

Development of Serdang Bedagai Saranjana Market Based on Sustainable Entrepreneurship: Synergy of Creativity, Marketing and Collaboration

Julianto Hutasuhut¹, Dini Dwi Wahyuningsih², Rany Aprilliana³,
Ananda Nirmala⁴, Wanda Riana⁵, Risdah Armayana⁶
^{1,2,3,4,5,6} Universitas Muslim Nusantara Al-Washliyah, Indonesia
* julianto@umnaw.ac.id

Email: julianto@umnaw.ac.id¹, dinidwihyuningsih@umnaw.ac.id², ranyaprilliana@umnaw.ac.id³,
anandanirmala@umnaw.ac.id⁴, wandariana@umnaw.ac.id⁵, risdaharmayana@umnaw.ac.id⁶

Abstract

This research aims to explore the development potential of Saranjana Market in Serdang Bedagai with a sustainable entrepreneurship approach that focuses on creativity, marketing, and collaboration. This research applied a qualitative descriptive research method. Data collection techniques through direct observation, interviews and documentation, and triangulation of Saranjana market activities. The research results show that the Saranjana market has great potential to become a culinary destination around the North Sumatra region because it has succeeded in increasing visitor interest. Saranjana Market managed by BUMDes Anugrah is also able to offer iconic products by combining Banjar's distinctive culture with local culture so that it becomes an attraction that can empower local Micro and Small Enterprises (MSEs). Some of the uniqueness of the Saranjana market is the innovation in the payment system that uses reed coins, the provision of photo spots with environmentally friendly views, and Banjar art performances. The synergy of creativity, marketing, and collaboration becomes a separate strategy designed by the Saranjana market manager to realize a sustainable business. The expected outcome of this research is that the Saranjana market can make a major contribution to improving the local economy and the welfare of the people of Serdang Bedagai through sustainable entrepreneurship.

Keywords: Saranjana Market, Entrepreneurship, Sustainability.

1. Introduction.

Entrepreneurship-based economic development is one of the strategic approaches in improving the welfare of local communities and supporting sustainable development (*Sustainable Development Goals*). In the context of regional development, the importance of innovation and creativity in entrepreneurship has been recognized as a key element in facing increasingly competitive market competition (Sopian, 2023). Traditional markets, such as the Saranjana Market in Serdang Bedagai, which offers Banjar and local specialties, have great potential to be developed with a sustainable entrepreneurial approach. The concept of sustainable entrepreneurship is a new concept that connects sustainable development with business activities (Youssef et al., 2018). In contrast to conventional entrepreneurship which tends to focus on obtaining maximum profits, sustainable entrepreneurship aims to create new businesses by balancing economic, social and environmental aspects (*Triple Bottom Line*). According to , with the assurance of economic stabilization of a region, it will generally have an impact on business continuity and development progress in the vicinity. The sustainability of this business is inseparable from good village productivity which must also have good management so that it can achieve success in business in the long term.

Empirically, sustainable entrepreneurship has received many responses such as from international institutions, companies and universities. This is inseparable from *the Sustainable Development Goals* (SDGs) agenda that has been agreed globally and is a framework for cross-

sector collaboration on a global scale to support the implementation of sustainable entrepreneurship initiatives for companies and start-ups (Schaltegger et al., 2018). Based on the concept of entrepreneurship, a traditional market can also be developed to become a market that has a wider market share because directly the traditional market is the main place for buying and selling transactions for goods and services needed by the community. Another consideration, most of the traders in the traditional market are micro, small, and medium enterprises whose existence has a direct impact on contributing to the creation of jobs and livelihoods for the local community. With the expansion of market share coverage, more consumers will come and be involved in transactions so that the wheels of the regional economy will also be more dynamic and increase faster. Explained by (Muharam et al., 2023), Traditional market development strategies need to include infrastructure improvements, promotions based on local wisdom and community involvement to create tourist attractions.

One example of a traditional market that emphasizes promotion based on local wisdom and the involvement of local communities is the "Saranjana Market" located in Lubuk Cemara Village, Perbaungan District, Serdang Bedagai Regency, North Sumatra with an area of 3 chains (1,200 m²). The name of the Saranjana market is an abbreviation for the Banjar and Nusantara Snack Breakfast Market which was inaugurated directly by the Regent of Serdang Bedagai H. Darma Wijaya and Deputy Regent H. Adlin Tambunan, on Munggu day on January 7, 2024 to coincide with the momentum of the 20th Anniversary of Serdang Bedagai Regency (Mulya, 2024). In its business activities, Pasar Saranjana was developed with a unique concept, combining the rich culture of Banjar from South Kalimantan and the traditional culinary taste of the archipelago. The idea of forming this market was driven by the desire to bridge the longing of the Banjar people who are far from their hometowns as well as introduce their culture to the people in North Sumatra province. By raising the concept of a market that prioritizes creativity and innovation, Saranjana Market is expected to become a dynamic local economic center as well as a culinary and cultural tourism destination. The study also aims to understand what actions small and medium-sized enterprises (SMEs) are taking to meet the challenges and opportunities of the circular economy (CE), analyzing actions, barriers, enablers and relationships between CE, business strategy and performance (Mura et al., 2020). The circular economy demands the closure of the material cycle, increased producer responsibility for the end of product life, and a more sustainable approach. This challenges the dominant linear business model and emphasizes the importance of *life cycle gap analysis* to identify and minimize system losses. Thus, this approach helps support more effective decisions towards ideal sustainability (Dieterle et al., 2018)

