



USE OF CODED QR AS A MODEL CHANGING THE BEHAVIOR OF TRADERS AND BUYERS TRADITIONAL PEOPLE'S MARKET

^{1*}Darwis, ²Dihamri, ³Fikitri Marya Sari, ⁴Ade SisscaVillia

¹⁴Department Of Health Promotion, Poltekkeskemenkes Bengkulu, ²Faculty Of Teacher Training And Education, Prof Hazairin University, SH Bengkulu ³Faculty Of Public Health, Dahasen University, Bengkulu, Indonesia

^{1*}darwis@poltekkes.bengkulu.ac.id, ²dihamrimanaransyah@gmail.com, ³fikitrymaryasari@gmail.com ⁴sisscavillia@poltekkesbengkulu.ac.id

Abstract

Each stakeholder must manage healthy environmental quality through their duties and functions to achieve a clean, safe, comfortable, and healthy People's Market. Implementing healthy behavior by traders, buyers, and visitors to public markets is one effective way to create and control healthy public markets. Pocketbooks, videos, and posters are integrated into QR codes. This media contains guidelines for healthy public markets and for clean and healthy living behavior, which is expected to help the public increase compliance in keeping markets clean and healthy. This research aims to find out the delivery mechanism, media either through QR barcodes or other easy methods for buyers, traders, and visitors to understand to change their behavior using a quantitative descriptive approach. The population in this study were market residents (traders and buyers/market visitors). The sample in this study used a quota sampling technique of 40 people, data collection using closed questionnaires, quantitative descriptive data analysis in the form of percentages, QR Barcode submission to change the behavior of participating market residents to keep the people's market healthy, QR Code on the banner via WhatsApp social media. Benner QR Barkot is installed at all gates; video media is the easiest to learn and takes 2-3 days. WhatsApp groups and direct discussions are expected to be an alternative for evaluating healthy people's market implementation.

Keywords: People's Market, Traders, QR Barcode, Video.

Introduction



Chelonian Conservation and Biology are licensed under a Creative Commons Attribution-NonCommercial license based on a work at <https://www.acgpublishing.com/>

People's markets in Indonesia based on data from Timorria (2021) show that the number at the end of 2021 reached 16,175, and only 53 markets have received Indonesian National Standard (SNI) certificates, which include criteria regarding cleanliness, market digitalization, and market spatial management. It is necessary to manage the healthy environmental quality of each stakeholder through their respective duties and functions (Ministry of Health 2020) To achieve a clean, safe, comfortable, and healthy People's Market. The market is one of the informal sectors under government supervision to protect the market community from various lurking safety and health problems, such as the transmission of infectious diseases (Fitri, 2023).

Implementing healthy behavior by traders, buyers, and visitors to public markets is one effective way to create and control healthy public markets. Indicators for changing health behavior that should be implemented by traders, buyers, or visitors at public markets and are the focus of this research include behaviors that can be implemented after studying the media presented by researchers (Mariani et al., 2021).



Figure 1 and 2 QR Barcode healthy people's market

Pocketbooks, videos, and posters are integrated into QR Berbarkot. Pocketbook in the Bengkulu Ministry of Health Poltekkes repository (<http://repository.poltekkesbengkulu.ac.id/2683/1/BUKU%20SAKU%20PASAR%20RAKYAT%20SEHAT-4.pdf>), Healthy market video on the Youtube channel (<https://you.tube/wsgHLiQB9sQ>) and a particular print version of the poster. This media contains guidelines for healthy people's markets, guidelines for clean and healthy living behavior, and the impacts if they are not implemented in the people's market environment (Bondan, 2019). Through the media of video pocketbooks and posters, it is expected that it can help the public to increase compliance in keeping markets clean and healthy, as well as implementing health protocols and being able to be independent in making health protocol equipment during the COVID-19 pandemic (Permata, 2022). The mechanism for delivering counseling media is through social media, such that the information given and received will be broader and faster. Thus, health protocol education via social media must be carried out (Sampurno et al., 2020).

This research aims to discover the delivery mechanism and media either through QR barcodes or other ways so that it is easy for buyers, traders, and visitors to understand how to

change their behavior, which comes from pocketbooks, videos, and posters delivered by researchers and stakeholders, including market managers.

Method

This research uses a quantitative descriptive approach, focusing on the delivery of healthy people's market media (pocketbooks, videos, and posters) as a model for healthy people's markets, which are published in QR codes and displayed on the healthy people's market banner and can be shared via WhatsApp to market residents (traders and buyers/visitors) as a media delivery mechanism to buyers and visitors to record their understanding of healthy people's markets.

