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Shopping mall and communicational action in the shopping place

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Abstract

This research was conducted to see whether there is any effect of Shopping Mall as the shopping place in modern category towards the interactional pattern of trading and communicational action in Kendari City or not. Research method used was qualitative based on phenomenological approach in the context of communicational ethnographic method and conversational record that was analysed ethnomethodologically. The process of determining sample as many as 567 respondents were taken based on table confident belt proportion with probability 0.95 and margin error 4 % (Koentjaraningrat, 1977; Tarimana 1989; Peribadi 1997).

The findings showed that the existence Mall Mandonga that was studied in the perspective of contemporary sociology seemed to have not poited out the interaction between trading and communicational action that is goal oriented yet so that it has not been efficient and effective yet. Kendari City seems that it still describes the stratified interactional structure as happened in the process of interaction between trading and communicational action in past times. The comparison of the interactional structure in the process of economic transaction in three locations seemed to have not shown the economic attitude and behavior with impersonal, efficient, neutral, effective, rational, and regular characteristics according to the organizational features of modern trading transaction. On one hand, it reflects the stratified interaction in the frame of emotional interpersonal relationship and specific interaction underlain by the consideration of each individual. On the other hand, the effect of ethnic group, ethnics, relatives, clan, and neighbours are the most influential real factors in comparison with selling location and kind of goods that are traded.

Keywords: Shopping Mall, Interaction of Trading and Communicational Action

Introduction

Kendari City began to operate for the first time a “*Shopping Mall*” in 2005 as the modern shopping place with the most up to date shopping system that certainly will transform the shopping activity continuously with various types and impact of consumer’s culture that are revolving around the life of the contemporary society. This condition, according to Piliang (1998), will change in a highly discomfortable pseudo reality, because the above mentioned pseudo reality has the consequence on the crime, vagrant persons, poverty and outcast.

At least, as human and society living in a developing country with their various characteristics not only want to enjoy the specific and new ecology that possibly can satisfy the sight of the eye, but also in turn, they can be stimulated to have everything that is performed in the above mentioned environment (Parsudi, 1984; Suwarsono, and Alvin, 2000).

A micro or interpersonal social relation in a study of sociology has taken place since Simmel as the outstanding classical theorist until on contemporary sociology having interpretative ism or humanism school of thought. All of these emphasized and studied the construction of reality made by someone when daily interaction takes place (Jhonson, 1985; Poloma, 1998; Sunarto, 2000; Ritzer, 2010).

Based on this, Wilson and Plattner think that besides history or the background of interpersonal relation, so there are certain values and the extent of quality that are suspected to greatly influence the behavior of the seller and buyer in the market (*market place behavioral*). This is reflected when they are doing the bargaining process to determine the price that actually has a deep social meaning (*meta-communicative meanings*) (Adiwoso 1984).

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Therefore, paying heed the above mentioned interpretative thesis seems to have not been implemented in our life as the developing country because in reality it shows that even in developed country the market skill exists. It shows that organization of market possibly gives the opportunity for the relationship that is not merely an economic event, but the actors can reach another purpose besides the goods transaksion by obtaining the profit as maximal as possible (Poloma, 1998; Sunarto, 2000).

Adiwoso S. quoted formal approach used by Wilson and Plattner that besides the background of interpersonal relation, so the values and quality of the actors considerably affect the behavior in the market (*market place behaviors*). It is reflected in the effort of deciding the price or bargaining, tht can have a deeper social meaning (*meta-communicative meanings*).

In line with the research, Adiwoso S. quoted the perspective of Meritt showing that it is not only what is communicated between the seller and buyer is regarded important, but also how is communication that is done highly determine further relationship between them. It is also pointed out that the interactional structure reflects how are the buyer and seller through interactional process through the dyadic interactional proses to create social reality. Can the presence of the above mentioned of modern shopping system encourage the behavior of the seller and buyer to the effective and efficient interactional pattern; or on the contrary, and will in turn arouse less comfortable pseudo reality? In this *tataran*, the problematic will be developed and the objective of research permasalahan that will be achieved.

Review of Literature

Position of Simmel between the two of extreme realities as reflected in Durkheim and nominalist that is reflected in the Weber's definition sees that the society is rather than only a collection of individuals and their behavior, but the society is no independent from the individual forming it. Conversely, the society refers to reciprocal interactional patterns of interpersonal. Such patterns can be very complex in a big society and objectively can look very real sto the individual. However, without the repeated reciprocal interaction, in reality the society will disappear (Jhonson, 1985).

The core of Simmel's approach covers the identifying and analyzing of the repeated forms or sociation patterns. Sociation means the translation from Gremany word *Vergesell schaftung*, that literally means 'the process in which the society happens'. Sociation comprises reciprocal interaction. Through this process, the individuals keep in touch and influence each other, so that the society itself appears with various cultures and characteristics (Laeyendecker, 1983; Jhonson, 1985; Poloma, 1998;).

