

Feasibility Study of Dimoro Animal Market in Blitar City

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Abstract. *The purpose of this study was to 1. Describe the profile of Dimoro Animal Market, Blitar City, and 2. Analyze the feasibility of the Dimoro Animal Market in Blitar City in August-September 2023. This study uses descriptive and qualitative data analysis. The results of the feasibility analysis of the Dimoro Animal Market show that the Dimoro Animal Market has aspects such as market governance aspects, animal health aspects, market technical aspects, buying and selling transaction aspects, animal welfare aspects, and human health aspects. Dimoro Animal Market Blitar City provides facilities such as livestock weighing, livestock climbing aids, livestock health checks, disinfectant/sanitation spraying, prayer rooms, public toilets, slaughterhouses, and livestock mooring places. It can be concluded that the Dimoro Animal Market in Blitar City is not feasible and needs to be developed and improved standards for the Dimoro Animal Market in Blitar City.*

Keywords: *Facilities, Market aspects, Market success*

INTRODUCTION

An animal market is an institution that provides a forum for farmers to carry out direct transactions of buying and selling livestock to earn profits from livestock-rearing activities within a certain period (Animal Husbandry Office, 2020). Animal markets in Indonesia can be classified into 3 types, namely, livestock markets, wild animal markets, and pet markets (Abigail & Komala, 2022). According to the Decree of the Minister of Industry and Trade Number 23/MPP/Kep/1/1998 concerning trade business institutions, the market is defined as a place where sellers and buyers meet. There is a selling and buying process that has the potential to be profitable between two parties. According to Blitar City Regulation No. 9 of 2009, it is explained that the function of the animal market is a government forum that provides food safety guarantees for livestock products.

The Dimoro Animal Market in Blitar City is a traditional market located on Batanghari Street No.46, Sukorejo District, Blitar City, East Java Province. Dimoro Animal Market was established on February 14, 1998, inaugurated by the Regional Head of Level 1 of East Java, and has a market area of 19,836 M². The location of the market is adjacent to the coordination office, where the market coordination office is to supervise market activities. The environmental conditions around the market are very crowded between buyers and traders, the market. Dimoro Animal Market is also one of the animal markets that is still actively selling and buying livestock.

Dimoro Animal Market is a forum for traders and buyers to make buying and selling connections using Javanese. The market itself has several types, including traditional markets that sell necessities and animal markets that specifically sell livestock. The Javanese language itself has a variety, namely a variety of ngoko and krama, that make a conversation varied. The use of the Javanese language is misused in the relationship between buying and selling at the animal market located in Blitar City, East Java. The Animal Market is open every day, but the blantik, which is every day Javanese pound and legi, is because it is crowded with consumers.

Kasmir and Jafkar (2012) stated that the feasibility study pays attention to aspects of animal market governance, animal health aspects, technical aspects, aspects of buying and selling transactions, aspects of animal welfare, and aspects of human welfare. The completeness of this aspect will determine and affect the feasibility of establishing a market. *The existence of* the animal market is expected to produce regular animal buying

and selling transactions. These good meat products *are safe*, hygienic, not polluted by animal diseases, and halal for consumption by residents. The existence of animal markets does not interfere with the environment, nor can it be part of the source of income profits to the Regional Government.

Kasmir and Jakfar (2012) stated that feasibility is the condition of the results of research carried out to understand and find out that the business carried out in the animal market can provide higher profits than the initial capital cost that has been incurred previously. Based on the results of this study, it is important that this research is carried out to help realize the management of the animal market and analyze the aspects of the animal market; it is recommended to carry out monitoring and evaluation at the Dimoro Animal Market whether or not the market is feasible to run.

LITERATURE REVIEW

Animal Market Profile

Law Regulation number 41 of 2014 explains that an animal market is a container or place provided or determined by the Regional Government as a location for buying and selling livestock, which includes aspects of animal health, animal welfare, marketing management, aspects of buying and selling transactions, aspects of market techniques and animal health aspects in the animal market. According to Law 41 of 2014, article 7 explains that supervision of the import of animals and animal products must be checked before livestock enters or leaves the animal market. According to Government Regulation Number 95 of 2012, public health needs to be considered so that when entering the animal market area, they do not transmit viruses or diseases to livestock in the animal market.

