

Research Article

Pop-Up Markets as a Social Institution for Community Empowerment Amid the Surge of Digital Markets

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Abstract. This research aims to explore the phenomenon of pop-up markets as a social institution that empowers the community. Pop-up markets, which often appear spontaneously, function as a space for social interaction that brings together various levels of society. This research looks at the pop-up market from three main perspectives: service provision, social stability, and education and socialization. The method used is a qualitative approach with participatory observation, in-depth interviews, and documentation, which is carried out with the subjects involved, such as traders, buyers, visitors, and other related parties. Data triangulation will be used to ensure the validity of the findings, while discussions with peers and diverse informant involvement will also be conducted. The pop-up market plays an important role in the socio-economic life of the community, providing cheaper prices and economic opportunities for traders who have difficulty accessing formal work. However, this market also faces challenges related to legality, regulation, and social issues such as congestion and public order. Nevertheless, the shock market strengthened relations between residents and created social solidarity. Its management requires balanced policies to maintain economic comfort and benefits without sacrificing the interests of the people who depend on it.

Keywords Community Empowerment; Digital Markets' Pop-Up Market; Social Institutions; Social Stability.

1. INTRODUCTION

Pop-up markets, often referred to as "pasar kaget," are a socio-economic phenomenon frequently encountered in various regions, especially in rural areas. These markets emerge as a spontaneous response to the community's need for flexible, efficient, and easily accessible spaces for the exchange of goods and services. Unlike traditional markets, which have fixed schedules and structured management, pop-up markets tend to be temporary, appearing at specific times such as weekends, market days, or special occasions like religious celebrations and cultural festivals. This phenomenon is not only intriguing from an economic standpoint but also serves as a community empowerment institution with great potential to enhance rural well-being.

Pop-up markets typically emerge in strategic locations such as village roads, fields, or other easily accessible public areas. The participating vendors are often locals, including farmers, artisans, or itinerant traders, who sell their own produce or products sourced from nearby areas. The goods sold in these markets vary widely, ranging from agricultural produce

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such as vegetables, fruits, and spices to daily necessities, clothing, ready-to-eat food, and household equipment (Iskandar et al., 2018; Sagitarian et al., 2023).

In rural areas, pop-up markets often complement traditional markets. In many cases, they provide a solution for communities lacking easy access to conventional markets due to transportation limitations or long distances. Additionally, pop-up markets offer competitive prices because the products are usually sourced directly from producers without a lengthy distribution chain. This benefits both sellers and consumers. What makes pop-up markets unique is their flexible and dynamic nature. Vendors are not bound by formal regulations as in traditional markets. They can easily set up temporary stalls and sell their goods without requiring official permits. On the other hand, consumers find it convenient to meet their daily needs more practically and economically. Pop-up markets play a significant role in the local economy by providing a platform for small traders to sell their goods and contribute to the region's economic dynamics by attracting a diverse range of customers (da Silva et al., 2020; Rajali et al., 2018).

Social institutions are fundamental components of every society, providing structure and stability through organized patterns of behavior and collective activities. These institutions address essential social needs and issues, ensuring the proper functioning and sustainability of social life. Social institutions serve at least three functions: service provision, social stability, and education and socialization. Service provision refers to the process through which institutions acquire and transform resources into services while maintaining bureaucracies to deliver these services effectively. For instance, markets and agribusiness ensure food supplies, while the police and military provide security (Miller, 2014). Social stability is achieved by establishing rules and norms that help stabilize social structures, reduce transaction costs, and enhance cooperation and predictability in social interactions (Neef & Ekasingh, 2007). Education and socialization, on the other hand, involve educational institutions socializing individuals by imparting cultural norms, values, and knowledge essential for participation and community development (Cherkasova & Bayurova, 2015; Özpölat, 2010).

This study aims to identify and explore the phenomenon of pop-up markets as social institutions for community empowerment. These spontaneous markets often function as venues for social interaction, bringing together various segments of the community. The research will examine pop-up markets from three perspectives: service provision, social stability, and education and socialization.