The study of contemporary sociology that focuses more on face to face interaction starts from Homans and Goffman regarding the individual (not a bigger structure) as the unit of analysis. Goffman that uses drama and theatre analogue so that it is performed a "*dramaturgist*" that is interested more on face to face interaction or collective presence. Erving Goffman limits face to face interaction as the individuals that influence their actions each other when each of them faces physically. As a rule, it is found an activity arena consisting of a series of the individual action. In a social situation, all activities from the certain

participants are called as a permormance, while the other persons involved in the situation are called as the other observers or participants. The actors are they who do routine actions or performance. Goffman defines the routine as the behavioral patterns that have been established before, expressed when doing or expressed in another opportunity (Sanderson, 1993; Sunarto, 2000).

Presenting the dimensions that are ignored by the strukturalist, Blummer also focuses on the analysis of subjective and interpretative human's behavioral aspects. For Blumer, symbolic-interactionism concentrates on three premises, namely: (1) humans acts towards something based on the meanings in it for them; (2) the above mentioned meaning comes from someone's social interaction with someone's else; (3) the above mentioned meanings are made perfect when the social-interaction process takes place. Furthermore, symbolic-interactionism contains a number of 'root images' or basic ideas that among of them that human's conduct is interpretative conduct made by human itself (Poloma, 1998; Ritzer, 2010).

Blumer wrote that basically human's conduct consists of the consideration on various things that they know and give rise to a series of behaviors based on how they interpret the above mentione thing. The things that are considered comprise a variety of problems such as: wish and desire, objective and available means to reach them, and the action expected from the other persons, self-description, and possibly the result and a certain way of acting.

Ethnomethodology having a number of similarities with the above mentioned interactionism approach is the empirical study about how the person understands his or her daily social world experience. Empirically, ethnomethodology studies the reality construction made by someone when daily interaction takes place. Basically, ethnomethodology of Garfinkel challenges the basic concept (sociology) about the pedigree. It seems that he agrees that in social event, few events are regular. The regularity that has been established is made according to the norms guiding hoe human regards this social world. The process understands the regularity of the social world will become clear only when the reality was interrogated. The illustration of this process can be seen from the analysis of informal conversation showing how to catch the sense from what is actually being said (Poloma, 1998; Ritzer, 2010).

Such ethnomethodology including behaviorism, dramaturgy, and symbolic interaction see the individual as the fundamental action actor. As for Homans and Goffman and Blumer and Garfinkel, the individual is the one who functions more as the analysis unit than on organizations or social systems, but in actuality Garfinkal confirms furthermore that in interaction, the individual is the one who gives the impression of social organization.

However, in case we pay attention the interpretative thesis elaborated above, it seems that it has not been implemented in our life as a developing country. Because in reality shows that even in the developed country, the market still exists. It shows that the organization of market show that possibly it gives the opportunity for the relationship that is not merely an economic event, but the actors can reach the another besides the transaction of goods by getting the profit as maximal as possible (Poloma, 1998; Sunarto, 2000; Findlay, 2014; Muniady, et al. 2016).

Furthermore, Adiwoso S. quoted formal approach used by

Wilson and Plattner that in addition to the back ground of interpersonal relationship, so the values and quality of the actors greatly affects the behavior in the market (market place behaviors). This is reflected in the effort of determining the price or bargaining that can have a deeper social meaning (*meta-communicative meanings*).

Regarding with that, Adiwoso S. quoted the perspective of Meritt showing that not only 'what' is communicated between the seller and buyer is important, but also 'how' communication is done highly determines further relationship between them. Similarly, interactional structure reflects how the buyer and seller through dyadic interactional process creates social reality

By virtue of the theory and concepts elaborated above, I see that the interaction of selling and buying and communicational action in central market of Kendari City has not yet completely been oriented on the efficient and effective economic objective, but still many of them show the stratified interactional structure and keep being interlaced humanity relationship. Nevertheless, in connection with the presence of "Shopping Mall" in Kendari City that has been beginning to operate in 2005, so according to Piliang (1998) that in a Shopping Mall, as a matter of fact, urban reality is taken over to all commodities. In the environment which is injected with themes, so the reality is reduced into a range of themes that in it everybody is expected to understand the meaning. Shop, restaurant, salon, bank, cinema, travel bureau have executive themes, young spirit, natural, and country. Thus, we as though were invited to go on a picnic in a circuit, from an environment of theme to the next environmental theme; in a real fantastic ecology that increasingly keeps away from the noble meanings.

