DISTRIBUTION PATTERN OF BUGIS STALLS IN THE HIERARCHY OF SOCIO-ECONOMIC SERVICES IN KUPANG CITY

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ABSTRACT

The phenomenon of Bugis stalls in the economic structure and hierarchy of socio-economic services in a region is an interesting study because it has its own characteristics. The aims of this study were: 1) to determine the spatial distribution of Bugis stalls in the city of Kupang; 2) to find out the accessibility of Bugis stalls in the city of Kupang; 3) to find out the hierarchy of socio-economic services for Bugis stall in Kupang City. This type of research is a descriptive survey. The population in this study is the Bugis stall in Kupang City. The samples taken were Bugis stalls in each Kelurahan in Oebobo Subdistrict, Kupang City with the consideration that this Subdistrict is the subdistrict with the highest number and population density in Kupang City and is the main center of activity. Data collection techniques are surveys, interviews, questionnaires, and documentation (secondary data). The data analysis used is the Nearest Neighbor Analysis (NNA) and qualitative and quantitative descriptive analysis. The results showed: 1) The pattern of distribution of Bugis stalls in Kupang City is clustered with the number – 5.001885; 2) the accessibility of Bugis stalls in Kupang City is generally good, namely close to road access, both main roads and local roads; 3) Bugis stalls play an important role in the hierarchy of socio-economic services where people's goods are distributed properly and can meet people's daily needs.

KEY WORDS

Distribution, hierarchy, socio-economic services.

A territory is a unit of space on the planet's surface with distinct features determined by a variety of circumstances. These features can be permanent or transient. An area has specific restrictions that are used to identify and differentiate itself from other surrounding regions, according to Clopper and Pisoni (2004), Yunus (2010), Erdem and Erdem (2013), Spielman and Logan (2013), and Zhang et al. (2019). A region is a geographical setting that is unique due to a combination of physical and cultural elements (Lund & Aar, 2004; Beugelsdijk, 2010; Prasad, 2013; Baptista & Oliveira, 2015). Lund and Aar (2004); Beugelsdijk (2010); Prasad (2013); Baptista and Oliveira (2015) A region is a geographical setting. The Law Number 26 of 2007 Concerning Spatial Planning defines area as a geographical unit and all elements associated to it, the limits and systems of which are regulated by administrative and/or functional features. This law also describes the link between area and all of its constituent parts. Accessibility, service hierarchy, and various development bases are some of the factors that influence a region's growth. Legates and Hudalah (2014); Muta'ali (2016); Kencono & Supriyanto (2017); Douglass (2018); Puspitarini & Anggraini (2019) discovered that the more strategic an area is, the higher the service hierarchy, and the more diverse the development base sector support, the more potential the area has.

This situation is important to consider while analyzing the expansion of metropolitan areas, such as that which Kupangs City, the capital of East Nusa Tenggara Province (NTT), which is the most remote province in Indonesia, has undergone. Kupang City serves as the capital of the province, making it the epicenter of governmental operations, as well as the commercial and commercial centers, educational facilities, and several other service hubs. This is also influenced by the heterogeneity of urban life, which is comprised of many different social stratification groups, which can be either horizontal or vertical. As of the year 2020, there are a total of 442,758 people living there (BPS Kota Kupang).

The population dynamics in Kupang City continue to face a variety of democratic upheavals, in particular the flow of in-migration, which has a tendency to increase from a number of different points of origin. People in Kupang City are more familiar with the Bugis Tribe community because it is from South Sulawesi Province. However, the Bugis Tribe community is comprised of several other tribes such as Makassar, Binongko, and Bone from their area of origin; however, people in Kupang City are more familiar with the Bugis Tribe community because it is from South Sulawesi Province. This social labeling is not reflective of the reality in the city of Kupang, which is that small and medium scale trade operations tend to be handled by migrant populations from South Sulawesi. This is shown in the proliferation of Bugis Stalls in the city. Since the early 2000s, the existence of Bugis Stalls has been tracked, but with the growth of Kupang City, their distribution has become progressively huge, to the point where they now fill a variety of urban areas, both in the midst of urban settlements and on a variety of urban highways.