Saranjana Market also offers great opportunities for local MSMEs to actively contribute to the village's economic growth. As revealed in various studies, market orientation based on innovation and creativity has a great influence on the marketing performance of MSMEs (Harini et al., 2023). This market provides access for MSME actors to introduce their superior products, such as traditional food, handicrafts and other products. Thus, Saranjana Market is not only a meeting place for sellers and buyers, but also a space to develop a community-based economy with a focus on local potential. According to (Indriani, 2020) The development of the competitiveness of the tourism creative industry that focuses on the values of local wisdom can create a distinctive identity that is able to attract tourists, strengthen ties with local culture, and make a significant economic contribution to the local community. This is in line with the concept of developing Pasar Saranjana which integrates local cultural and culinary elements of Banjar around Deli Serdang and Medan City, even for the North Sumatra region.

2. Literature Review

In the context of rural economic development, Village-Owned Enterprises (BUMDes) have a central role that functions as the main driver of local-based economic activities. BUMDes is a business institution established by the village government with the aim of increasing village original income (PAD) and the welfare of the community as a whole. Basically, BUMDes is tasked with managing the local potential of the village, both in terms of natural resources, creative products, and local culture, all of which contribute to the village economy. According to (Syamsuri & Hutasuht, 2020), Village-Owned Enterprises (BUMDes) aim to innovate village development, especially improving the village economy and the welfare of village communities. BUMDes is a village business institution managed by the community and the village government to strengthen the economy and is formed based on its needs and potential. This is relevant to the development of Pasar Saranjana in Serdang Bedagai, where BUMDes acts as a manager and facilitator to support various economic and social activities within the market. BUMDes not only provides access for local MSME actors to market their products but also provides support in the form of training and mentoring for business actors. This includes improving product quality, capacity building in business management to innovation in marketing techniques. With this support, local MSMEs will be better able to compete in a wider market, both at the local and national levels.

Saranjana Market also benefits from the existence of BUMDes Anugrah in terms of management and promotion so that it is increasingly visited by local and foreign communities (Mulya, 2024). BUMDes Anugrah is responsible for creating a unique and sustainable market concept, which is in line with the increasingly popular culinary and cultural tourism trends. The success of the management of the Saranjana Market by BUMDes Anugrah involves synergy with various parties, such as Pokdarwis (Tourism Awareness Group) which plays a role in developing the tourism potential of this market. Pokdarwis can also collaborate to support BUMDes in promoting Saranjana Market as an iconic culinary and cultural tourism destination, for local, national and foreign tourists to enjoy the charm of Saranjana Market. The collaboration between BUMDes and Pokdarwis is important, considering the potential of tourism to increase visitor flows and provide a greater economic impact on the local community. Together, BUMDes and Pokdarwis are working to optimize Pasar Saranjana as a village economic and cultural center that not only attracts visitors but also supports the preservation of Banjar cultural values in North Sumatra.

As an economic institution that focuses on villages, BUMDes is expected to be able to carry out its strategic role in a sustainable manner, both in economic, social, and environmental aspects. Optimal BUMDes support will not only strengthen the sustainability of Pasar Saranjana, but will also be able to encourage the achievement of inclusive development for all levels of rural society. In the end, through professional management by BUMDes, Pasar Saranjana has the potential to become an example of a culture-based traditional market that is successful in integrating the economic and tourism sectors, as well as acting as a means of preserving and promoting Banjar culture outside its homeland, namely South Kalimantan.

The potential of this local market lies not only in the diversity of traditional products, but also in the market's ability to adapt to sustainability-oriented marketing trends. As stated by (Saud et al., 2020), Collaboration between the entrepreneurial sector and sustainable development principles can contribute to the achievement of *the Sustainable Development Goals* (SDGs). In the context of Pasar Saranjana, this sustainability can be realized with an inclusive, competitive, and innovative approach to presenting products to consumers. Traditional markets not only serve as a place for economic transactions but also as a space for social interaction and preservation of local culture. Research (Berliandaldo & Fasa, 2022) highlights the importance of collaborative

management of local resources to maintain sustainability. In this case, the implementation of innovative marketing strategies in Pasar Saranjana can be a strategic effort in maintaining local identity while attracting wider consumer interest. As explained (Faradilla & Hutasuhut, 2022), The success of a business is highly dependent on the expertise of entrepreneurs in determining the elements in the marketing mix which include products, prices, promotions, and distribution. However, behind the great potential it has, Pasar Saranjana still faces a number of challenges in its development.