The population in this research are market residents (traders and buyers/market visitors) at the Panorama People's Market, Bengkulu City. The sample in this study used a quota sampling technique of 40 people, data collection using closed questionnaires, and data analysis by interpreting data in the form of percentage answers. Quantitative descriptive data analysis in the form of percentages of respondents' answers and qualitative interpretation according to Arikunto (2018).

Result and discussion

This research at the Panorama Market in Bengkulu City is the most prominent people's market in the city of Bengkulu, with market activity for 24 hours; it will be carried out in October 2023. By four research assistants (enumerators), the research subjects are traders and buyers/visitors of the people's market consisting of 20 traders and 20 buyers/visitors.

Market residents, in this case (traders, buyers, and visitors), can participate in creating a healthy market according to the respondents' answers. Nine people answered yes, four answered yes, and three answered yes, as explained below.

The form participation market residents in this case (traders, buyers, and visitors) can participate in creating a healthy market; most importantly, half of the market residents are 20 people (50%) who want to take part in maintaining a healthy market, and 11 people (50%) think of throwing rubbish in its place (27.5%), selling only in designated stalls totaling 8 (20%) and not smoking in the market area for one person (2.5%), according to research at Manado Market, North Sulawesi. Participation of market residents (traders) throws away rubbish in the right place because each trader provides a trash can at each place of business. The results of the descriptive analysis show that the index figure of market trader participation is relatively high (Lunmpus, 2017). In Bali, traders must maintain cleanliness so that visitors feel comfortable. Market management is expected to conduct evaluations to keep the market clean and tidy (Pertwi, 2019).

According to the perception, the best media for creating a healthy market is Video, with 19 people (47.5%), and the rest chose Posters, 12 people (30%), and pocketbooks nine people (22.5%). Furthermore, in the media presented by researchers, which media is easier to

understand, half of the market residents chose Video as many as 20 people (50%), the rest chose posters as many as 14 people (35%) and chose pocketbooks as many as six people (15%) The advantages of video media stated by video media it can attract more interest and attention, be more enthusiastic and active in following the material, video media can attract attention, increase knowledge, increase the audience's imagination, increase critical thinking power and trigger the audience to participate more and be enthusiastic (Ferry et al., 2019). Apart from that, video media presents something concrete, even though it is not in physical form. Learning by using the dual senses of sight and hearing can provide an advantage for audiences to understand better the material explained by the presenter (Yunita, 2017).

How should market managers and trader representatives convey Video and Poster booklet media to traders and visitors, mostly market residents? Delivered directly to 24 traders and visitors (60%), via WhatsApp to 8 people (10%), posted in strategic places to 7 people (17.5%), and socialized through lectures to 3 people (10%). WhatsApp is widely used for social purposes; this communication media application has been connected to the work practices of health organizations. WhatsApp can be used as a medium for exchanging communications about patient conditions and asking clinical questions. WhatsApp media can be used to convey health education to the public, and the public can ask questions about the problems they complain about (Rathbone et al., 2020).

In line with previous research, animated video media can improve student learning outcomes in both cognitive and affective aspects (Ferry et al., 2019). The advantages of video media are that it can attract more interest and attention and make more enthusiastic and active in following the material; video media can attract attention, increase knowledge, increase the audience's imagination, increase critical thinking power, and trigger the audience to participate more and be enthusiastic. Apart from that, video media presents something concrete, even though it is not in physical form. Learning by using the dual senses of sight and hearing can provide an advantage for audiences to understand better the material explained by the presenter (Yunita, 2017).

How should market managers representing traders evaluate whether traders have read and understand the media of pocketbooks, videos, and posters? Most market residents have opinions by asking traders and buyers/visitors directly. 27 people (67.5%), and the rest have opinions by asking through a questionnaire. Five people (12.5%), Via WhatsApp 4 people (10%), and Seeing the realization of market cleanliness two people (5%). Learning evaluation is carried out through direct supervision (direct control) and indirect supervision (indirect control)(Wijaya & Rifai, 2016). Direct supervision is carried out by ensuring that direct learning evaluation activities run as they should. Meanwhile, indirect supervision is carried out by school leaders requesting reports on learning evaluation activities from the committee implementing the learning evaluation activities.

Direct counseling using folders can improve knowledge, attitudes, and skills. The community's choice of direct communication shows that it is still passive in obtaining health information. People are less interested in actively seeking information about diarrhea themselves through existing media such as the media (Rahmawati, 2008).