The existence of Bugis Stalls in various regions has also experienced the same thing as the results of several previous studies such as Baco (2016) on the economic development of Bugis ethnic migrants in Kupang City, Suryawan (2016) on the existence of the Bugis ethnic group in Denpasar, and Humairah (2021) on the pattern of social adaptation of the Bugis ethnic group in Gunung Tabur District, East Kalimantan Province. These studies were conducted on the economic development of Bugis ethnic migrants in Kup The three findings of this research lend credence to the initial observations that were made on the impact that took place in Kupang City during the Covid-19 Pandemic. This impact impeded the mobility of urban communities in public areas. Even if, from a human perspective, consumption needs must continue to run normally in order for individuals to survive at home, people are required by the restriction policy of the government to reduce the intensity of interactions outside the home and maintain physical space between one another.

During the Covid-19 Pandemic that took place in Kupang City, the distribution of Bugis Stalls in Kupang City, which has been monitored, has reached all settlement lines and spaces in Kupang City area to be one of the supporting factors for the uninterrupted supply of household goods for the people of Kupang City. As a result of the various supermarkets and minimarkets in Kupang City having to close because of limitations on transportation during the Pandemic period, the inhabitants of Kupang City have become more dependent on the strategic function that Bugis Stalls play. This dependent state was discovered to have occurred prior to the Covid-19 Pandemic; nonetheless, it was observed to become increasingly obvious during the pandemic. Because of this fact, it is vital to do specialized research on the topic of the Distribution Pattern of Bugis Stalls in the Hierarchy of Socio-Economic Services in the City of Kupang. This is the justification for the importance of such research.

In connection with the primary research theme presented earlier, the anticipated goals of this study are as follows: [1] knowing the spatial distribution of Bugis Stalls in Kupang City; [2] knowing the accessibility of Bugis Stalls; and [3] knowing the socio-economic service hierarchy of Bugis Stalls in Kupang City. Because it is still confined to claims based on observations, the distribution that is projected to have reached all residential areas in Kupang City needs to have its spatial distribution verified before the nearest neighbor analysis method can be used to locate the appropriate formula. In addition, in order to examine the presumption of the electability of Bugis Stalls in the choice of services by urban communities in Kupang City, an affordability analysis needs to be carried out, and one also needs to be aware of the socio-economic service hierarchy that Bugis Stalls have played in Oebobo District, Kupang City. Both of these things are necessary in order to analyze the assumption of the electability of Bugis Stalls.

The study of the distribution pattern of Bugis stalls in Kupang City's Hierarchy of Socio-Economic Services is supported by conceptual underpinnings connected to spatial, regional systems, and service center theory. Spatial studies proposed by Alfandi (2001), Irwin and Bockstael (2002), Linard et al. (2012), Nagendra et al. (2013), and Mitchell et al. (2021) center on existing spatial use patterns, the benefits and drawbacks of strategic locations, factors that influence distribution patterns, and interventions for distribution patterns for

efficiency. According to Yunus (2010), the spatial approach is an analytical model that emphasizes spatial variables with the analysis theme: spatial pattern analysis, spatial structure analysis, spatial process analysis, spatial interaction analysis, spatial organization/system analysis, and association analysis. Spatial analysis, geographic comparative analysis, spatial trend analysis, and spatial synergism analysis are all types of spatial analysis.

Khabazi (2018); Höglund et al., (2020); Dong et al., (2020); Li et al., (2020) describe four stages in a regional complex approach: [1] identify the smallest unit area, [2] systematically linkages and relationships between areas to obtain structural and functional descriptions on a medium scale, [3] forming a region from medium areas, and [4] managing inter-regional relations with other regions. A region is a system in which regional components interact with one another in the form of axial, interactional, dependent, and interdependent interactions (Riveline et al., 2001; Yunus, 2010; Bartsch et al., 2014).

The interaction between space users in an effort to meet their needs will result in economic activity, as evidenced by the findings of Nurhidayani's research [2019] that the calculation between regional accessibility and regional development has a correlation value of 0.738, indicating that the relationship between these two variables is included in the category of close relationship because the value of r is between 0.7 - 0.9, indicating that in economic and business a close relationship exists. Consumer needs vary in response to personal wishes and model trends, therefore markets must be made more simply, swiftly, and practically accessible to customers, so that geographical concerns become a priority in industrial and commercial activities.