One of the main obstacles is the lack of support from the local community. Some residents are not fully aware of the positive impact that this market can produce, both in the form of economic improvement and cultural preservation. The passive attitude of the local community is an obstacle in optimizing the development of this market, because citizen participation is very important to maintain the sustainability and success of the traditional market. In addition, "lack of attention and support from the government" is also a significant problem. Until now, the allocation of funds from the government for the development of the Saranjana Market is still very limited. In fact, as shown in several studies, the management of traditional markets supported by government policies can encourage increased competitiveness and tourist attraction (Sutrisnawati et al., 2021). Without serious attention from the government in terms of funding and supportive policies, the development of Pasar Saranjana will be difficult to reach its maximum potential. This market needs infrastructure improvements, wider promotions, and training programs for traders to be able to improve the quality of their products.

On the other hand, the success of the development of traditional markets also depends heavily on the synergy between various parties, such as "BUMDES" who are responsible for market management and "Pokdarwis" who promote local tourism potential. This collaboration needs to be improved so that the market can function optimally as the center of the village economy and tourism. With greater support from various stakeholders, Pasar Saranjana has the opportunity to become a tourist destination that is not only known at the local level, but also able to attract tourists from outside the region, thereby increasing the village's economic growth in a sustainable manner. According to (Rahma & Wahyudi, 2022), To maintain their existence, traditional market traders need to adopt strategies that not only focus on economic benefits, but also pay attention to aspects of justice and social relations with the surrounding community. This approach shows that traditional markets can serve as centers of a sustainable and community-oriented economy. This principle is in line with the concept of developing Pasar Saranjana, which prioritizes collaboration to increase competitiveness and create an inclusive market environment.

Overall, Saranjana Market has great potential to develop into a creative economy center based on Banjar culture and culinary. With the right support from the community, the government and other stakeholders, the Saranjana market can transform into an iconic tourist destination. The development of traditional markets oriented towards innovation, creativity, and tourism promotion has been proven to have a positive impact, as shown by previous studies (Yuni et al., 2024); (Muda & Hutasuhut, 2023). If the existing challenges can be overcome, the Saranjana Market will not only have a significant economic impact, but also become an important means to preserve and promote the cultural wealth of Banjar in North Sumatra.

3. Methodology.

This study uses a qualitative descriptive method, which is a research method that aims to describe, explain, and answer in more detail the problems to be studied. The problem that will be analyzed is how to explore the potential of the Saranjana market and its development so that it can

become an attractive culinary tourism destination, has a distinctive and sustainable cuisine. According to (sugiyono, 2019), The qualitative descriptive method is a research method based on the philosophy of *postpositivism*, used to research on the condition of natural objects where the researcher is the key instrument. Data collection techniques are carried out through observation, interviews, documentation and triangulation (combined).

The data analysis technique uses a model (Milles, Huberman & Saldana, 2014). Menurut (Muda & Hutasuhut, 2023), The data analysis process in qualitative descriptive type research can be carried out through the following steps, namely:

1. Data collection is a data analysis activity that intends to collect data (information) in the field which is carried out through observation, interviews, documentation and triangulation.
2. Data Reduction, which is data analysis that aims to sharpen, classify, direct, sort data and organize data so that final conclusions can be drawn and verified.
3. Data presentation, which is a data analysis activity that provides a brief description, images, charts or relationships between categories. Good data presentation will greatly help researchers to be able to establish the right research decisions and conclusions.
4. Conclusion is the last phase of the qualitative data analysis process. According to (Muda & Hutasuhut, 2023), Conclusions in qualitative data analysis are carried out by:
 - 1) **Looking for Patterns or Relationships:** Researchers should look for patterns, relationships, or themes that emerge from the data collected and analyzed. This can be a primary theme, a category, or a secondary category that is important for answering a research question.
 - 2) **Organizing and Organizing Findings:** The data that has been analyzed needs to be organized in such a way that important findings can be compiled clearly and coherently. These findings can refer to important aspects that can provide answers to research problems.
 - 3) **Interpretation and Reflection:** Researchers must interpret the data that has been analyzed, relate it to the existing literature, and reflect on the meaning of the data. The conclusions drawn should be based on data and research relevance.
 - 4) **Validation and Verification:** Before drawing a final conclusion, the researcher needs to verify the data and findings to ensure the conclusions are robust and reliable. This involves examining the correlation between the data and the interpretations taken.

Based on the chosen method, this study is expected to provide a concise and comprehensive understanding of the potential for the development of the Saranjana Market in advancing a sustainable economy in the Medium Bedagai region and nationally.

4. Result and Discussion.

Traditional markets have an important role in the development of the local economy, as they become the center of interaction between producers and consumers as well as between culture and economy. As explained by (Sopian, 2023), Sustainable development in the region needs to consider local aspects, such as cultural wealth and economic potential. Saranjana Market, with its unique Banjar and archipelago snacks, offers great potential in promoting sustainable local products and attracting consumers looking for an authentic culinary experience. The application of the concept of entrepreneurship or sustainable economic development in Pasar Saranjana can be realized through management that supports the local economy, while paying attention to social and environmental aspects. Thus, this market not only functions as a place for transactions but also as a means of community economic empowerment and local culture preservation. For this reason, synergy is needed between the government, business actors and the community in managing this market in a sustainable and efficient manner.

