

Article

Effectiveness of Market Traders in Waste Management at Sajumput Palampitan Hilir Market, Amuntai Tengah District, Hulu Sungai Utara District

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Abstract: Garbage is the residue from human activities. Obstacles to the Effectiveness of Market Traders in Waste Management at Sajumput Palampitan Hilir Market, Amuntai Tengah District, Hulu Sungai Utara Regency are the behavior of traders who litter, there is no prohibition or warning from market management regarding the prohibition of littering, a lack of cleaning staff on duty to clean the market environment and the lack of landfills in the Sajumput market. Factors Influencing the Effectiveness of Market Traders in Waste Management at Sajumput Palampitan Hilir Market, Amuntai Tengah District, Hulu Sungai Utara District and the efforts made in Waste Management at Sajumput Palampitan Hilir Market, Amuntai Tengah District, Hulu Sungai Utara District. This study uses a qualitative approach with a type of discrete-qualitative research. Data collection techniques used are interviews, observation and documentation. Sources of data taken through informants amounted to 12 people. After the data is collected, it is then analyzed using techniques including data reduction, data presentation, and drawing conclusions. Tests for the credibility of the data used are extended observations, triangulation, negative case analysis, reference materials and member check. The results of the research on the effectiveness of market traders in waste management at the Sajumput Palampitan Hilir market, Amuntai Tengah sub-district, Hulu Sungai Utara district, have not been effective. This can be seen first, that in planning there is no careful planning, the implementation of cleanliness has not been carried out properly. Second, the community's understanding of maintaining cleanliness is well understood, community participation is sufficient for traders before going home to clean up their trash. Third, traders' satisfaction has not gone well, cleanliness satisfaction has not been able to keep the market clean properly. The four Standard Operating Procedures (SOP) have not been fully realized, the achievement of program targets is not optimal. Fifth, the objective of the market cleaning program has not been socialization from the market manager, the targets in the program are still not on target. The first inhibiting factor is the lack of public awareness of keeping the market environment clean. Second, namely the lack of trash cans in the Sajumput market. Third, namely the lack of outreach from market managers regarding market cleanliness while the driving factor is First, Community Understanding and the Importance of Keeping the Market Environment Clean. Second Participation in the Importance of Maintaining the Market Environment. For the Effectiveness of Market Traders in Waste Management at Sajumput Palampitan Hilir Market, Amuntai Tengah District, Hulu Sungai Utara District, it is suggested to market managers that they need to hold regular socialization. The traders of Sajumput Palampitan Hilir Market, Hulu Sungai Utara Regency also need to participate in cleaning the sajumput market and help market cleaning staff by cleaning up the trash next to their respective shop.

Keywords: Waste Management; Market Traders; Market Cleanliness; Community Participation; Waste Management Effectiveness

1. Introduction

Waste is the residue of human activities or natural processes in solid or semi-solid form, whether organic or inorganic, which, if not properly managed, can cause environmental pollution and health problems [1]. One of the significant sources of waste generation comes from traditional markets because trading activities produce various types of waste, especially organic waste that decomposes easily [2]. Therefore, waste management in market areas requires special attention to create a clean, healthy, and comfortable environment for both traders and the community [3], [4].

Effective waste management does not only depend on the provision of facilities and infrastructure but also requires the active participation of traders as the largest waste producers in the market environment [5]. In accordance with the Government Regulation of the Republic of Indonesia Number 81 of 2012 concerning Household Waste and Similar Household Waste, the community has a role in the decision-making process, implementation, and supervision of waste management activities carried out by the local government [6]. Thus, the success of waste management in the market is greatly influenced by the traders' awareness in maintaining environmental cleanliness and their compliance with the applicable regulations [7].

Pasar Sajumput, located in the village of Palampitan Hilir, Amuntai Tengah District, Hulu Sungai Utara Regency, is one of the traditional markets that serves the daily needs of the community. Various commodities such as basic necessities, fish, vegetables, clothing, cosmetics, and other needs are traded in this market, resulting in a significant volume of waste every day. However, waste management at Pasar Sajumput still faces various obstacles, including vendors who still dispose of waste carelessly, the absence of strict prohibitions or warnings from market management, a limited number of cleaning staff, and a lack of waste disposal sites, causing waste to often accumulate and scatter in the market area [8].