The theory of service centers [central places] is cities that provide goods and services to the community in the surrounding area by forming a hierarchy based on distance and population threshold; in other words, service centers are an agglomeration of various activities or activities, as well as an agglomeration of various infrastructure and facilities that can support regional growth and development. Pane (Christaller, 1933) (2013). Muta'ali (2013) introduced the concept of regional hierarchy by Gossling and Maitland (1976) in this context;

- *Neighborhood Center*, located in the middle of a residential area with a service scale of between 5,000-40,000 people, a land area of 2,700-9,000 m^2, the types of goods sold are daily necessities;
- *Community Center*, The service scale has a population of between 40,000-150,000 people, an area of 9,000-25,000 m^2, the types of goods sold include clothing, cosmetics, luxury goods, electronic equipment, and so on;
- *Regional Center*, service scale with a population of between 150,000-400,000 people, an area of 25,000-90,000 m^2, types of facilities include recreational facilities, cinemas, restaurants, and other service centers.

Furthermore, Christaller (1933) in Tarigan (2010) explains that the minimum marketing area is very dependent on the level of population density in the assumed area, where the higher the population density the smaller the marketing area and vice versa. Therefore, the selection of a location or site for an economic activity is very important. A comprehensive location theory summary explains that the choice of location for economic activity must pay attention to physical and social factors, namely: [1] land carrying capacity, [2] land price level, [3] transportation costs, [4] Ease of obtaining labor, [5] Ease obtaining supporting facilities, [6] Employee comfort, [7] Safety factors, and [8] Government policy.

The existence of a micro-economic activity has fulfilled its function in terms of serving the needs of society with various dynamics of competition with other sectors. The range of services and the tendency of consumers to choose types of economic facilities are determined by the characteristics of the business actors themselves. Supermarkets and minimarkets with neat and systematic management structures are different from grocery stalls on the roadside. The tendency of consumers to choose to shop, among others, is determined by the consumer's social structure and of course the availability of the desired goods. However, there are also certain groups of people who tend to choose stalls compared to supermarkets or minimarkets.

METHODS OF RESEARCH

The descriptive survey approach is used in this study because it is intended to collect huge amounts of data in the form of [physical and social] variables on units or persons at the same time via particular physical samples and then generalize the trends. The population consists of Bugis Stalls owners and traders in the Oebobo District area, and they are chosen using a purposive random sampling strategy based on the characteristics of the distribution of locations and variances in the stalls' service capability.

The data used are secondary data taken from numerous reference sources in the literature, as well as primary data collected using research equipment (questionnaires and observation guides). Observational surveys for coordinate plotting, interviews, and documentation were used to collect data. The data was then evaluated utilizing distribution pattern analysis methodologies, accessibility/connectivity analysis, centrality index analysis, and descriptive study of socioeconomic service hierarchy.

RESULTS AND DISCUSSION

The Bugis are an ethnic group from South Sulawesi Province, primarily in the northern portion of the province, which includes the districts of Barru, Pare-Pare, Pinrang, Sidrap, Bone, Soppeng, Wajo, Sinjai Regencies, and parts of Bulukumba and Pangkep. Meanwhile, only the Makassar tribe is centered in the southern half of South Sulawesi Province. With the characteristics of their people recognized as travelers and traders, these two big ethnic groups are popularly known as one tribe, namely the Bugis-Makassar tribe, especially when they are beyond the boundary of South Sulawesi Province.

Galudra et al., 2014; Hijjang and Manda, 2016; Karim and Hosen, 2020; Halim and Pahrudin (2020) Tirtosudarmo, (2021) discovered in his research that migration of the Bugis ethnic group to the Jambi region occurred for a variety of causes, including: 1) Post-Indonesian independence political and security turmoil prompted migration to areas considered safe and had the same community network in the region; 2) the desire to achieve a higher economic level; 3) develop a livelihood system related to existing intra-community and inter-community social capital bonds; 4) strong social networks that support the process of adaptation to the new environment overseas; 5) encouraging a number of individuals to own large a number of large a number of large a number of large a number of Aside from the reasons described above, the Bugis ethnic group is also noted for their ability to adapt to new situations.

