

TABLE OF CONTENTS

APPROVAL	i
PERNYATAAN BEBAS PLAGIASI	ii
SURAT PERNYATAAN	iii
ABSTRACT	iv
ABSTRAK	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF PICTURES	xi
CHAPTER I: INTRODUCTION	1
1.1 <i>Background Study</i>	1
1.2 <i>Main Research Question</i>	3
1.3 <i>Research Sub-questions</i>	3
1.4 <i>Objectives</i>	4
1.5 <i>Study Significance</i>	4
1.6 <i>Thesis Structure</i>	5
CHAPTER II: THE TRADITIONAL MARKET OF SIJUNJUNG	6
2.1 <i>Traditional Market and Modern Market</i>	6
2.2 <i>Sijunjung Traditional Market</i>	10
CHAPTER III: LITERATURE REVIEW	15
3.1 <i>Social Capital</i>	15
3.2 <i>Market</i>	16

3.2.1	Market Definition	16
3.2.2	Traditional Market	17
3.2.3	Modern Market	19
3.3	<i>The Role of Social Capital in Making the Traditional Market More Competitive</i>	21
CHAPTER IV: RESEARCH METHODOLOGY		24
4.1	<i>Research Design</i>	24
4.2	<i>Research Location</i>	24
4.3	<i>Data Collection</i>	25
4.4	<i>Data Analysis</i>	27
CHAPTER V: RESEARCH RESULT.....		29
5.1	<i>Interview Result</i>	29
5.1.1	Research Sub-question 1	29
5.1.2	Research Sub-question 2	33
5.1.3	Research Sub-question 3	39
CHAPTER VI: DISCUSSION AND RECOMMENDATION		45
6.1	<i>Discussion</i>	45
6.2	<i>Conclusion</i>	48
6.3	<i>Limitation</i>	48
6.4	<i>What is next?</i>	49
REFERENCES.....		51
APPENDICES		I

LIST OF TABLES

<i>Table 2.1 List of Modern Market in Sijunjung Regency</i>	<i>9</i>
<i>Table 2.2 Distribution of Sub-district in Sijunjung Regency</i>	<i>11</i>
<i>Table 2.3 List of Nagari in Sijunjung Regency</i>	<i>13</i>
<i>Table 3.1 The difference between the Characteristics of Traditional Markets and Modern Markets.....</i>	<i>21</i>
<i>Table 5.1 List of the interviewees.....</i>	<i>29</i>
<i>Table 5.2 The function of social capital in the traditional market of Nagari Sijunjung.....</i>	<i>30</i>
<i>Table 5.3 Social capital reinforces the position of the traditional market of Sijunjung against competition from the modern market.....</i>	<i>34</i>

LIST OF FIGURES

<i>Figure 2.1 Growth and Contribution of Indonesian Modern Retailes</i>	<i>6</i>
<i>Figure 2.2 Indonesian Total Groceries Ytd. Mar 2019</i>	<i>7</i>
<i>Figure 2.3 Map of Sijunjung Regency.....</i>	<i>12</i>
<i>Figure 3.1 Theoretical framework.....</i>	<i>22</i>
<i>Figure 5.1 Theoretical framework.....</i>	<i>39</i>

LIST OF PICTURES

<i>Picture 2.1 Nagari Sijunjung Traditional Market.....</i>	<i>14</i>
<i>Picture 5.1 The mothers buy the spices.....</i>	<i>31</i>
<i>Picture 5.2 An ilustrasion of Marak Pasa in the office.....</i>	<i>33</i>
<i>Picture 5.3 A clock vendor owner services his customer.....</i>	<i>35</i>
<i>Picture 5.4 Crowd of the customers in a stall.....</i>	<i>36</i>