetable brokers are intermediary traders (non-permanent / mobile traders) who buy agricultural produce from local farmers who deliver their produce to the Padang Lua Market and then sell it to outside retailers. areas such as Padang, Solok, Muaro Labuh, Coastal, Muaro Bungo, Pekanbaru, Lubuk Sikaping, and West Pasaman.

The backing mechanism is that growers market agricultural products to Padang Lua Market, the groom waits on the side of the road (*mancari galeh*) according to orders from customers or traders who usually buy the one they sell. Fluctuations in the price of agricultural products are uncertain every day the handyman bargains at a low price while the farmer does not know the market for the price of the agricultural produce he carries, so this is where the handyman gets a profit.

The job of a vegetable handyman is one type of work for people who live in Banuhampu District in particular and outside Banuhampu in general. With capital between Rp. 250,000 - up to Rp. 1,000,000 - they can get a profit of 25% to 50% of the purchase price. Backing activities in Padang Lua Market are conducted on Tuesday to Sunday from

08.00 WIB to 15.00 WIB while Monday pakang activities are centered in Koto Baru Market.

Since 2003 until now the job of the mason has been occupied by women as housewives, this can be seen from the phenomenon where every morning the family head delivers his wife to work as a handyman in Padang Lua Market and around 15.00 WIB they are picked up again by their husbands . The characteristics of female bridesmen in Padang Lua Market are identical to the wide hats that function as protectors from the sun, wearing small slempang bags, boots or special committee, there are also those who use carts, thick powdered and bolder and masculine (Yusiano Putra, Market Manager Padang Lua: Interview on 12 March 2016).

Previous research by Esmawati (2014) entitled the Life of Women Vegetable Traders in Senapelan Market, Padang Bulan Village, Senapelan District, Pekanbaru, Riau. The results showed that there was a dual role of female vegetable traders in Pasar Senapelan as a housewife and as a breadwinner, that the factor that encouraged women in Padang Bulan Village to become vegetable traders because they had low education and also to avoid negative views from the surrounding community on internal status. the community environment, and to avoid arbitrary actions from the husband including insults, comments that demean the position of the wife do not have money.

Based on the aforementioned facts, the author feels interested in studying further in the form of scientific research entitled "The Life of Vegetable Women in the Market of Padang Lua, Banuhampu District, Agam Regency"

II. LITERATURE REVIEW

1. Conflict Theory

According to Lockwood, the atmosphere of conflict will always color the community, especially in terms of limited distribution of resources. The nature of self-interest, according to him, will cause the existing differentiation of power to cause a group of people to oppress other groups. Differences in interests and conflicts between individuals can eventually lead to conflict within an organization or society (Ratna Megawangi, 1999: 76).

Conflict theory is sometimes identified with Marx's theory, because of Marx's strong influence in it. Marx, who was later supplemented by F. Engels, suggested an interesting idea that gender differences and inequalities between men and women were not caused by biological differences, but were part of the oppression of the ruling

class in the production relations applied in the family concept. the relationship between men and women is not the same as proletarian and bourgeois relations, servants and masters, or extortionists and blackmailers.

The assumptions used in the development of the theory of conflict by Marx contradict the assumptions underlying functional structural theory, namely: 1) Although social relations describe systemic characteristics, the existing pattern of relations is full of personal interests or groups of people. This proves that the social system systematically produces conflict; 2) Conflict is inevitable in all social systems; 3) conflict will occur in aspects of the distribution of limited resources, especially power; and 4) Conflict is the main source of change in society (Ratna Megawangi, 1999: 81)

2. Gender Perspectives and Social Change

According to Mansour Fakhri (1996) gender is a social construction that regulates relations (structure) and allocates roles, rights and obligations and responsibilities of men and women that are formed through the process of socialization. Gender involves several main assumptions: 1) Gender involves the position of men and women in society, the relationship between men and women in society is formed socio-cultural, and not on a biological (natural) basis. 2) Socioculturally, this relationship takes the form of male domination and women's subordination. 3) Division of work and social distinctions are often naturalized (considered natural) through ideology, myth and religion. 4) Gender concerns feminine and masculine stereotypes.

Gender division of labor is all concepts and practices in certain societies that divide roles and jobs based on sex. This division of labor based on gender varies from one community to another, and can change due to changes in external conditions and changes in time. With this division, in certain contexts the patterns of "who works what" are based on gender and "how" the results of the work are given an award.

The division of labor of three gender roles (triple role) is as follows: 1) Productive work of all jobs related to the production of goods and services to obtain income and subsistence (fulfillment of basic needs). The most important types of work in this category are recognized and are considered more valuable as workers both by individuals and by society, in general women and men work for productive work but not all of these types of work are of value and price; 2) reproductive work is work related to the maintenance of the household and its members, such as

forgiving, washing, cleaning, caring for, maintaining and raising children. This type of work is very necessary and important in its nature, but it is more considered not equal in value to productive work because the reproductive work is not paid and is not calculated which is generally carried out by women; 3) Social work is an activity carried out for community activities whose purpose is to increase solidarity in the community and maintain local traditions, and increase participation in groups. Men and women are involved in community activities even though they cannot be separated from the system of division of labor based on gender (Ihromi, 1995: 114-115).