2. LITERATURE REVIEW

Pop-Up Markets

Pop-up markets, often called "pasar kaget," are a socio-economic phenomenon frequently found in various regions, especially in rural areas. These markets typically emerge in strategic locations such as village roads, fields, or other public spaces easily accessible to the community. The participating vendors are generally locals, including farmers, craftsmen, or itinerant traders who sell goods they produce themselves or source from nearby areas. The

products sold at pop-up markets are highly diverse, ranging from agricultural produce like vegetables, fruits, and spices to daily necessities, clothing, ready-to-eat food, and household items (Iskandar et al., 2018; Sagitarian et al., 2023).

Social Institutions

Social institutions are fundamental components of any society, providing structure and stability through organized patterns of behavior and collective activities. They address essential social needs and challenges while ensuring the proper functioning and sustainability of social life. Social institutions typically serve three primary functions. First, they act as service providers by acquiring and transforming resources into services while maintaining bureaucratic systems to deliver these services effectively. For example, markets and agribusinesses ensure the food supply, while law enforcement and military bodies provide security (Miller, 2014).

3. METHODS

The approach used in this study is qualitative research with a case study design. Qualitative research aims to gain an in-depth understanding of specific communities or environments rather than broad generalizations (Kemparaj & Chavan, 2013; Whitley, 2008). The researcher will focus on qualitative analysis through observations and in-depth interviews. The study will be conducted at several pop-up market locations in various rural areas. The research subjects will consist of various parties involved in these markets, such as vendors, buyers, visitors, and other relevant stakeholders, including local government officials or market organizers. Data collection will be carried out through participant observation, in-depth interviews, and documentation. To ensure data validity, the researcher will perform triangulation by comparing the results of observations, interviews, and documentation. Validity will also be enhanced through peer debriefing and the involvement of diverse informants in the interviews. Through this research method, it is expected that deeper insights will be gained regarding how pop-up markets contribute to strengthening social aspects within the community and their role in shaping positive social dynamics.

4. RESULTS AND DISCUSSION

Pop-Up Markets

A pop-up market, commonly referred to as *pasar kaget* in Indonesia, is a spontaneous, unorganized buying and selling activity often conducted without official permits from local authorities. These markets frequently emerge suddenly in various locations, particularly along roadsides, sidewalks, or vacant lots. Despite their seemingly informal and unregulated nature, pop-up markets have become an inseparable part of Indonesia's economic landscape, especially in major cities like Jakarta, Surabaya, Yogyakarta, and Bandung. This phenomenon highlights the creativity and entrepreneurial spirit of the people while reflecting the social and economic dynamics within Indonesian society.

Pop-up markets have several distinct characteristics that differentiate them from traditional or officially sanctioned markets. First, they typically appear without prior notice and often operate without permits from the government or relevant authorities, making them susceptible to enforcement actions by officials. Second, the variety of goods sold at these markets is extensive, ranging from daily necessities, clothing, and accessories to food and electronic items. The prices of these goods are generally more affordable than those in official markets, making them attractive to consumers seeking cheaper products.

Third, pop-up markets are often set up in places not designated for commercial activities, such as sidewalks, roadsides, or empty lots. This can lead to traffic congestion and public order issues. Despite these challenges, many people are still drawn to these markets because of their relaxed and casual atmosphere, as well as the opportunity to discover unique or rare items.

Several social and economic factors contribute to the emergence of pop-up markets in Indonesia. One of the primary factors is the limited availability of formal employment, particularly in major cities. Many individuals facing economic difficulties or lacking stable jobs turn to pop-up markets as an alternative source of income. The vendors often include daily laborers, students, or housewives seeking to support their family's economy.

Additionally, the high prices in traditional or official markets motivate many consumers to choose pop-up markets. The lower prices attract buyers from various social strata, particularly those seeking more affordable goods to meet their daily needs. This phenomenon reflects income inequality, where some segments of society seek ways to obtain goods at lower prices to sustain their livelihoods.

Another factor driving the growth of pop-up markets is technological advancement and social media. In recent years, platforms such as Instagram, Facebook, and WhatsApp have been increasingly used to promote goods sold at these markets. Social media allows pop-up market vendors to reach a broader audience and achieve greater profits. Moreover, it enables consumers to learn about the occurrence of these markets, even without formal announcements or government authorization.

In response to the pop-up market phenomenon, the Indonesian government has made efforts to regulate such trading activities. Local governments often conduct enforcement operations against vendors selling on sidewalks or streets, citing concerns over public order and traffic disruptions. However, these enforcement actions frequently face protests from vendors and consumers who argue that pop-up markets provide significant economic benefits.