Based on these conditions, this study aims to analyze the effectiveness of market traders in waste management at Pasar Sajumput Palampitan Hilir, Amuntai Tengah District, Hulu Sungai Utara Regency, based on effectiveness indicators according to Campbell [9], namely program success, target success, program satisfaction, input and output levels, and overall goal achievement. In addition, this study also aims to identify the factors that influence the effectiveness of waste management at Pasar Sajumput as input for the local government, market managers, and traders in improving the quality of waste management, thereby creating a clean, healthy, and sustainable market environment [10].

2. Methodology

This research uses a qualitative approach with a descriptive research type to obtain an in-depth picture of the effectiveness of market traders in waste management at Pasar Sajumput, Palampitan Hilir, Amuntai Tengah District, Hulu Sungai Utara Regency [11]. The research location was chosen at Pasar Sajumput, located at Jl. H. Saberan Effendi, Palampitan Hilir, Amuntai Tengah District, Hulu Sungai Utara Regency, South Kalimantan 71414, because it is one of the traditional markets facing various problems in waste management.

The research data consists of primary and secondary data. Primary data is obtained directly thru observation and interviews with informants selected using the snowball sampling technique, including the Secretary of the Housing, Settlement Areas, and Environmental Office of Hulu Sungai Utara Regency, the Head of the Cleanliness Division, market managers, cleaning staff, traders, and the community [12]. Meanwhile, secondary data is obtained from various documents, regulations, reports, and literature relevant to the research.

This research uses effectiveness indicators according to Campbell, which include program success, target success, satisfaction with the program, input and output levels, and overall goal achievement. Each indicator is analyzed thru aspects of program planning and implementation, the level of understanding and community participation, satisfaction with program implementation, compliance with standard operating procedures (SOP), program target achievement, and the accuracy of waste management implementation targets.

Data collection techniques were carried out thru observation, interviews, and documentation. The data obtained is then analyzed using the interactive analysis model of Miles and Huberman [13], which includes data reduction, data presentation, and conclusion drawing. To ensure the validity of the data, the research applies credibility tests thru prolonged observation, triangulation, negative case analysis, the use of reference materials, and member checks [14], [15], so that the data obtained has a high level of trustworthiness.

3. Results and Discussion

The research results show that the effectiveness of market traders in waste management at Pasar Sajumput Palampitan Hilir, Amuntai Tengah District, Hulu Sungai Utara Regency, is generally not running effectively. The research analysis uses J.P. Campbell's effectiveness theory, which includes five indicators: program success, target success, program satisfaction, input and output levels, and overall goal achievement.

On the program success indicators, the implementation of waste management is still not optimal. From the planning aspect, the market managers have not been able to formulate effective steps in maintaining the cleanliness of the market. This is evident from the still scattered trash in various corners of the market and the ongoing complaints from the community regarding the cleanliness of the market environment. From the implementation aspect, the cleanliness maintenance activities are still dominated by cleaning staff, while some traders have not shown a high level of concern for the cleanliness of the environment where they sell. This condition indicates that the success of the program does not align with Campbell's concept, which emphasizes the importance of effective program implementation in accordance with the established objectives.

On the target success indicator, the research results show that the community's understanding of the importance of maintaining the cleanliness of the market environment is actually quite good. Most traders understand that a clean market environment will provide comfort for buyers. In addition, some traders have participated by collecting trash into plastic bags before the cleaning staff carry it away. However, this participation has not been consistently carried out by all traders, so the program's objectives have not been fully achieved.

Next, on the program satisfaction indicator, the satisfaction level of both traders and the community is still relatively low. The market management is considered to have not provided guidance, warnings, or sanctions to traders who litter. As a result, piles of garbage are still found at several points in the market, reducing visitor comfort. The condition indicates that the implementation of the cleanliness program has not been able to meet the expectations of the market users.

On the input and output level indicators, the research found that the implementation of the program has not been supported by an adequate operational system. The Standard Operating Procedure (SOP) regarding market cleanliness has not been optimally implemented, resulting in unclear guidelines for field tasks. In addition, the target of the market cleanliness program has not been achieved due to the low discipline of some traders and the community in disposing of waste in the designated places. This condition causes the results achieved to be disproportionate to the program's planned objectives.