3. Rational choice theory perspective

According to Ritzer (2007: 357) the basic principle of rational choice theory comes from neoclassical economics, Lindenberg. Based on different types of models, what they refer to as a model of rational choice theoretical framework. Although rational choice theory originates from the purpose or intent of the actor, this theory pays attention to at least the two main enforcers of action.

a. Limited resources.

Actors have different sources and different access to other resources. For actors who have large resources, achieving goals may be relatively easy. However, for actors who have little resources to achieve goals, it may be difficult or impossible at all. In pursuing a particular goal, the actor must pay attention to the cost of the next very interesting action that is not done. An actor may choose not to pursue a goal that is of very high value if the resources are inadequate, if the opportunity to achieve that threatens his opportunity to achieve the next goal that is very valuable

b. The second source of coercion for the actions of individual actors is social institutions

As stated by Friedman and Hecher (2007: 394) individual actors will usually feel their actions being watched from birth so that they die by the rules of the household and schools of strict law and regulations, synagogue churches and mosques, hospitals and cemeteries. By limiting the range of actions that individuals may take, with the implementation of game rules covering norms, laws, agendas and voting rules automatically affecting social consequences, Friedman and Hechter.

Coleman's Rational Choice Theory is evident in the basic idea that individual action leads to a goal and that goal (and also action) is determined by value or choice (preference), but Coleman further states that for very theoretical purposes, it requires a more precise concept

regarding rational actors from economics who see actors choosing actions that can maximize their usefulness or satisfy their wants and needs.

4. Structural Functional Theory Perspective

According to this theory society is a social system consisting of parts or elements that are interrelated and mutually integrated in balance. Changes that occur in one section will also bring changes to the other parts. The basic assumption is that every structure in the social system is functional towards the other. Conversely, if it is not functional, the structure will not exist or disappear by itself (Ritzer, 2000: 25).

Van Den Berghet has summarized the seven general characteristics of this structural functional theory perspective, as follows:

- a. Society must be analyzed as a whole, as a system consisting of interconnected parts.
- b. Causal relationships are plural and reciprocal. The social system is always in a state of dynamic equilibrium, adjustments to the power that overrides the system give rise to minimal changes in the system.
- c. Perfect integration never materializes, every system experiences tension and deviation, but tends to be neutralized through institutionalization.
- d. Changes basically take place slowly, more a process of adjustment than revolutionary change.
- e. Change is the result of adjustments to changes that occur outside the system, growth through differentiation, and through internal discoveries.
- f. The community is integrated through shared values.

Talcott Parsons, as one of the functional-structural schools, takes an approach that is seen as a structural-functional theory. Parsons' functional analysis strategy is that social structures and human actions reflect basic value orientations (which may be different for each society) and the need to adjust to the environment. This requirement raises universal functional requirements. In order for the community to stay alive, certain types of structures must be developed to meet these requirements. Once the value of a definite value exists and the structural pattern is institutionalized, there will be various secondary functional requirements, which can result in the emergence of additional structures. Therefore, there must be a minimum level of integration between various institutional structures in a society (Damsar, 2005: 45). Furthermore structural functional views that

- a. A structure (household, community and religion) consists of several components.
- b. Explain how the structure functions.
- c. Each element in the structure has its own functions and these elements are built on consensus values, and are governed by its members.
- d. The consensus of values originates both from the agreements that have existed in a community such as customs, behavior and so on, as well as agreements made new.

III. RESEARCH METHODS

This type of research is descriptive qualitative research by providing and interpreting data on the lives of female vegetable artisans in Padang Lua Market, Banuhampu Sub-District, Agam District. According to Bogdan and Tylor cited by Moleong (1996: 13), qualitative research is research that produces description data consisting of words spoken from people or behavior chosen. Looking at the life of the paking woman in Padang Lua Market above, it is worthy of research on using qualitative research, because by using this method the findings of the latest findings will be obtained in the field. This research was conducted at Padang Lua Market, Banuhampu Subdistrict, Agam Regency. The reason is in accordance with several agreements, namely: The first job of a vegetable handyman is feasible for men and not for women because vegetable gaskets need energy and assistance in obtaining merchandise. The second activity every week is more centered in Padang Lua Market because Padang Lua Market is operated every day except Monday. The third Padang Lua Market is the center for marketing agricultural products most compared to Pasar Koto Baru and Aur Kuning. Primary data is data obtained or collected directly from informants through observation or interviews with Walinagari Padang Lua, Walinagari Ladang Laweh and Walinagari Pakan Sinayan, Padang Lua Market Management, husbands and daughters who work as food stalls) in Padang Lua Market. Secondary data obtained through the documentation, data in the Market Management office, data from Agam Regency Central Bureau of Statistics

Data collection techniques used in this study are through observation or direct observation and interviews or interviews in a structured and unstructured manner towards the object of research and documentation studies.