Observation and interview results, the development of the Saranjana Market in Lubuk Cemara village, Perbaungan District, Serdang Bedagai Regency, is an interesting initiative in the context of the development of culinary tourism in Indonesia. This market was inaugurated on January 7, 2024, coinciding with the 20th Anniversary of Serdang Bedagai Regency, and became the first culinary center that carries a cultural theme Banjar and Nusantara. By offering a variety of typical snacks that are rich in flavors and traditions, Pasar Saranjana not only serves as a culinary tourism destination but also as a vehicle to optimize and promote the excellence of local products to the wider community. Saranjana Market was formed from a strong idea to bring together a sense of homesickness for the Banjar people who migrated and settled in Serdang Bedagai, North Sumatra. As an indigenous tribe from South Kalimantan, many Banjar people are spread across various regions of Indonesia, including in North Sumatra. The considerable distance between North Sumatra and South Kalimantan makes it difficult to connect with their hometown, especially in terms of re-enjoying their culinary and original culture. Therefore, the presence of Saranjana Market in Serdang Bedagai is a tangible manifestation of efforts to erode this longing.

The background of the establishment of the Saranjana Market is mainly to introduce and promote Banjar culture in the region. By bringing the culinary taste of Banjar and other cultural traditions, this market becomes a center for introducing Banjar culture to the people of North Sumatra, as well as a nostalgic place for the Banjar people who are far from their hometown in South Kalimantan. At Saranjana Market, visitors can enjoy various types of Banjar snacks, such as various kinds of wadai (the term cake in Banjar) such as Wadai Apem, Wadai Kayapu, Wadai Kakaraban, and Wadai Balungan Hayam. Not only various types of wadai, various dishes of Banjar cuisine and local Indonesian cuisine are also targeted by



Figure 2. Various Banjar Typical Wadai and Banjar Typical Cuisine

Source: Instagram @dw_kampungbudayabanjar (2024)

visitors, such as lontong, yellow rice and white ampal. Everything is concocted with a typical recipe of South Kalimantan combined with typical Indonesian cuisine. This not only satisfies the people of Banjar with their regional specialties, but also becomes a means for the local community to know and enjoy the culinary diversity of the archipelago.

In addition to being a varied and innovative culinary tourist attraction, Saranjana Market also serves as a forum to introduce Banjar culture in a wider scope. Through this market, it is hoped that the people of North Sumatra can better know and appreciate the unique cultural richness of Banjar. Banjar culture is rich in customs, dance, and traditional music presented in various events at the market, making Saranjana Market an important center of cultural activities. Banjar traditional dances and art performances that are usually displayed in the market, such as the Banjar Galuh Dance or Kuntau silat performances, can be rented to fill entertainment events on various

occasions, such as weddings, festivals, or corporate events. This is a new opportunity to expand the reach of Banjar culture, as well as provide additional income for the artists involved. By providing performance rental services, Pasar Saranjana is not only a center of local culture, but also a catalyst in introducing the richness of Banjar traditional arts to a wider audience. This step can also increase appreciation for Banjar culture and help preserve it in the midst of modernization. The use of Galuh Dance and Kuntau Banjar Silat services can be managed more professionally through collaboration with Pokdarwis or local communities to ensure the quality of the elements and authenticity of Banjar culture. With these various local cultural activities, Pasar Saranjana will also play a role as a cultural glue for South Kalimantan and North Sumatra (Serdang Bedagai).



Gambar 3. Kiri: Tarian Galuh Banjar, Kanan: Silat Kuntau Banjar
Sumber: Instagram @dw_kampungbudayabanjar (2024)

The idea to name this market as Saranjana Market is not without reason. Historically, the name "Saranjana" itself comes from a legend that is very well known in South Kalimantan. Saranjana is the name of a village in the South Kalimantan region that is famous for its "invisible" existence. Although this village cannot be seen by ordinary people, the local people believe that Saranjana is a very developed and prosperous village with a population that has high culture and technology. Despite its mystical nature, the village of Saranjana has become an important part of Banjar folklore and contains a symbol of hope and prosperity. Using this name for the market in Serdang Bedagai is a form of respect for Banjar culture and legends, as well as a hope that Saranjana Market will become a center of prosperity and happiness for the people of Banjar overseas. It is hoped that Saranjana Market will not only be a place for the people of Banjar to be nostalgic, but also a symbol of the revival of Banjar's cultural identity in the land of North Sumatra. By uniting cultural and culinary elements, this market becomes a bridge between two distant regions, namely South Kalimantan and North Sumatra and will help introduce cultural diversity to a wider stage. In the midst of globalization and modernization, the Saranjana market also serves as a fortress that protects and preserves cultural heritage that may be slowly forgotten. With the development of this market, it is hoped that the younger generation, both from the Banjar community and the local community of North Sumatra, can continue to know and appreciate the cultural diversity of the archipelago. Saranjana Market has become more than just a place to buy and sell, but a cultural center that connects hearts, feelings, and heritage between generations and between regions.