Some local governments have attempted to manage pop-up markets by designating specific areas for street vendors. Nevertheless, this approach is not always successful, as many vendors prefer to operate in strategic locations closer to consumers, which are often outside the official market zones provided by the government.

Pop-Up Markets as Social Institutions for Community Empowerment Amid the Rise of Digital Markets

a. Service Provider

Pop-up markets, as unorganized and spontaneous economic phenomena, play a crucial role in providing services to various parties, including consumers, traders, and local communities. Based on interviews with buyers, sellers, local residents, and village government representatives, it is evident that these markets hold broader social dimensions despite frequently facing challenges related to legality and regulation.

Buyers who frequently visit pop-up markets are typically those seeking more affordable goods. They express that these markets offer the advantage of lower prices compared to formal or traditional markets. Many buyers visit pop-up markets to find products not available elsewhere or to purchase items of decent quality at significantly lower prices. One buyer noted:

"At the pop-up market, I can get goods at cheaper prices, such as clothes or food that I need. Prices at other markets can be more expensive, so this becomes an alternative for me."

Buyers also appreciate the relaxed shopping experience free from rigid rules. The informal atmosphere makes them feel more at ease. Although concerns about product quality and security due to the lack of government oversight persist, most buyers feel that the benefits outweigh the potential downsides.

Sellers at pop-up markets are often individuals who choose to trade due to limited access to formal employment or to supplement their income. Many sellers reveal that pop-up markets offer greater profit opportunities compared to formal markets, along with the ease of operating without strict regulations. A vendor shared:

"I prefer selling here because it's more flexible. In formal markets, I have to pay rent and follow many rules. In pop-up markets, I can sell anytime."

However, vendors also express concerns about possible raids by authorities, which could disrupt their businesses. Despite these risks, most sellers continue trading because pop-up markets provide better income opportunities with lower initial capital.

Local residents living near pop-up market locations have varying opinions. Some are disturbed by the traffic congestion and reduced comfort caused by these markets. One resident remarked:

"I don't really like having a pop-up market here. The road gets congested, and I worry about possible incidents."

Conversely, others acknowledge the economic benefits, as these markets often become a livelihood source for small traders without access to formal markets. Moreover, pop-up markets are valued for offering cheaper goods, which some residents see as a social advantage.

Village governments generally adopt a cautious stance toward pop-up markets. While recognizing the economic opportunities they present, officials are also concerned

about their negative impacts, such as public order disturbances, traffic congestion, and hygiene issues. Village authorities often conduct enforcement operations or try to provide alternative locations for traders in hopes of organizing trading activities more effectively. A village official commented:

"Indeed, pop-up markets provide economic benefits, but we also need to maintain order. We try to provide spaces for traders, but they often choose more strategic locations, and that becomes a problem."

The village government strives to balance providing trading spaces for vendors and maintaining community order. Some villages attempt to establish designated market spaces for street vendors, but these efforts often prove ineffective, as many traders prefer selling outside the designated areas for better access to consumers.

Despite being unorganized and frequently lacking official permits, pop-up markets function as essential social institutions for the community. They provide vendors with a means of livelihood and help alleviate economic burdens. For buyers, pop-up markets offer cheaper goods and a more relaxed shopping atmosphere.

However, this phenomenon also poses social challenges that need to be addressed by both the government and society. On one hand, pop-up markets create economic opportunities for the community; on the other, they impact public order and infrastructure. Issues such as traffic congestion, security concerns, and legal uncertainties are challenges that village governments must manage.

Efforts to address these issues include providing alternative locations for traders, though these solutions are not always successful. This situation highlights that pop-up markets are not simple problems to solve but rather social phenomena that require flexible and realistic management approaches, taking into account the interests of all stakeholders involved.

b. Social Stability

Despite often being perceived as unregulated and unauthorized economic activities, pop-up markets play a significant role in fostering social stability within their communities. Through spontaneous and unplanned trade activities, these markets offer economic opportunities for disadvantaged individuals, strengthen social bonds, and encourage mutual assistance among residents. Based on interviews with buyers, sellers, local residents, and village authorities, pop-up markets have contributed to maintaining social balance amidst the dynamic life of the community.

The buyers who frequent these markets often come from communities seeking more affordable goods, particularly during challenging economic times. They find that these markets not only provide cheaper products compared to official or traditional markets but also foster a sense of solidarity between them and the sellers. Many buyers appreciate the informal atmosphere, feeling closer to the sellers, who are typically fellow residents, thus creating a warm, community-like environment free from rigid formal market rules.