This observation was carried out by the researcher directly while discussing and interviewing the research informants found in the field. Free and in-depth interviews (in-dept interviews) with unstructured questions, the

questions asked were set by the author as a result of interviews with research subjects (Women vegetable cooks in Padang Lua Market). The level of trust or validity of this research data is an activity that aims to prove that what is observed is in accordance with the truth, the author intends to find the characteristics and elements in a situation that is very relevant to the problem existing and then focus on these matters in detail. Triangulation, namely the technique of checking the validity of data that uses something else outside of the data for checking or as a comparison to the data.

Observations and interviews were arranged systematically from the focus of the research, namely vegetable vegetable women in Padang Lua Market, which were analyzed descriptively.

IV. RESULTS AND DISCUSSION

The findings in this study were analyzed of observations, interviews and documentation studies conducted by the authors. The results of the analysis of the data obtained are the research findings that illustrate the statements about the portrait of the life of the vegetable vegetable woman at the Padang Lua market. Then from the results of interviews that the researcher did, it will be supported again by observation and documentation. So in this particular finding we will discuss the driving factors of women working as vegetable brokers, the obstacles faced and efforts to overcome the obstacles faced by women working as vegetable brokers.

A. The driving factor for women working as vegetable brokers

The background for women working as vegetable growers in Padang Lua Market is viewed from the following factors:

a. Economic Factors

From the results of the research found in the field, women worked as vegetable masons for economic reasons, the job as a vegetable handyman was a job that was easily obtained without certain skills and the capital was not too high with a capital of Rp. 100,000, up to Rp. 250.00, - the handyman can get a profit of 25% to 50% of the purchase price.

Another thing that lies behind women working as vegetable brokers is because their husbands' income is insufficient to meet household needs, and there is a willingness of their wives to have their own income and to escape the complexity of household life.

b. Environmental factor

Underlying women working as vegetable growers from environmental factors, women as housewives initially only sold their husbands' produce to the Padang Lua market, at the time of the harvest there were no women trying to buy crops from other people's fields.

Another factor is to follow along with the neighbor who works as a vegetable handyman has an improved life so the woman asks to join and learn from her friends or neighbors.

From the background factors of women working as vegetable brokers according to Coleman's Rational Choice theory, it is clear in the basic idea that individual action leads to a goal and that goal (and also action) is determined by value or preference, but Coleman further states that for a very theoretical purpose, it requires a more precise concept of rational actors originating from economics who see actors choosing actions that can maximize usability or that satisfy their wants and needs.

B. Constraints faced by vegetable vegetable women in Padang Lua market

a. In obtaining merchandise

Merchandise which is also called galeh is obtained through direct buying from the fields around his residence according to the type of vegetables ordered by his customers from outside the area.

Another way to get pious by standing on the side of the road waiting for cars to carry vegetables from Nagari Padang Laweh and Sungaipua, cars going in from the south, women working as vegetable brokers accompanying the car to the Padang Lua terminal, then here often happens fighting over merchandise with the handyman others sometimes have fights between vegetable brokers, which are strong fighters who get merchandise to meet customer demand. For those who do not get paid according to orders from their customers, they have indirectly disappointed customers.

b. How to find subscriptions

The way women grow vegetables in finding their first subscription learn from other brokers from where their customers and what vegetables they need, by offering good quality vegetables and prices that are not too high or expensive and ask for contact numbers that can be contacted by a female handyman. Another way can also be by offering to send vegetables directly to the toke area. So through the above things women who work as vegetable brokers can have regular customers.

From the results of the study it was also found that if the merchandise was not used up or canceled by token from the outside, the handyman sold the vegetables by placing them in a plastic bag and selling around the market, if in case they were not finished, some masons mixed the vegetables with vegetables new ones that have been put in a plastic bag, the aim is to reduce losses.

c. Intercourse with fellow carpenters

Interaction is a reciprocal relationship between individuals and other individuals or groups. Social interaction is a process of influencing the actions of individuals or groups through the symbols and language used.

The reciprocal relationship between female vegetable groomers in the Padang Lua market shows that there is a click or small group of women who are vegetable growers, where the classification of clicks is based on the type of vegetables that are usually sold, proximity of residence and marital status. One group with another group saw competition related to fighting over the same types of vegetables, locations to sell.

C. Efforts to overcome the obstacles faced by women working as vegetable brokers

a. In obtaining merchandise

Trying to compete with other brokers, if you are not strong you can buy directly from other people, buy vegetables that are more expensive with good quality, with consideration for customer satisfaction. Choosing to sell vegetables that are not sold by many other grocers to avoid competition between traders.

b. In obtaining a subscription

Offering reasonable prices, not taking too much profit, serving customers well such as preferential treatment for long-time customers, buying large quantities of vegetables and known people such as school teachers, neighbors and coworkers, apart from that there are no discounts.

c. In associations with fellow carpenters

Study which clicks or groups provide benefits and contribute to getting merchandise and increase vegetable sales. Not easily affected by negative things that are discussed with other clicks / groups, the important thing is not to damage the vegetable sales system.

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