The impact and social implication furthermore to the surface is besides only wants to enjoy the condition of a unique and new ecology that probably can satisfy the sight of the eyes. But, as the human and society living in a developing country with various characteristics, so they, in turn, will be able to be stimulated to have everything for what is performed in the above mentioned environment (Parsudi, 1984; Suwarsono, and Alvin, 2000).

Methods

Location of Research

This research took place in Central Market of Mandonga District of Kendari City that currently has changed into the form of "Shopping Mall" as the form of modern and up to date shopping. Thus, in addition to being able to be found various kinds of structures and models of Shopping place, it also gives the opportunity to study the extent of social interaction development with the socio economic dynamics that have grown and developed quite rapidly.

Population and Sample

From all of the existent populations, it is established a number of the very minimal samples drawn based on "Table Confident Belt Proportion", with the probability 0.95 and margin error 4% (Koentjaraningrat, 1977; Tarimana 1989; Peribadi, 1997). Subsequently, from a number of the above mentioned samples, they were distributed by using "proportional stratified random sampling".

Method of Material Collecting in the Field

The effort of data collecting in the field was used some instruments of research, namely documentation, direct observation, and doing free interview with the informant that is carrying out the interaction of selling and buying and communicational action in the front and in the shopping place.

Analysis of Data

All data that have been successful whether from the result of documental study, process of observation or from the free and deep interview result were analysed qualitatively with phenomenological approach. Therefore, in the process of observation, it was employed method of heuristical communicational ethnography, so that the factors taking part in the interaction can be researched. Likewise, the record of conversation was analysed in an ethmethodological manner (Milles, 1988; Moleong, 1997; Muhadjir, 2011).

Results and Discussions

A Little Description of Mall Mandonga Existence

Mall Mandonga is the only shopping place with the most modern category in Southeast Sulawesi. It is situated right in the hearth of Kendari City that previously was the location of Central Market of Mandonga undergoing the fires as many as three times. Central Market of Mandonga undergoing the fires and burned out the whole shops in the above mentioned market, so temporarily the Government of Kendari City moved the above mentioned market to Lawata Road, so that it was called Market Lawata.

Various problems in the form of forced disclosing that keep coloring the existence of Market Lawata, and even up to now it has not completely been finished. Process of relocation of the traders to Lawata Market that is meant to do the temporal selling while waiting for the finishing of Mall Mandonga building by Urban Government in collaboration with Bina Bakti Persada Ltd and Kurniatama Ltd as the investor coming from Makassar, still leave a number of problems and one of them that is regarded to be the most difficult to be completed up to now is some of the sellers feeling unable to hire or buy the shop in Mall Mandonga, so that they keep holding in the location of ex-Lawata Market.

Mall Mandonga that was built based on MoU signed by the investor side, Urban Government of Kendari and traders are called as "Traditional Market of Mandonga" that will be built permanently, but does not lose the characteristics of its traditional nuance consists of Pasar Basah that was built by Kurniatama Ltd and Pasar Kering that was built by Bina Bakti Persada Ltd.

However, after the developing of the traditional market mentioned above was almost finished, the investor side from the lineage of Bina Bakti Persada Ltd through the Manager of its Management mentioned the above mentioned market with *Mall Mandonga*. Meanwhile, in the concept of MoU that has been agreed was cited as Traditional Market of Mandonga, so that the side of investor was impressed to blame the above mentioned MoU. Indeed, it was admitted by the side of the Manager side that this has been ever been proposed the condition of changing the name. However, hitherto, it has not obtained the response yet from the side of government and society of Kendari City.

Eventually, Mall Mandonga in which the first cornerstone

in 2002 was legalized on May, 2005 by Vce Major of Kendari City consisting of 4 floors and 700 shops with the measurement 2 x 3, 2 x 4, 2 x 5 and 3 x 6 under the main leader of H. Irsad Doloking. In accordance with the admittance of H. Nasir as the Manager of Marketing that from a number of the above mentioned shops, just about 35 % that have been sold. And even, according to the information from local sellers that quite many sellers that do not continue their business or come out of the business because they can't fulfill the selling target that they expect.

Description of Ecological System in Mall Mandonga.

The Manager side who manage Mall Mandonga and the traders selling in Mall Mandonga equally want to obtain the profit, so that they strive to design the selling strategy that can invite the interesting and shopping power of the society. For that reason, the manager side keeps striving to give and develop a variety of facilities and accomodations that can be employed by the candidates of the buyers, so that the are interested and invited to come to shop. They develop a variety of accessories that seem to show the beauty and lux of the buildin accompanied with musical art facility, Coffee shop and meeting hall.