"I prefer shopping here because the prices are cheaper, and I feel like I'm friends with the sellers. This market has a friendlier atmosphere, making me feel part of the community," said one interviewed buyer.

The informal and relaxed environment fosters social connections between buyers and sellers. Despite concerns about product quality, many buyers feel safe and comfortable interacting in these markets, appreciating the chance to share experiences with fellow buyers and sellers.

The sellers in these markets are often individuals facing economic hardship or lacking access to formal employment. For them, pop-up markets provide a space to sustain their livelihoods and build social networks. Many sellers experience strong social solidarity, both with fellow vendors and with the buyers they serve. Although these markets lack clear structures, for many sellers, they offer the stability needed to face economic challenges.

"I started selling here because it's hard to get a permanent job. Here, I feel supported by those around me. Even though there's no official guarantee, this market gives me a chance to survive," shared one vendor.

However, vendors also face concerns about potential crackdowns by authorities. While these risks persist, most sellers choose to continue trading because the markets provide better income opportunities with lower initial capital requirements. In this context, the pop-up markets serve as informal spaces where vendors demonstrate social solidarity and share information about buyers or trading opportunities.

Local residents living near pop-up markets have varied perspectives on their existence. Some believe that the markets contribute to social stability by fostering mutual assistance among residents, whether through providing affordable goods or supporting vendors in need of trading space. These residents see the markets as an opportunity for those without stable employment to earn a living.

"Pop-up markets give opportunities to people who need income. It helps us know who needs support and who can help," said a nearby resident.

On the other hand, some residents feel disturbed by the markets, particularly due to traffic congestion and cleanliness issues. While acknowledging the benefits the markets bring to the local economy, they are concerned about their impact on the environment and neighborhood quality. Most residents understand the social disparities that lead some individuals to rely on pop-up markets to sustain their livelihoods despite certain social consequences.

Village authorities take a pragmatic view of pop-up markets. While they recognize the economic opportunities these markets provide for small vendors and residents seeking cheaper goods, they also must consider social stability and public order. Authorities often face dilemmas regarding enforcement actions, as many community members depend on these markets for their livelihoods.

"Pop-up markets provide space for those who can't work in the formal sector, but we must maintain public order. We try to offer better-organized spaces for vendors to sell," said a village official.

Village governments acknowledge the positive social impact of these markets, particularly in creating job opportunities for those lacking access to formal employment. However, the main challenge lies in managing these markets so they do not cause social tension, such as traffic congestion or sanitation problems, which could disrupt daily life in the community.

Despite regulatory and order challenges, pop-up markets play a crucial role in fostering social stability within communities. These markets create mutually beneficial relationships between buyers and sellers, strengthening local social networks. For buyers, pop-up markets offer opportunities to purchase affordable goods, while for sellers, they provide a space to sustain their livelihoods amid economic constraints.

Socially, pop-up markets foster solidarity, strengthening relationships among community members. Vendors and buyers often form informal support networks, even though these markets lack formal structures. This creates social stability through a more inclusive economic system, despite ongoing challenges such as traffic, public order, and sanitation.

On the other hand, village authorities play an essential role in managing pop-up markets. They strive to strike a balance between providing space for vendors and maintaining social order. The success of managing these markets depends on how well authorities can create systems that not only regulate market locations and structures but also preserve the social stability fostered within them.

Overall, pop-up markets, as social institutions fostering social stability, manage to balance the social-economic dynamics within communities despite ongoing challenges in formal regulation and management.

c. Education and Socialization

Although informally structured, pop-up markets play a significant role in education and socialization within communities. Through direct interactions among vendors, buyers, and local residents, these markets function as social spaces that facilitate various forms of learning, both formal and informal. This educational process encompasses not only economic lessons but also social values that strengthen relationships among community members. Based on interviews with buyers, sellers, local residents, and village officials, pop-up markets also contribute to the dissemination of social values that support harmonious communal living.

For many buyers, pop-up markets offer more than affordable goods — they provide opportunities to learn about economics and social interactions. Many buyers find that shopping in these markets gives them insight into how communities can support each other in meeting daily needs. Informal lessons often include practical skills such as transaction methods, negotiation techniques, and respect for small-scale traders.