Digital marketing is an important component in the development of this market, with a focus on online promotion to increase consumer awareness of the market. Social media, websites, and digital advertising are used as the main tools to reach more customers and strengthen the market image in the digital world.

1. Online Promotion: Increase consumer awareness of the market through social media, websites, and digital advertising.
2. Increased Customer Interaction: Build relationships with customers through responsive online customer service.
3. Multichannel Sales: Offers online and offline purchasing options for consumer flexibility.

Digital marketing allows for increased customer interaction by building better relationships through responsive online customer service. Multi-channel sales, such as a combination of online and offline purchases, are also offered to provide flexibility to consumers. This makes it easier for them to shop while improving the overall customer experience.

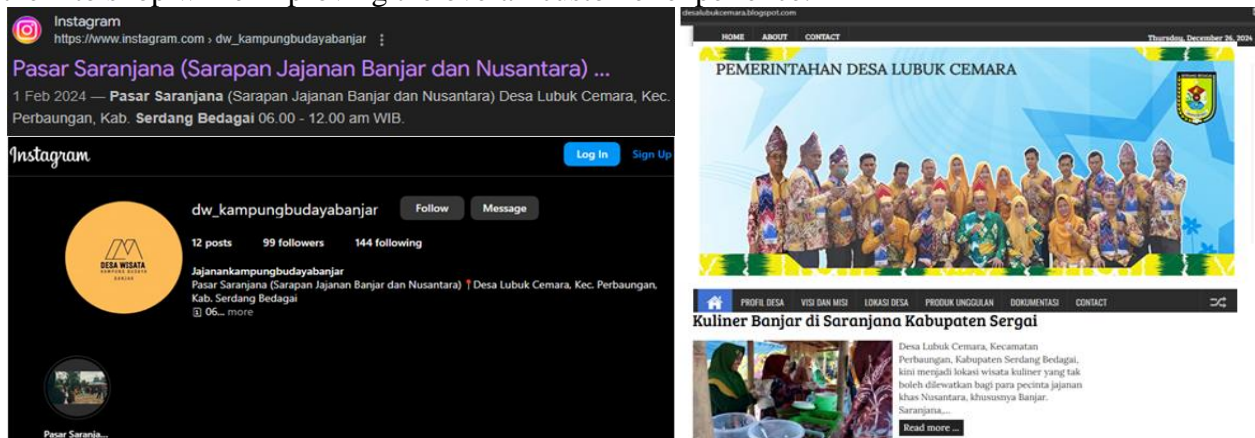


Figure 4. Online Promotion

Sumber: https://www.instagram.com/dw_kampungbudayabanjar/

Sumber: <https://desalubukcemara.blogspot.com/>

In addition, collaboration between various parties in market management is the key to achieving the goals of social-based entrepreneurship (Widiastuti et al., 2024) highlighting the importance of social collaboration in the development of micro, small, and medium enterprises (MSMEs) as one of the efforts to empower the local economy. In Pasar Saranjana, the participation of local communities in the planning and implementation of market development programs will increase concern and social responsibility for the market. By involving local communities, such as housewives, youth, and MSME actors, this market can more easily create an inclusive and sustainable entrepreneurial ecosystem. The existence of Saranjana Market has a strategic role in improving the local economy in Serdang Bedagai, North Sumatra. This market is managed by "BUMDES", a Village-Owned Enterprise that acts as the driving force of the village economy. Through good and structured management, BUMDES provides great opportunities for local "MSMEs" (Micro, Small, and Medium Enterprises) to grow and develop. With this market, MSMEs have wider access to market their products, both in the form of traditional Banjar culinary and other local crafts. This helps increase the income of the local community, while making a significant contribution to the Village Original Income (PAD). Saranjana Market also serves as a forum for MSMEs to introduce regional superior products to a wider community, both locals and tourists. This not only encourages economic movements locally, but also creates a domino effect on increasing the competitiveness of MSME products in the larger market. With a market that is professionally managed by BUMDES, MSMEs have the opportunity to get training and assistance in managing their businesses, from production to marketing aspects. This assistance includes how to improve product quality, innovate, and utilize digital technology to expand market reach.

