

Perception Analysis of the 24-Hour Operation Ban on Madura Stalls

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Abstract

Analyzing the potential impact of the 24-hour operational ban on stalls madura on the socioeconomic dynamics of the community, especially in the Matraman area in central Jakarta, is the main objective of this research. Researchers envision Jakarta as a benchmark, if the 24-hour operational ban policy for Madura stalls is implemented nationally. So that this research can provide an overview of the impact that will occur if the policy is implemented. Through data collection, both in the form of previous research on related themes and data from interviews with madura shop owners at the research location, it becomes a source of reference in compiling this research. The results of adjustments to the data and facts show that there is a suspicion of a conflict of interest by the government in initiating the policy. Therefore, due to the economic and social impacts caused by injustice, a more massive government role is needed.

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1. Introduction

1.1. Public Policy

In research (Desrinelti et al., 2021) states that "A policy is fundamental. This is because policies can be used as guidelines in achieving goals that have been set together". If we chorealize the formation of a policy, we recognize the ushul rule, namely "al-'adatu muhakamatun" (Hakim, 2020) which illustrates that policies can be initiated by considering local customs or culture, but must be based on higher laws (al-ashlu qowiyun a'la alfar'i). identifying issues and agenda setting, policy analysis, policy instrument, consultation, coordination, decision, implementation and evaluation, is a cycle that should be used in policy formation, but this rarely happens in policy formation in Indonesia (Sholikin, 2028).

Researchers suspect that the unsystematic continuity of the policy's fruits is due to the nature of policy makers who use a non-participatory approach. Thus, resulting in monotonous development and even contributing to the speed of degradation of the public's ability to develop independently (Haliim, 2020) The public here is important in its involvement, because it is used as a measuring tool to be able to create good governance in public services (public service) (Putu & Widanti, 2022).

1.2. Stalls Madura

According to Case et al., (2024) Stalls madura is a place that sells various types of goods for daily needs, the products sold are very diverse, including food, drinks, spices, groceries, soap, and various other products. Stalls madura is known as a one-stop shop that provides all basic needs, so it is often called "super complete". In addition, stalls madura is also included in the category of small- scale markets or minimarkets that are local and easily accessible to the general public. The location of stalls madura is usually strategic, in a crowded area and easily accessible. Places that are often the location of choice for these stalls include roadside, stations, terminals, and madura stalls are often found in residential areas or densely populated housing.

The existence of madura stalls in helping the economy in the midst of society can be proven by the trust in its ability to facilitate all needs in various circles (Ginting et al., 2023; Prabowo, 2017, 2024; Prabowo et al., 2025; Prabowo & Kalsum, 2021). Bagus et al., (2024) in his research revealed that "The diversity of products offered attracts a wide range of customers, from night workers, to students who study until late at night, to housewives who need goods suddenly. With the availability of complete and organized selling items, stalls madura remains the first choice amidst competition from other stalls."

According to (Bina & Informatika, 2024) 24-hour stalls run by madurese have become a feature in many major cities in Java. This phenomenon is closely related to the migration pattern commonly practiced by the people of Madura. Not just arbitrarily determining the place where they operate, but also they see opportunities where their target market has the potential to sell well. Even in the results of research (Bagus et al., 2024) stated that long research through surveys to determine strategic locations in residential areas and even acquired by buying stalls from other tribes and branding them as madura stalls. With 24-hour operations are This is a form of great commitment from madura shop owners in service and has been recognized by customers. Based on research (Wiryaatmadja, 2023). "These operating hours are highly appreciated and also provide benefits to customers. Many people are helped by madura stalls that are always open."

1.3. 24-Hour Operation Ban Policy

The 24-hour operation ban policy has been a hotly debated topic in various regions in Indonesia both in the mass media and the real world. Actually, there are many recognitions of the usefulness of madura grocery stalls in many ways. It was found that the difference between Madura grocery stalls and other retailers is their 24-hour operating hours, more complete products such as selling gasoline, neat layout design and product arrangement (Saputri & Priyono, 2024). The policy on the prohibition of 24-hour operations arose due to complaints about the limitation of operating hours for minimarkets and no prohibition for (traditional) madurese stalls. So from the report, the government of Penatih, East Denpasar, Bali made an appeal for the ban. But actually in several other areas there are minimarkets that operate 24 hours. Actually, not only traditional retailers such as Stalls Madura have 24- hour operating hours, but there are also modern retailers that are open 24 hours, including Circle K.