The location for installing the healthy market barcode is on the banner so visitors can quickly scan it. Place it anywhere. Most market residents want it to be installed at every market gate, 23 people (57.5%); other opinions near the market stall 10 people (25%), near MCK 5 people (12.5%); at the market office two people (5%). Previous research shows that placing posters in strategic places can increase the desire to use stairs (Iversen, et al., 2007). Other research shows that a person will be in the waiting room for a long time so that it is possible to convey health messages (Sajadian and Montazeri, 2004). The position or location of the poster must be easy to reach by the sense of sight to attract people's attention.

What do you think if you are asked to scan the barcode containing the healthy market pocketbook, healthy market video, and healthy market poster? Most of the market residents are very happy. 31 people (77.5%), think it will increase the jobs of 5 people (12.5%) and it could be people (10%). In addition to learning and teaching applications, there are many reported examples of personal or administrative use of QR codes. Interested readers can refer to the literature listed in the references section. We can casually highlight some of them as Posters, brochures, and catalogs with QR codes indicating the website (HKIEd, 2011) for easier delivery of books, videos, and posters according to the dynamic use function of QR PDF: Marketing with digital magazines and brochures as well eBooks are increasingly popular. Using a QR code will make it easier for customers to access these things (Rahmalia, 2032).

How long does it take ladies and gentlemen to study the healthy people's market material? Almost half of the market residents said it took 2-3 days, namely 14 people (35%), 12 people (30%) took one week, 9 people (22.5%) one day and 4-6 days 5 people (12.5%) Media designers usually have planned how long it will take readers to understand, use and reorganize the media. There is no right time depending on the opportunity and individual will or motivation (Hasan et al, 2021)).

How do you evaluate healthy market media? Have you read it, and has it been understood or implemented? More than half of the market residents are willing to do so. The market manager came directly to meet the traders, 24 people (60%); others expressed opinions via the WA group, 8 people (20%), through traders' representatives. 5 people (12.5%) and 3 people (7.5%) using the discussion method. Classical communication is the process of conveying a message from the communicant to the communicator through a straightforward medium where the process of conveying the message is carried out directly, and the feedback can be received directly (Hakim and Kustiawan, 2019)

How to find out obstacles and suggestions for improvement in the implementation of conveying information to traders and buyers as well as market visitors. Nearly half of market

residents believe that 19 people (47.5%) come to the market manager, 10 people (25%) have an opinion via WA Group, through trader representatives 7 people (17.5%) and through the discussion method 4 people (10%). Direct feedback means that if market residents have something that is not clear, at that time, the manager should immediately respond and be able to correct it immediately, as well as provide comments or suggestions or input, for example, comments about the application of the media. The recipient of the message which allows the source to reconsider whether the message he has conveyed to the recipient of the message has been properly digested. The response or feedback from the message recipient to the message conveyed by the source can be in the form of words or certain actions (Nur, 2021).

What media among the three media presented above is necessary that we can improve together shortly? Nearly all market residents think that posters (26) people (40%), think that pocket books and videos are the same, namely 12 people each (30%). Improvements to the poster media design that have been shown to traders or market visitors, the activity that will later be carried out is to revise the design after it is discovered that, if necessary, the poster media design can ask for help from experts, some weaknesses must be corrected. Weaknesses can be minimized by improving the design according to the suggestions and input provided by the expert (Triono, et al. 2022).

Another way to change the behavior of market residents is to create a healthy people's market. Almost half of the market residents think that market officers routinely evaluate and convey the results of healthy market evaluations to traders and buyers, as many as 14 people (35%); the rest think that they give examples of markets that have implemented healthy markets via video, Frequency 12 people (30), Holding a competition for the cleanest stall with opinions of 8 people (20%), and forming a healthy market care group with a total of 6 people (15%). Evaluation of the management of market cleanliness and health can be carried out after conducting interviews and direct observation after media presentations and market residents studying it. The contributing aspects can be regulations, institutions, financing, and the activity of market residents or the community (Marlina et al., 2021).