In addition to the support of BUMDES, Saranjana Market is also supported by "Pokdarwis" (Tourism Awareness Group) which functions to develop local tourism potential. The collaboration between BUMDES and Pokdarwis is very important because tourism is one of the sectors that has great potential to improve the regional economy. Pokdarwis plays a role in introducing Pasar Saranjana as an attractive tourist destination, especially for tourists who want to experience Banjar culinary and culture in North Sumatra. By combining elements of tourism and local economy, Pasar Saranjana is not only an economic center, but also a cultural and educational center that attracts domestic and foreign tourists. With the strategic role played by BUMDES and Pokdarwis, Saranjana Market has succeeded in providing a significant economic impact on the surrounding community. Local communities not only get direct economic benefits through the sale of products, but also indirectly through increased tourism activities and better infrastructure development. With the synergy between good market management, MSME support, and effective tourism promotion, Saranjana Market has become a clear example of how traditional markets can play an important role in supporting sustainable village economic development. Pokdarwis is not only limited to supporting culinary tourism activities, but also includes the management of waste produced. As part of their responsibility, Pokdarwis is tasked with ensuring that the market environment remains clean and comfortable for visitors. They manage waste in effective ways, such as sorting organic and non-organic waste, encouraging the reuse of materials that are still useful, and recycling waste wherever possible. Sustainability is a key principle in modern waste management. This concept emphasizes the importance of efficient use of resources and efforts to reduce, reuse, and recycle waste. (Fadillah & Ibrahim, 2023) emphasized that the sustainability approach includes collaboration between various parties, including the government, the private sector, and the community. Saranjana Market is expected to not only be an attractive culinary destination, but also an example of the implementation of sustainable market environmental management practices. In its operation, Pasar Saranjana has implemented economic activities that pay attention to the concept of sustainability. For example, the use of banana leaves as a wrapper for food that is sold. The Saranjana market manager also urges visitors to throw garbage in the place provided and care about the cleanliness of the market environment.



Figure 5. Left: Eco-Friendly Packaging, Right: Environmental-Hygiene Concern
Source: Processed by Researcher (2024).

Another unique feature that is innovative and has become an attraction in itself is the use of "reed coins" as a means of transaction. This coin is made of bamboo material with a nominal value equivalent to Rp 2,000/coin. These innovations not only provide a traditional touch that strengthens the market's identity, but also offer a unique experience for visitors. With a payment system that is different from the market in general, Pasar Saranjana creates a more interesting and authentic shopping experience. This kind of innovation is expected to increase market

attractiveness and strengthen the image of Saranjana Market as a culinary and cultural center that prioritizes traditional values, similar to how other culinary market innovations have succeeded in encouraging local economic growth (Muda & Hutasuhut, 2023). To maintain authenticity and prevent counterfeiting, these reed coins are equipped with a special stamp that becomes an official marker. This stamp ensures that the coin can only be used in Pasar Saranjana and cannot be easily imitated by other parties. This step not only maintains the integrity of the transaction system but also adds aesthetic value and uniqueness to the reed coin as a symbol of local culture. In addition, with security such as stamps, this payment system becomes more reliable in the eyes of visitors and traders, can further increase convenience and security in transactions. This innovation also reflects the efforts of the management of Saranjana Market to combine superior local products, culture and businesses that are professional in supporting the sustainability of the local economy that is more creative and collaborative.

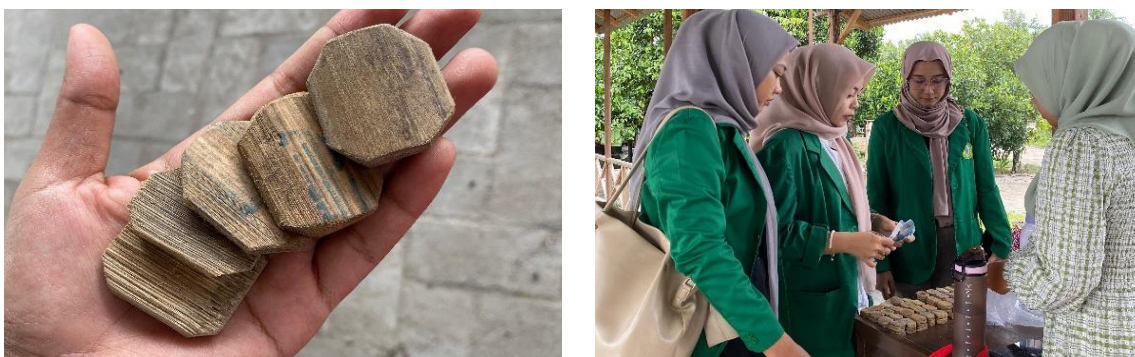


Figure 6. Left: Bamboo as a Means of Payment, Right: Money Exchange for Bamboo
Source: Processed by Researcher (2024)

This innovative uniqueness also aims to support and educate the increasingly urgent principle of *sustainability*, because bamboo is a resource that can be renewed quickly and has a minimal environmental impact. This system is a symbol of the market's commitment to creating a greener ecosystem, this reed not only offers traditional nuances, but also becomes a symbol of creative innovation that strengthens the market's identity as a center of local culture and culinary. In addition to creating an authentic shopping experience, the system encourages transaction efficiency, reduces reliance on cash, and enriches the market's tourist attractions. With this approach, visitors can enjoy a unique atmosphere by experiencing a more modern cultural modification, making Saranjana Market a memorable and inspiring destination. These innovations can also improve efficiency and reduce reliance on cash, which can sometimes make it difficult for traders to provide change. With reed coins that have been set in value, transactions become more practical and fast. Creativity in the payment system in this way is also very helpful and can encourage visitors to shop more, because those who have exchanged cash for reed coins are more likely to spend it while in the Sarajana market. This can be an effective strategy to increase traders' turnover and enliven activities in the market.

