

Entrepreneurial Community and the Unique Marketing Mix As Social Factors that Create Sense of Place in Lok Baintan Floating Market

[KnE Social Sciences / The 6th International Conference on Entrepreneurship \(ICOEN\) 2019](#)
/ Pages 229–241

Download fulltext

HTML

How to Cite

<https://doi.org/10.18502/kss.v4i3.6406>

STATISTICS

0 Abstract Views

0 PDF Views

0 HTML Views

AUTHORS

[Astrid Kusumowidagdo](#)

[Dyah Kusuma Wardhani](#)

[Melania Rahadiyanti](#)

PUBLISHED DATE

Feb 6, 2020

Abstract

This study was aimed at exploring the conditions of people with an entrepreneurial spirit or entrepreneurial community, precisely located in Lok Baintan Floating Market. Entrepreneurial community in this Floating Market has a distinctive character which gives color to market existence in term of shaping forming sense of place for the tourism area in Banjarmasin, Borneo. Method used in this study was exploratory qualitative, where the data was obtained from interviewing the head of the local community group, traders, tourists, and local government. The study showed that the Floating Market is distinct not only by its product-based characteristic but also by its service-based in marketing the products, among others, product uniqueness (unique merchandise commodities), price (price and bargaining process), place (located in a river corridor), promotion (a unique way of promotion for both sellers and government support), people (sellers' ethnicity, lifestyle, and speech style), and physical aspect (selling and buying location in a riverboat which is unique and has a memorable impression).

Keywords: Sense of place; Entrepreneurial Community; Marketing Mix

References

- [1] Fortunato, M. W-P., and Alter, T. R. (2011). The Individual-Institutional-Opportunity Nexus: An Integrated framework for analyzing entrepreneurship development. *Entrepreneurship Research Journal*, 1, 1: Article 6.
- [2] Lyons, Thomas S., Alter, Theodore R., Audretsch, David., and Augustine, Darline (2012). *Entrepreneurship and Community: The Next Frontier of Entrepreneurship Inquiry*. *Entrepreneurship Research Journal*: Vol. 2: Iss. 1,

Article 1.

[3] Kusumowidagdo, A., Kaihatu, T. S., Wardhani, D. K., Rahadiyanti, M., & Swari, I. A. I. (2019). An Analysis of Sense of Place in Floating Market Lok Baitan, Kalimantan: a Study About Physical and Social Factors of Commercial Area in River Corridor. Penerbit Universitas Ciputra.

[4] Selsky, J. W. and Smith, A.E. (1994). "Community entrepreneurship: A framework for social change leadership," *Leadership Quarterly*, 5, 3–4: 277–296.

[5] Haugh, H. M., & Pardy, W. (1999). Community entrepreneurship in north east Scotland. *International Journal of Entrepreneurial Behavior & Research*, 5(4), 163–172.

[6] Wardhani, D. K., Kusumowidagdo, A., Kaihatu, T. S., & Rahadiyanti, M. (2019). Sense Of Place Pasar Barang Antik Triwindu: Eksplorasi Faktor Fisik Dan Sosial Pada Kompleks Arsitektur Komersial Di Surakarta.

[7] Anjani, H. D., Irham, I., & Waluyati, L. R. (2018) Relationship of 7P Marketing Mix and Consumers' Loyalty in Traditional Markets. *Agro Ekonomi*, 29(2), 261–273.

[8] Sungkyun Lee. (2017). A Study on Traditional Market Decline and Revitalization in Korea - Improving the Iksan Jungang Traditional Market -, *Journal of Asian Architecture and Building Engineering*, 16: 3, 455–462, DOI: 10.3130/jaabe.16.455

[9] Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (4th ed.). Thousand Oaks, CA: Sage.

[10] Harrington, R. J., Ottenbacher, M. C., & Fauser, S. (2017). QSR brand value. *International Journal of Contemporary Hospitality Management*, 29(1), 551–570. <https://doi.org/10.1108/IJCHM-06-2015-0300>

Contact

Email publishing@knowledgee.com

Phone +971 4 4227043

Address Knowledge E
Office 4401-02 ,4404
Jumeirah Bay X2 Tower
Jumeirah Lakes Towers (JLT)
P.O. Box 488239
Dubai, UAE

Follow us

 [@KnowledgeE_UAE](https://twitter.com/KnowledgeE_UAE)

 facebook.com/KnowledgeEUAJE

 [Youtube](https://www.youtube.com/KnowledgeEUAJE)

 [LinkedIn](https://www.linkedin.com/company/knowledgee-uae)

[Find out more
about Knowledge
E from our
corporate page](#)