Residents are asked to provide input or suggestions regarding the Healthy People's Market program. A small number of market residents think there should be cooperation to help market officers and add 12 market cleaners each (30%); the rest add 10 people (25%) of cleaning equipment such as trash cans.) and increasing the number of posters and displays so that they are easy to see six people (15%) The results of other research indicate that there are obstacles in realizing a healthy market, including 1) Communication factors, namely socialization of a healthy market which has not been implemented; 2) Resource factors, namely limited human resources (market managers) both in terms of quality and quantity as well as inadequate facilities; 3) The disposition factor of implementing healthy market policies, namely the clean and healthy living behavior of traders, is still low; and 4) Bureaucratic factors in policy implementation, namely the UPTD organizational structure does not yet have clear functional

duties and market managers have not worked effectively to create a healthy market (Setiawati, 2007)

Conclusion and Recommendation

Conveying messages to change the behavior of market residents can be done by implementing QR Barcodes; they wish to keep people's markets healthy and disseminate healthy market information. Scan QR Barcodes correctly via social media Whatts App. Benner QR Barkot is installed at all gates. Residents are very enthusiastic about learning healthy market media, and according to them, video media is the easiest to learn and takes 2-3 days. It is hoped that WhatsApp app groups and direct discussions will be an alternative for evaluating implementation. Healthy People's Market uses pocketbook media, videos, and posters that can be scanned via mobile phone.

Thanks to

Thank you to the Panorama Market UPTD, buyers/visitors, we also express our thanks to the Director of the Bengkulu Ministry of Health Polytechnic for the assistance from the 2023 Risbinakes Fund and the opportunity for research assignments. Thank you to the Chancellor of UNIHAZ for the assignment support.

Conflict of Interest

The author hereby declares that there are no personal or institutional conflicts of interest that might be deemed to influence the representation or interpretation of the reported research results inappropriately.

References

- Kementerian Kesehatan Republik Indonesia (2020). Peraturan Menteri Kesehatan Republik Indonesia Nomor 17 Tahun 2020 Tentang Pasar Sehat.
- Timorria, I. F. (2021). Dari 16.175 Pasar Tradisional, yang Sudah SNI Baru 53 Unit Artikel ini telah tayang di Bisnis.com dengan judul "Dari 16.175 Pasar Tradisional, yang Sudah SNI Baru 53 Unit."Www.Bisnis.Com.<https://ekonomi.bisnis.com/read/20211208/12/1475409/dari-16175-pasar-tradisional-yang-sudah-sni-baru-53-unit>
- Fitri N, dan Riswari R M, Sosialisasi Pendampingan Program Keselamatan Dan Kesehatan Kerja Pada Pedagang Di Pasar Bunul Rejo Kecamatan Blimbing Kota Malang, Jurnal Pengabdian Masyarakat Berkemajuan , Volume 7, Nomor 1 Maret 2023. (158-165)
- Mariani Y, Romeo P, Lontar EMN, 2021, The Implementation of Traders' Healthy Behavior in the Traditional Market of Kupang City Journal of Community Health March 2021 Vol. 3 (No. 1): p 31 - 42

- Budon A S, Daramusseng A, Pembinaan PHBS melalui Media Buku Saku SanitarianJurnal Pesut: Pengabdian Untuk Kesejahteraan Umat Vol. 1 No. 2 2019 p 108-116
- Pratama E K, Subianto T, Patalo R G, Edukasi Program Promosi Kesehatan Melalui Media Video IJOCSEE, Vol. 2, No. 1, April 2022, pp. 71-76
- Sampurno, M. B.T., Kusumandyoko, T.C., & Islam, M. A. (2020) Budaya Media Sosial, Edukasi Masyarakat, dan Pandemi Covid-19. SALAM : Jurnal Sosial dan Budaya Syar-I, 7(5), 529- 542. <https://doi.org/10.15408/sjsbs.v7i5.15210>
- Arikunto, Suharsimi. 2018. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta
- Lampus Y, Wangke WM, Sandow MM, Partisipasi Pedagang Dalam Pengelolaan, Agri-Sosio Ekonomi Unsrat, Volume 13 Nomor 2A, Juli 2017: 243 -252
<https://ejournal.unsrat.ac.id/index.php/jisep/article/view/17016>
- Pratiwi K C dan Kartika I N 2019, Analisis Efektivitas Program Revitalisasi Pasar Tradisional Dan Dampaknya Terhadap Pendapatan Pedagang Dan Pengelolaan Pasar Pohgading, E-Jurnal Ekonomi dan Bisnis Universitas Udayana 8.7 (2019):805-834
- Ferry D, Jepriadi, Kamil D, Peningkatan Hasil Belajar Biologi Siswa Melalui Penerapan Media Video Animasi Tiga Dimensi (3D)Pedagogi Hayati Vol. 3 No. 2, 2019, hal 1-11,
<https://ojs.umrah.ac.id/index.php/pedagogihayati/article/view/1641>
- Yunita D, Wijayanti A, Pengaruh Media Video Pembelajaran Terhadap Hasil Belajar Ipa Ditinjau Dari Keaktifan Siswa, Sosiohumaniora - Vol.3, No.2, Agustus 2017 haL 153-160
<https://jurnal.ustjogja.ac.id/index.php/sosio/article/view/1614/753>
- Rathbone, A. P., Norris, R., Parker, P., Lindsley, A., Robinson, A., Baqir, W., & Husband, A. (2020). Exploring the use of WhatsApp in out Of hours pharmacy services: A multi site qua litative study. *Research in Social and Administrative Pharmacy*, 16 (4), 503-510.
- Wijaya, C., & Rifai, M. (2016). *Dasar-DasarManajemen*. Perdana Publishing.
- Rahmawati E, Padmawati RS, Widyatama R, Analisis Kebutuhan Program Promosi Pencegahan Diare Pada Anak Berusia Di Bawah Dua Tahun Berita Kedokteran Masyarakat, Vol. 24, No. 3, September 2008 hal 111-119, <https://core.ac.uk/download/pdf/295355686.pdf>
- Iversen, M.K., Handeli, M.N. & Jensen, E.N. 2007. Effect of health-promoting posters placed on the platform of two train stations in Copenhagen, Denmark, on the choice between taking the stairs or the escalators: a secondary publication. *International Journal of Obesit31: 950–955*<https://www.nature.com/articles/0803497>
- Sajadian, A. & Montazeri, A. 2004. Do women read poster displays on breast cancer in waiting rooms?. *Journal of Public Health*, 26(4): 355–358<https://academic.oup.com/jpubhealth/article/26/4/355/1565939?login=false>