In addition to economic benefits, innovations in the use of reed coins also have a positive impact on the environment. The use of bamboo as the main material of bamboo coins is a form of concern for nature conservation. Bamboo is a renewable resource, fast-growing, and environmentally friendly. This is in line with the market principle of prioritizing authenticity, tradition, and sustainability. Overall, the innovation of bamboo coins in Pasar Saranjana is not just a means of payment, but also an effective marketing strategy. This system creates a deep impression

on visitors, reinforces the market's image as the cultural center of Banjar, while supporting the market's goal of preserving local and traditional values in the midst of competition with the modern market. This innovation makes Pasar Saranjana a destination that not only offers special products and culinary, but also provides a unique and memorable shopping experience for each visitor. Although Pasar Saranjana has great potential to encourage local economic growth, its development to date is still not optimal. One of the main factors hindering the development of this market is the "lack of support from local residents". Some residents are still not fully aware of the economic and social benefits that can be generated from this market, both in terms of increased income and new business opportunities. The skeptical attitude of some residents towards the creativity of the development of the Saranjana market, such as the reed coin system or efforts to promote local potential is a challenge in itself. This makes the participation of local residents for the development of the Saranjana market limited, which should be the key to the success of local economic development.

Another factor that hinders the development of the Sarajana market is the lack of support from the government. Until now, the allocation of funds for market development is still very minimal. In fact, support in the form of financial assistance and proactive policies from the government is urgently needed to improve market infrastructure, such as road access, public facilities, and market promotion at a wider level. "Allocation of funds from the government" is not only important to renovate market facilities, but also to provide training and mentoring for MSMEs and local traders. Without greater intervention from the local government, the great potential of Saranjana Market as a local economic and cultural center is difficult to fully develop. Furthermore, the lack of government support can also be seen from the lack of programs that are specifically focused on developing traditional markets as tourist destinations. In fact, with the integration of tourism and the local economy, markets like Saranjana can attract more visitors and create a wider economic effect. The lack of promotion and attention from the government makes this market not yet deserve the spotlight as a flagship destination in Serdang Bedagai, even though it has great potential to attract tourists who are interested in Banjar culinary and culture. In other words, the development of the Saranjana Market still needs stronger support, both from the local community and the government. Synergy between local residents, BUMDES, Pokdarwis, and the Government is urgently needed to encourage the development of this market in a sustainable manner. If this problem of lack of support can be overcome, Pasar Saranjana has a great opportunity to become an economic and tourism center that not only improves the local economy but also strengthens the cultural identity of Banjar outside of South Kalimantan.

5. Conclusion.

The results of this study explain that Saranjana Market in Serdang Bedagai has great potential to become a destination or culinary center that offers its own attraction, namely with the collaboration of Banjar culture originating from Kalimantan with local culture. The charm of Pasar Sarajana can also be seen from the success in integrating elements of creativity, innovation, marketing and collaboration as well as the concept of sustainable entrepreneurship. With the modification of the unique market concept, including the use of reed coins as a means of transaction, the dissemination of local culture and Banjar culinary specialties, this market has succeeded in attracting the interest of local and national visitors. The sustainable entrepreneurship-based approach also increases the competitiveness of local traders in Serdang Bedagai Market. By utilizing digital media, such as e-commerce platforms and social media, this market has managed to attract buyers from outside the region, which ultimately expands the marketing reach and

increases the income of the local community. Pasar Saranjana not only contributes to improving the economy of local Micro and Small Enterprises (MSEs), but also plays a role in preserving local culture created with Banjar culture. However, there are still several challenges that are immediately responded to, namely increased support from local communities and government, such as the development of infrastructure and superstructures from the government as well as increased cooperation with sponsors or investors. With the right support from various parties, Pasar Saranjana will be able to become an example of a market based on sustainable entrepreneurship that can make a great contribution to supporting the development of the local economy and sustainable development (*Sustainable Development*).

6. Acknowledgement.

Deep gratitude to the Rectorate and Dean of the Nusantara Al-Washliyah Muslim University and to the Serdang Bedagai Regency Government for helping the author to complete this research. On this occasion, special thanks are expressed to the Lubuk Cemara Village Government for facilitating the author, providing constructive data and suggestions so that this research can run smoothly and be completed as planned.