Suryawan (2016) discovered in his research that the Bugis people in Kepaon Islamic Village, Pemogan, generally communicate in Balinese with their fellow citizens and with Balinese ethnicity. Indonesian is typically utilized as a formal language of communication only at formal events such as meetings or village office meetings. Setra Bugis (Balinese) is often used to name Bugis people' graves. The discovery of Setra or Bugis cemeteries, the location is one with Setra Bali, particularly for children in the same burial place. Setting up stalls is one of the micro-enterprise sectors in which numerous Bugis ethnic communities around the world are participating.

Small stalls, which are common in cities and distant places, have played an important role in addressing the community's requirements. Fast access, availability of needed commodities, and a variety of other factors distinguish stalls from other economic service facilities. Consumers who shop at these stalls are mostly direct users or those with home requirements. The spread of Bugis booths, which practically already exist in many places, demonstrates their existence as one of the community's required economic activities. Some customers who are previously acquainted with the stall owner may feel at ease and remain loyal to that location.

Based on the map above, based on the map above, the distribution pattern of Bugis Stalls in Oebobo District, namely the *Nearest Neighbor Analysis* (NNA) or Nearest Neighbor Analysis. This analysis is one of the quantitative analyzes in geography using the help of the Arcgis 10.3 application. The results of the NNA analysis show that the pattern of distribution

of Bugis Stalls in Oebobo District, Kupang City is included in the clustered category or groups shown in blue with numbers – 5.001885. This indicates that the Bugis Stalls in Oebobo District have a close location and tend to be clustered. The matter that is taken into consideration in choosing the location for placing the stalls is the affordability of access from and to public roads that are easily and quickly accessible to buyers, both buyers in residential areas and buyers from the general public who circularly use crossings on available roads.

Accessibility shows the ease of reaching stalls by customers in order to meet their daily needs. This affordability can be seen in terms of its proximity to main access roads and local roads as well as the speed of services provided. This is also related to the decision to choose a stalls location to run a business. The reasons for choosing the location include being close to residential areas and ease of access as seen from the distance to road access. All stalls occupy strategic positions close to main roads and local roads. To complete data on stalls accessibility, data was collected in the form of a questionnaire which was given incidentally to several customers encountered during the survey.
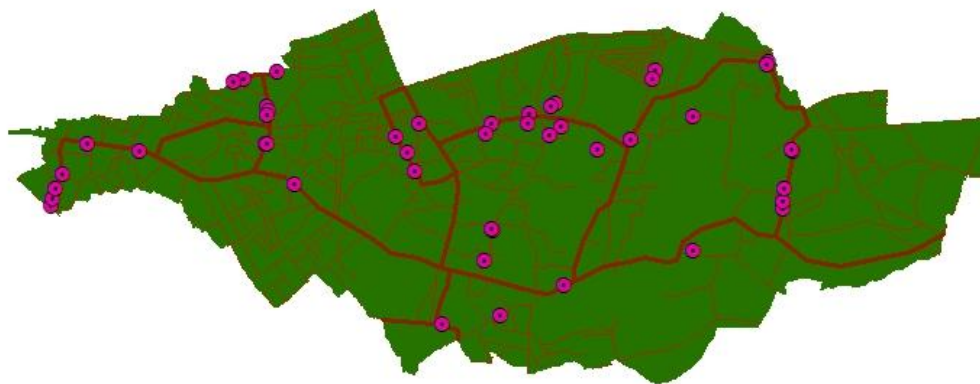

Figure 1 – Map of Bugis Stalls Accessibility in Oebobo District, Kupang City

Based on the results of field observations, the location of the Bugis Stalls in Oebobo District is spread over 7 sub-districts in Oebobo District as a whole, which are on the outskirts of the road and are very strategic, whether the location is on a public road or inside a residential complex, such as small alleys. Bugis Stalls, even though it is located a little further into the alley, but the location of the Bugis Stalls is always built on the side of the road or close to the road.