Amid the dynamics of government policies in regulating business operating hours, conflicts and debates have emerged regarding the 24-hour operating ban. Madura stalls, as one of the important elements in the Indonesian culinary landscape, are also involved in this controversy. In East Denpasar, Bali, the implementation of the 24-hour operating ban has raised questions and debates about its implications for owners and the sustainability of their businesses. A review of Regional Regulation Number 13 of 2018 concerning the Arrangement and Development of Traditional Markets, Shopping Centers, and Supermarkets did not find any specific prohibition for Madura stalls/clontongs that prohibits 24-hour operations. The regulation only regulates operating hours for minimarkets, hypermarkets, department stores, and supermarkets. The phenomenon of the 24-hour operating ban for Madura stalls began with an appeal to Madura grocery stalls not to open for 24 hours which was conveyed by the Head of Penatih Village, I Wayan Murda in East Denpasar, Bali. The appeal was issued by Penatih Village on the pretext of security. The appeal was based on a report from a local minimarket because it was disadvantaged due to limited operating hours. The response of the Ministry of Cooperatives and SMEs was actually a tone of cursing for the sake of the sustainability of Madura stalls which actually sided with the Madura stalls' business rivals, namely minimarkets (Rizky, 2024). while MSMEs play an important role in supporting the national economy (Prabowo, M. A, et al. 2023)

This controversy has intensified due to the appearance of unfairness in the application of the policy. On the one hand, Madurese stalls, which are generally managed by small and medium enterprises (SMEs), feel that they are the main target of the restrictions on operating hours, while large businesses such as national chain minimarkets can continue to operate within a wider time span. This raises questions about the equity of policy implementation and its potential impact on the local economy. In addition, stalls madura is often the community's choice for meeting sudden needs at night, especially in areas far from the city center. This restriction on

operating hours is feared to reduce the community's access to urgent needs and potentially change the socio-economic dynamics of the neighborhood. Local. A policy observer from Trisakti University, Trubus Rahardiansah, believes that the restriction of Madura stalls to open 24 hours will kill small businesses (Susanti, 2024).

Basically, the regulation regarding the operating hours of Micro, Small and Medium Enterprises is contained in Law (UU) No. 20 of 2008 which is the result of the renewal of Law No. 9 of 1995 concerning Small Businesses, the issue of limiting operational hours is not stated. So that the controversy over the policy that was issued by the government in Penatih, East Denpasar, Bali regarding 24-hour operations at Madura Stalls becomes the basis for further research if it is applied in the environment where researchers live even if it is applied nationally. Referring to Madurese stalls as a mouthpiece in meeting the economic needs of the local community. The effectiveness of the application of the regulation prohibiting the 24-hour operation of Madura stalls is still not possible because it has not found an alternative in terms of meeting the needs of the community and instead agrees with the greatness of giant businesses if minimarkets are still allowed to operate 24 hours.

2. Methods

Researchers who are not far from the location of the policy of the 24-hour ban on the operation of madura stalls. So the researcher imagines if the regulation is applied on a national scale and the location where the researcher lives is bound by the regulation. So the researcher conducted research based on non-numerical data collection, namely interviews and analysis of the topic being studied. The choice of this approach because of the relevance of this research to the perspectives / opinions of the Qualitative approach to research is related to subjective assessments of attitudes opinions and behavior (Adhi & Mustamil, 2019).

This method is used because it allows researchers to obtain data with convergence. It should also be noted that the researcher is also a loyal customer of stalls madura, so qualitative research can provide a clear picture of the public perspective on policies that threaten the sustainability of stalls madura. Qualitative research illustrates objectivity, which is a methodological aspect in science that allows a researcher to test his ideas "outside" the subject under study (Romlah et al., 2021).

Matraman Dalam is a densely populated area in Jakarta. Matraman Dalam itself is often known as divided into 3 namely Matraman Dalam 1, 2 and 3. Although it is located in the central Jakarta administration area, Matraman Dalam is crushed by two administrative cities of East Jakarta and South Jakarta with the boundaries of the Ciliwung River. Gographically located at - 6.2038840985746235, 106.85331437558452 pegangsaan village, Menteng District, Central Jakarta Administrative City.