REFERENCES

- Berliandaldo, M., & Fasa, A. W. H. (2022). Pengelolaan Geowisata Berkelanjutan Dalam Mendukung Pelestarian Warisan Geologi: Perspektif Collaborative Governance. *Inovasi*, 19(1), 79–97. <https://doi.org/10.33626/inovasi.v19i1.529>
- Dieterle, M., Schäfer, P., & Viere, T. (2018). Life Cycle Gaps: Interpreting LCA Results with a Circular Economy Mindset. *Procedia CIRP*, 69, 764–768. <https://doi.org/10.1016/j.procir.2017.11.058>
- Fadillah, A. N., & Ibrahim, H. (2023). Peran Etika Dan Tanggung Jawab Sosial Perusahaan Dalam Bisnis Internasional. *Jurnal Minfo Polgan*, 12(2), 2494–2498. <https://doi.org/10.33395/jmp.v12i2.13301>
- Faradilla, M., & Hutasuhut, J. (2022). Analisis Strategi Pemasaran Pada Usaha Budidaya Ikan Lele Di Desa Pekan Tanjung Beringin Kecamatan Tanjung Beringin Kabupaten Serdang Bedagai. 2(2).
- Harini, S., Silaningsih, E., & Putri, M. E. (2023). Pengaruh Orientasi Pasar, Kreativitas Dan Inovasi Produk Terhadap Kinerja Pemasaran UMKM. In *Jurnal Inspirasi Bisnis dan Manajemen* (Vol. 6, Issue 1). <https://republika.co.id>
- Indriani, E. (2020). Membangun Daya Saing Industri Kreatif-Pariwisata Berbasis Kearifan Lokal Menuju One Village One Product. *Jurnal Ekonomi Dan Perbankan*, 111–121. <http://e-journal.stie-aub.ac.id/index.php/probank>
- Muda, I., & Hutasuhut, J. (2023). Pengembangan Ekonomi Publik Melalui Wisata Kuliner Pasar Kamu Di Desa Denai Lama Pantai Labu. *JIMK: Jurnal Ilmu Manajemen Dan Kewirausahaan*, 4(2).
- Muharam, H., Susilawati, W., & Sarofah, S. (2023). Strategi Pengembangan Pada Pasar Tradisional Guntur Ciawitali Garut (Vol. 6, Issue 1).
- Mulya, H. (2024, January 22). Pasar Sarapan Jajanan Banjar dan Nusantara Desa Lubuk Cemara Ramai Dikunjungi Masyarakat. [https://jateng.bulat.co.id/serdang-bedagai/pasar-sarapan-jajanan-banjar-dan-nusantara-desa-lubuk-cemara-ramai-dikunjungi-masyarakatnbsp/](https://jateng.bulat.Co.Id/)

- Mura, M., Longo, M., & Zanni, S. (2020). Circular Economy in Italian SMEs: A multi-method study. *Journal of Cleaner Production*, 245. <https://doi.org/10.1016/j.jclepro.2019.118821>
- Rahma, M. N., & Wahyudi, A. (2022). Strategi Pedagang Pasar Tradisional Senin Barokah Abadi Kecamatan Dolopo Dalam Mempertahankan Eksistensinya Pada Masa Pandemi Covid-19 Menurut Perspektif Ekonomi Islam. In *Jurnal Ekonomi Syariah Darussalam* (Vol. 3).
- Saud, I. W., Mohi, W. K., & Pakaya, N. A. (2020). Analisis Peran ‘Aisyiyah Wilayah Gorontalo Dalam Mewujudkan Sustainable Development Goals (SDGs). *Publik (Jurnal Ilmu Administrasi)*, 9(1), 1. <https://doi.org/10.31314/pjia.9.1.1-14.2020>
- Schaltegger, S., Beckmann, M., & Hockerts, K. (2018). Collaborative Entrepreneurship For Sustainability. Creating Solutions In Light Of The UN Sustainable Development Goals. In *Int. J. Entrepreneurial Venturing* (Vol. 10, Issue 2).
- Sopian, H. (2023). Urgensi Mewujudkan Pembangunan Berkelanjutan pada Kabupaten Lampung Utara. *Jurnal Media Birokrasi*.
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif Dan R&D.
- Sutrisnawati, N. K., A.A.A Ribeka Martha Purwahita, I Ketut Saskara, A.A. Sagung Ayu Srikandi Putri, & Putu Bagus Wisnu Wardhana. (2021). Strategi Pengembangan Pasar Tradisional sebagai Daya Tarik Wisata di Kota Denpasar Bali: Study Kasus Pasar Kumbasari. *Jurnal Kajian Dan Terapan Pariwisata*, 2(1), 37–46. <https://doi.org/10.53356/diparojs.v2i1.45>
- Syamsuri, Abd. R., & Hutasuhut, J. (2020). Peningkatan Kapasitas Badan Usaha Milik Desa untuk Kesejahteraan Masyarakat. *Abdihaz: Jurnal Ilmiah Pengabdian Pada Masyarakat*, 2(2), 57. <https://doi.org/10.32663/abdihaz.v2i2.1370>
- Widiastuti, A., Mulyani, E., Riani, L. P., & Saputri, A. (2024). Analisis Ragam Strategi Kolaborasi Sosial Pada Bumdes Di Indonesia Dalam Konteks Kewirausahaan Sosial. In *Jurnal Ekonomi & Pendidikan* (Vol. 21, Issue 2).
- Youssef, B., Boubaker, S., & Omri, A. (2018). Munich Personal RePEc Archive Entrepreneurship and Sustainability: *The Need for Innovative and Institutional Solutions*. <https://mpra.ub.uni-muenchen.de/84503/>
- Yuni, Darma, I., Arif Lubis, F., & Arif, M. (2024). Analisis Potensi Pasar Tradisional Dalam Persaingan Di Era Digital Kabupaten Asahan. *Jurnal Ilmu Sosial Dan Humaniora*, 7(3). <https://jayapanguspress.penerbit.org/index.php/ganaya190>