The hierarchy of socio-economic services is shown by the flow of goods and services and the role played by the stalls phenomenon run by ethnic Bugis in Kupang City.
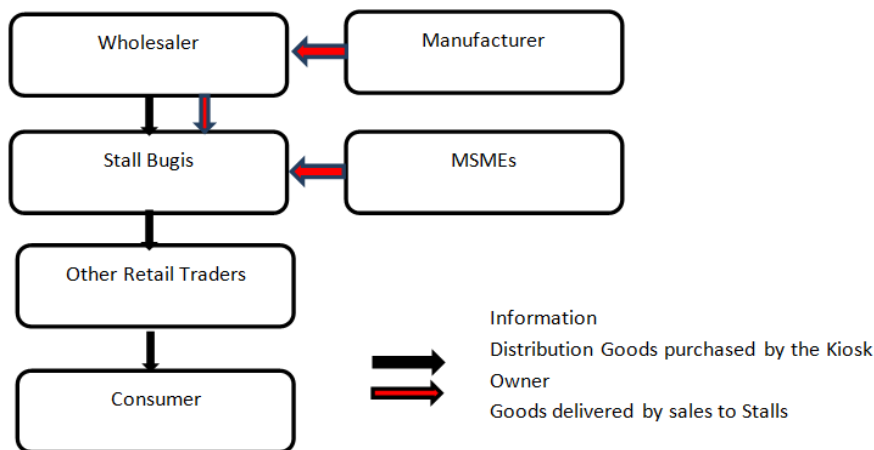

Figure 2 – Hierarchy Chart of Socio-Economic Services and Position of Bugis Stall

The results of other observations found that Bugis stalls have their own characteristics compared to other local stalls including: [1] the availability of adequate goods, [lots of basic needs of the community are provided, [3] the service is provided quickly, [4) the name of the stalls is not displayed, [5] the service is all day long, and [6] the location is strategic. Furthermore, to see how the position and role of the Bugis Stalls in the economic structure and service to the needs of the community in Kupang City, questionnaire data were collected with questions related to what needs the most people get from Bugis Stalls, what nominal amount is generally spent every day at the stalls, and what is the level of customer satisfaction with the services provided by the Bugis Stalls.

The percentage of goods purchased by consumers at Bugis Stalls is household needs, followed by other needs. For the category of industrial needs 0%, which means that people do not buy goods for industrial needs at stalls and are only dominated by household needs. the highest percentage for the nominal spent at the stalls is 0 - 50,000. This indicates that the goods purchased at the stalls are daily necessities in the household with a price range below Rp. 100,000,-. In general, people do not buy goods in large quantities but continuously every day for needs that are needed quickly.

The Bugis Stalls have become a social phenomenon among the inhabitants of Kupang City. This ethnicity has played a critical part in the socioeconomic service hierarchy for the inhabitants of Kupang City in general. Business adaptation and a strong entrepreneurial spirit have resulted in good economic independence (Dahles, 2005; Boldureanu et al., 2020). Aside from the phenomenon of their existence in Kupang City as a migrant population, the residents of Kupang City also benefit greatly in terms of meeting their everyday requirements. The clustered distribution pattern suggests that there is no competition among them in terms of determining business locations, and they compete in a healthy way. A shining example of business competitive ethics.

Another discovery was the selection of business locations that always viewed accessibility as a crucial aspect (Lee et al., 2017; Denis et al., 2020). Customers can readily reach them due to their strategic location. Bugis Stalls is the choice for consumers who desire fast service since it provides goods quickly and easily accessible without having to go through a lengthy "administrative" process like mini markets where you have to go through the cashier.

The Bugis Stalls has been able to make a significant contribution to socioeconomic services. The provision of daily necessities for the community appears to be highly ideal. There is a sense of being "lost" when these stalls are closed for a single day, such as during holidays or when they return to their hometown for particular business. The majority of customers who completed a questionnaire said they were satisfied or very satisfied with the service they received at the Bugis Stalls.

CONCLUSION

Bugis stalls are located around Kupang City (clustered). Bugis Stalls in Kupang City are quite accessible, always side by side with access to main roads or local roads, and the service is usually quick. Socioeconomic service hierarchy Bugis stalls in Kupang City can play an important role in the community's economic structure by providing much-needed services, particularly in the provision of everyday essentials. Follow-up recommendations based on the findings of this study include: conducting additional research to examine business patterns carried out by the Bugis ethnicity and comparing them to other areas outside of Kupang City to see differences (differential areas) of economic activity/similar phenomena elsewhere.

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