"I've learned a lot from shopping at pop-up markets. Besides saving money, I get to talk to vendors and learn more about the products they sell. Sometimes it feels like an economics class where you see firsthand how traders survive," said one buyer.

Buyers also experience valuable socialization processes. They not only purchase goods but also engage in meaningful social interactions with both vendors and other buyers. This exposure increases their awareness of the social and economic conditions surrounding them and broadens their understanding of community life.

Vendors in pop-up markets often come from economically disadvantaged backgrounds or seek alternative income sources outside formal employment. Through their roles as traders, they acquire practical skills such as sales techniques, negotiation strategies, and building good relationships with customers. Additionally, they learn survival strategies and ways to maintain positive social relationships with buyers and fellow vendors.

"I've learned a lot about customer service and how to satisfy buyers. I've also learned how to maintain good relationships with other traders, such as helping each other and sharing information. Many people here offer advice on how to survive," shared one vendor.

Vendors often become social agents who indirectly impart values such as hard work, independence, and mutual support to buyers. Despite its limitations, the pop-up market environment fosters important social values such as honesty, diligence, and solidarity.

For local residents, pop-up markets are not only places of economic exchange but also spaces for social and cultural interaction. Residents often engage with vendors and buyers, enabling them to learn about the social and economic dynamics of their community. This involvement heightens their awareness of the challenges faced by small traders and individuals involved in the informal economy.

"Pop-up markets teach us a lot. We see how people without permanent jobs manage to survive, and it reminds us to help each other — whether by sharing goods or information. I feel more connected to the community after interacting frequently in these markets," said a local resident.

Local residents often participate in educational activities such as sharing information about product prices, cheaper shopping locations, or effective transaction methods. The socialization process within these markets strengthens the sense of togetherness and mutual understanding among residents, while offering opportunities to learn about social and economic dynamics in the local environment.

Village authorities recognize that pop-up markets are not just an economic phenomenon but also serve as social institutions providing spaces for education and socialization. From the government's perspective, pop-up markets offer lessons on managing the informal economy, social interactions, and community adaptation to uncertainty. Village authorities see the potential for these markets to educate the

community, particularly in fostering entrepreneurial values, survival skills, and social solidarity.

"Pop-up markets teach people about creativity and entrepreneurship. Many vendors start with minimal capital and survive through mutual support. The village government tries to provide education related to market regulations and public order, even though most learning occurs informally in the market itself," said a village representative.

The government also strives to educate vendors on healthy business management and compliance with existing regulations. Although pop-up markets often seem disorganized, village authorities view them as opportunities to educate the community about balancing economic and social well-being.

Despite their informal nature, pop-up markets play a vital role as social institutions that function as spaces for education and socialization. Buyers, vendors, local residents, and village authorities all engage in processes of learning and adaptation to prevailing social and economic situations.

For buyers, pop-up markets teach economic values, transaction methods, and more humane social interactions. Vendors, on the other hand, learn entrepreneurship, negotiation, and survival strategies. Local residents participate in socialization processes that strengthen social bonds and enhance solidarity. Meanwhile, village authorities, despite regulatory challenges, acknowledge the importance of pop-up markets in social and economic education.

Overall, pop-up markets serve as social institutions that impart essential values related to communal living, economics, and entrepreneurship. Despite challenges related to public order and regulation, these markets provide a space for natural educational and socialization processes, helping communities become more aware of the social and economic dynamics in their environment.

5. CONCLUSION

Pop-up markets play a significant role in the socio-economic life of the community, despite often facing challenges related to legality and regulation. These markets offer lower prices and a more relaxed shopping experience for buyers while providing economic opportunities for vendors with limited access to formal employment. However, they also pose social issues such as traffic congestion, public order, and sanitation, which require careful management by village authorities. Various stakeholders, from buyers to the government, hold diverse perspectives on the positive and negative impacts of these markets.

Socially, pop-up markets serve as spaces for meaningful interaction, strengthening relationships among community members while fostering economic learning and social values. Through these interactions, pop-up markets cultivate social solidarity that benefits both buyers and vendors. Village authorities strive to balance the economic advantages of these markets

with the need to maintain public order and community well-being. The successful management of pop-up markets depends on policies that prioritize social stability and efforts to structure the markets more effectively without compromising the interests of the community members who rely on them.

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