- Sajadian, A. & Montazeri, A. 2004. Do women read poster displays on breast cancer in waiting rooms?. *Journal of Public Health*, 26(4):355–358 <https://academic.oup.com/jpubhealth/article/26/4/355/1565939?login=false>.
- KIEd (2011). Bachelor of Science Education (Honours) (Science and Web Technology) Programme. [http://www.ied.edu.hk/fas/BScEd\(SWT\)Leaflet_20110716.pdf](http://www.ied.edu.hk/fas/BScEd(SWT)Leaflet_20110716.pdf)
- Rahmalia N, 2023, QR Code: Apa Itu, Bagian, Jenis-Jenis, dan Cara Membuatnya, <https://glints.com/id/lowongan/qr-code-adalah/> di akses 20 -11-2023 pk 13.50
- Hasan, M, Milawati, Darodjat, Harahap T K, Tahir I T, Anwar A M, Rahmat A, Masdiana, Indra I M, 2021, Media Pembelajaran , Tahta Media Group Klaten Jawa Tengah
- Hakim dan Kustiawan W 2019, Perkembangan Teori Komunikasi Kontemporer, *Jurnal Komunika Islamika*, Vol. 6 No. I hal 15-32. <http://jurnal.uinsu.ac.id/index.php/komunika/article/view/5517/2473>
- Nur E, 2021, Peran Media Massa Dalam Menghadapi Serbuan Media Online, *Majalah Semi Ilmiah Populer Komunikasi Massa*, Vol. 2 No. 1 Juni 2021 Hal : 51 – 64, <https://jurnal.kominfo.go.id/index.php/mkm/article/view/4198>
- Trianto V, Mujiwati ES, Mukmin BA, 2022 Pengembangan Media Poster untuk Materi Sumber dan Bentuk Energi Siswa Kelas IV SDN Mojaroto 4 Kota Kediri, *Jurnal Pendidikan dan Konseling* Volume 4 Nomor 3 Tahun 2022 hal 1559-1564, <https://journal.universitaspahlawan.ac.id/index.php/jpdk/article/view/4909/3345>
- Marlina NIV, Joko T, Setian O, 2021, Evaluasi Aspek Pengelolaan Sampah Pasar Tradisional Kedunggalar Kecamatan Kedunggalar Kabupaten Ngawi Jawa Timur *Media Kesehatan Masyarakat Indonesia* 20(5), 2021, hal 308-318 <https://ejournal.undip.ac.id/index.php/mkmi>
- Setiawati D, Susniwati. 2007, Implementasi Kebijakan Pemerintah Tentang Pasar Sehat Cileunyi di Kabupaten Bandung. *J Bina Adm.* 2007;6(1):81–104. <https://stiabandung.ac.id/wp-content/uploads/2020/08/Isi-V4-N1-5.pdf>