Meanwhile, in terms of overall goal achievement indicators, the objectives of the market cleanliness program have not been fully realized. The socialization regarding the importance of maintaining market cleanliness is still very limited, so many traders do not fully understand the program's objectives. In addition, the habit of some members of the community who still litter causes the program's objectives to not be optimally achieved. Thus, the achievement of waste management goals at Pasar Sajumput still requires various improvement efforts.

In addition to analyzing the effectiveness of the program, this research also identifies the factors that influence waste management at Pasar Sajumput. The inhibiting factors include the low level of public awareness in maintaining the cleanliness of the market environment, the limited number of available trash bins, and the lack of socialization from the market management regarding the importance of waste management. These three factors lead to the frequent occurrence of littering, making it difficult to maintain the

cleanliness of the market.

On the other hand, there are driving factors that support the implementation of waste management, namely the increasing understanding among some members of the community regarding the importance of maintaining the cleanliness of the market environment and the participation of some traders in collecting and disposing of waste in the designated places. These factors become an important asset to enhance the effectiveness of waste management if supported by guidance, supervision, and the provision of adequate facilities and infrastructure.

Overall, the research results indicate that the effectiveness of market traders in waste management at Pasar Sajumput is still not optimal. Although there is awareness and participation from some traders, the success of the program is still hindered by weak implementation, low community compliance, lack of socialization, and limited supporting facilities. Therefore, closer cooperation is needed between market managers, local government, cleaning staff, and traders so that the goal of creating a clean, healthy, and comfortable market can be achieved to the fullest extent.

4. Conclusion

The research results show that the effectiveness of market traders in waste management at Pasar Sajumput Palampitan Hilir, Amuntai Tengah District, Hulu Sungai Utara Regency, has not been optimal. Based on J.P. Campbell's effectiveness theory, the program's success indicators are still not effective because the waste management planning has not been able to address the issue of litter scattered in the market area, while the program's implementation is still dominated by cleaning staff and has not been supported by the active participation of all traders. In terms of target success indicators, the community's understanding of the importance of maintaining the cleanliness of the market environment is already quite good, and some traders have participated by collecting waste before it is picked up by the cleaning staff. However, this participation has not been consistent, so the program's objectives have not been fully achieved. On the satisfaction indicator regarding the program, the level of satisfaction among traders and the community is still low because the market managers have not issued warnings or sanctions to violators, resulting in piles of garbage still frequently found in various corners of the market. Next, on the input and output indicators, the implementation of the program has not been supported by a Standard Operating Procedure (SOP) applied comprehensively, and the achievement of cleanliness targets is still hindered by the low compliance of the community in disposing of waste properly. As for the overall goal achievement indicator, the program's objectives have not been optimally achieved due to the lack of socialization regarding the market cleanliness program and the still low compliance of the community with waste management regulations.

Factors affecting the effectiveness of waste management consist of inhibiting factors and supporting factors. Inhibiting factors include the low awareness of the community in maintaining the cleanliness of the market environment, the limited number of available trash bins, and the lack of socialization from market managers regarding the importance of waste management. Meanwhile, supporting factors include the increasing understanding of some community members about the importance of maintaining environmental cleanliness and the participation of some traders in helping to keep the market area clean.

Based on the research findings, it is recommended that the management of Pasar Sajumput increase routine socialization to the traders regarding the importance of maintaining the cleanliness of the market environment, accompanied by the implementation of strict rules and sanctions for cleanliness violations, as well as the provision of adequate supporting facilities, such as the addition of trash bins and the consistent application of cleanliness SOPs. The cleaning staff are also expected to improve service quality thru scheduled waste collection to prevent waste accumulation in the market area. Additionally, traders are expected to enhance their awareness and participation in maintaining cleanliness by disposing of waste in the provided bins, cleaning the areas around their stalls, and supporting every cleanliness program implemented by the market management. With the synergy between the market management, cleaning staff, and traders, it is hoped that a clean, healthy, comfortable, and sustainable environment will be created at Pasar Sajumput.

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