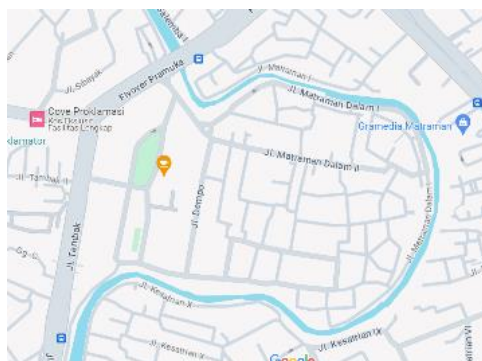


Figure 1. Maps Matraman Dalam
Source: Google Maps (2025)

Researchers took three samples where one sample was 2 madura stalls and 1 customer.

3. Results and Discussion

Perception of the 24-Hour Operation Ban Policy

Potential Revenue Decline

The consistency of stalls madura in serving customers, they are famous for their 24-hour service. This long duration is not the only advantage of stalls madura, but other advantages may be threatened when maziyah is operational. Examining their perceptions When they heard the issue, various responses emerged. One of them is the decline in profit or profit figures. "Yes, the duration affects the income. What was originally 24 hours, has been reduced. So yes, we are really disadvantaged."

The point above illustrates a very crucial focus center in economic sustainability.

Potential Market Destruction and Vulnerable Interests

Suspicion that there are parties who are trying to whisper for the regulation to be triggered. "Well, we actually don't understand who initiated this regulation. But of course these are bigger people than us who are close to the government".

In this case, the perpetrators of the madura stalls realize that the policy was not suddenly initiated. However, there are parties who try to narrow the direction of movement of madura stalls for their benefit. This argument can be corrected if seen from the historical problem of the prohibition of madura stalls. However, in relation to the assumption raised by the complainant (Minimarket), namely that it is detrimental to them because mini markets are prohibited from 24 hours of operation.

Potential Needs Fulfillment Confusion

There are 2 principles that can be used from the 4 principles of Madura stalls revealed in the research of Ujang Syaiful Hidayat, Dwi Widi Hariyanto, Iwan Wahyu Susanto, namely being open 24 hours 365 days is the goal to help people who happen to be in need; for example, when it's the middle of the night or when they want to go to the office running out of gas. Also one more principle "rèjhekkèna bilis ta' bhâkal èkakan ce ghâjhâ, rèjhekkèna ghâjhâ ta' bhâkal èkakan ce bilis." which in Indonesian means that the fortune of an ant will not be eaten by an elephant, and the fortune of an ant will not be eaten by an elephant.

Elephants will not be eaten by ants. These two principles illustrate that there is no intention to compete with other stalls or businesses. In addition to the direct consequences felt by the madura stalls, the owners of madura stalls also position themselves as the surrounding community who have been loyal in shopping with them (customers). "I don't know how I can help customers/communities fulfill their needs if we don't operate 24 hours. Besides trading, we also socialize with them"

This illustrates how much social and economic conflict there would be if the policy was rolled out nationwide.

Factors Affecting Perception

Every individual or group must hold on to their principles. Likewise with this group of migrants from Madura. As has been described regarding the principles that support their survival and this is one of the perception factors that they express. The system of resistance to larger businesses also influences their perspective on this phenomenon. The support for this is evidenced by their belief that behind the issuance of the operational ban policy, there is usually an elite compromise. So that survival is one of the resistance techniques that can be done. The loss is quite significant compared to pre-implementation of the policy and post-policy there is a reduction of about 7 hours reduced their working hours. So that the resulting decrease in income for madura shop owners is a concern for madura shop owners.

4. Conclusion

As for the consequences of the 24-hour operational ban, it is enough to brush the entire economic circulation of the lower class community. Not only the economic sector but also the role of justice and social impacts are quite significant. In the social sector alone, madura shop owners think that this ban is feared to reduce community access to sudden needs, especially at night or in areas far from the city center. This could disrupt the socio-economic dynamics of the local community.

The researcher concluded that there is a need for further exploration of several causes in the continuation of the 24-hour operational ban policy. There are 3 of them, namely conflicts of interest, the role of government and the need for alternatives and solutions. Conflict of Interest here this research reveals a conflict of interest between Madura stalls and modern retail businesses. This ban policy can be seen as an attempt to protect larger business interests.

The role of the government needs to be wiser in making policies that have a direct impact on small communities. Policies must pay attention to social and economic aspects as a whole, and involve various related parties in the decision-making process. Finally, the need for alternative solutions because instead of banning, the government can find alternative solutions to overcome the existing problems. For example, by setting more flexible operating hours or providing support to MSMEs to improve their competitiveness.

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