In accordance with Piliang (1998) that in the environment that is injected with themes, so the reality is reduced to be a range of the themes that in it everybody is expected to understand the meaning. Shop, restaurant, saloon, bank, cinema, and travel bureau have the executive themes, young spirit, natural and coutry. Thus, as though we were invited to go on a picnic in a circuit from a theme environment to next theme environment; in a real fantastic ecology that increasingly keeps us away from the lofty meanings.

How many persons that do come to Mall Mandonga that are also admitted honestly by some respondents that even though they do not intend to do shopping, we remain to come here every time to see and see the condition and as one to enjoy some agendas performed like music, party building, and meeting hall. It is logical consenquence from the executive themes load as in the experts' points of view that the further impact and social implication to the surface are not only want to enjoy the condition from a unique and new ecology that may be able to satisfy the sight of the eyes. But, as human and society living in developing counry with various characteristics, so in turn it will be able to be stimulated to have everything tha is performed in the above mentioned environment (Parsudi, 1984; Suwarsono, and Alvin, 2000). In this context, it frequently appears the behavioral aberration from someone especially from the people with low level economy as the consenquence from the effort to have it whether by way of self-forcing or by way of taking quietly.

The process of selling and buying interaction in *Mall Mandonga* still remains to reflect the process of the conventional selling and buying, namely the similarity in the case of price bargaining that is frequently filled with the relativeness conversation as an intermesso. Even if in physical aspect, it seems to have a very clear difference both in the brand of goods and in the case of the selling spot with the shopping places outside *Mall Mandonga*. Basically, in some shops that have already been cateorized as modern because it has seemed to take place efficiently and effectively or goal oriented. But, in some intensive observations are often seen and heard an intermesso

conversation in the process of selling and buying and communicational action interaction in the above mentioned shops.

The ecological system in Kendari City generally that if in last 70s could be categorized into three forms and places of selling and buying spot namely shop, and the retailing sellers. Therefore, currently the ecological system of shopping could be categorized into four forms, namely the shop inside the building of *Mall Mandonga*, **stall** behind *Mall Mandonga* and the retailing sellers that lie in the basement from *Mall Mandonga*, and self-service shops among of them are Swalayan Nuraman Jaya, Rabam, Sinar Alfa, Barata Departemen Store, Wua-Wua Jaya, Ade Swalayan, Salsa Kendari and so forth that grow and develop along with the development of Kendari City in the late of this decade.

Interactional Structure of Selling and Buying and Communicational Action

Studying some conversational transcripts of selling and buying in location of stall and *Mall Mandonga* gives impression to us that the interactional pattern in stall not only focuses on the goods exchange and economic exchange as in the shops, but also behind that it aims to maintain the customer relation. Besides, it is not temporal and not motivated on efficiency value. Thus, the interaction is humanistic relationship in the form of equilibrating relationship in the effort of collaborating between the buyer and seller to maintain the relation stability. In it, it contains a value that economic loss suffeed by the current seller can be balanced with social reward, that in turn sometime can obtain again economc reward, because in the future has had a lot of clients or buyers.

In the conversation happening in various stalls, the topics of conversation frequently appear having nothing to do with economic transaction as attached in a transcript showing the absence of relationship with the topic and the core of the problema. But as said previously that although the price of goods is relatively priceless, but it still opens the opportunity of Price reduction happens, because the interactional structure in stall is closely related with the history of interpersonal interaction between the seller and buyer and communicational action, whether from the ethnic group, family, close friends, and so on that directly or indirectly also influence it.

Conclusion

Firstly, the nature of moderen economic transaction that has not yet entrenched, and even still requires and wants the personal and emotional relationship can be interlaced. It is reflection of the socio-economic and socio-cultural system of Indonesian human generally and the society of Southeast Sulawesi specifically. The reciprocal relationship between the both seem to influence directly and indirectly the economic transaction.

Secondly, realistically from the three ecological systems in the reatiling, stall, and shop category are dominantly colored by the history of interpesonal relationship of the economic actor in the shopping place. The effect of the ethnic group, ethnics, family, relatives, and neighbor denote the most influential real factors compare with the selling location and kind of goods that are traded. Likewise, the effect of sexes as the actor playing roles in the selling and buying process.

Thirdly, the result of analysis shows that the transactional norms that prevail in the above mentioned three locations primarily in the shops that are associated as the system of modern trading with various economic principles underlying it like the regular selling organisation, time is money, business is business and the like. It can be neutralized by the values and norms of local society.

The result of this research suggests that it needs a further effort for studying the extent of socio-cultural effect towards the behavior of socio economic of the society in Kendari City. In addition, it needs requiring intensively the transition of socio-cultural value in connection with the existence of Super Mall that begins to emerge in 2000s in entering the globalization and market liberalization as well as the impact of the existence of Super Mall that specifically towards the social life of the society with the middle to low level economy.

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