The animal market is a forum or place for the government to transact the sale and purchase of livestock, which includes cows, goats, sheep, chickens, and muscovy ducks, between sellers, buyers, and agencies hoping to gain profits from the sale of livestock and animal markets are regional government assets that have regulations and are controlled. By the stake or market coordinator (Alamsyah, 2015). The animal market as an area or location for determining product selling prices is an essential stage for calculating traders' financial management; determining prices will influence the possibility of profits and losses for traders (Priharto, 2018).

Legal basis

Law Regulation number 41 of 2014 explains that an animal market is a container or place provided or determined by the Regional Government as a location for buying and selling livestock, which includes aspects of animal health, animal welfare, aspects of animal market governance, aspects of buying and selling transactions, aspects market techniques and animal health aspects in the animal market. According to Law 41 of 2014, article 7 explains that supervision of the import of animals and animal products must be checked before livestock enters or leaves the animal market. According to government regulation number 95 of 2012, public health needs to be considered when entering the animal market area so as not to transmit viruses or diseases to livestock in the animal market. The Dimoro Animal Market coordinator manages Dimoro Animal Market regulations. Market aspects include animal health, marketing management, market technical, buying and selling, animal welfare, and human health. Law Number 18 of 2009 concerning Animal Husbandry and Animal Health (State Gazette of the Republic of Indonesia of 2009).

According to the 2006 Regulation of the Directorate General of Processing and Marketing of Agricultural Products, Ministry of Agriculture, it is explained that there are four stages in the feasibility study for building and developing an animal market such as preparation (identification of business feasibility), preparation of a socialization business plan, physical development and establishment of management and operationalization of an animal market. The first stage is preparation (identification of business feasibility). At this stage, a business feasibility study is carried out regarding the supporting factors and drivers for developing an animal market. The second stage of preparing a socialization business plan at this stage is the preparation of activity plans, namely physical work plans such as the construction and development of physical markets, and non-physical, namely the preparation of the necessary physical facilities and operational systems as well as the design of supply and distribution systems such as the source or origin of the livestock being marketed. Physical markets related to animal market feasibility studies include offices for market coordinators, livestock resting places (according to the type of livestock being marketed), livestock scales (capacity is adjusted to the livestock being marketed), waste disposal areas, cleaning tools for cleaning animal markets, and others. Stage Third, the development and improvement of animal markets is carried out through a tender process for animal market development funds from the government. The location and

construction of the animal market must be based on the livestock market recommendations produced on the feasibility of the animal market business. Animal market management institutions from Regency or City government agencies have prepared this stage. The fourth stage is forming an animal market manager to run operations and manage the animal market.

1. Market Governance Aspects

According to Bandung Regency Regional Regulation number 14 of 2015, it is explained that animal market governance is the provision of requirements, development design, and strategic location determination, as well as being supported by good facilities and infrastructure for the running of an animal market.

2. Animal Health Aspects

According to Law number 18 of 2009, article 3 explains that animal health is an activity that is correlated with protecting livestock resources, guaranteeing animal products, and food security of animal origin. The psychological health of livestock can also influence the productivity of livestock and the quality of the livestock products themselves, aiming to balance animal productivity. According to Law no. 19 of 2009 concerning Animal Husbandry and Animal Health are all efforts that correlate with the physical and mental condition of livestock based on measures of the natural response of livestock that need to be implemented and enforced to defend livestock from inappropriate treatment by anyone towards animals used by humans.

3. Market Technical Aspects

Technical aspects relate to the technical management process and operations (Ferdinandus, 2015). Technical aspects include correspondence of the location of the business to be built and developed with a strategic location so that livestock sales transportation activities are more effective. Conditions that need to be considered in technical aspects such as:

1. Determining location
2. Market area
3. Preparation and operation process
4. Market conditions

4. Aspects of Sale and Purchase Transactions

1. Livestock weighing facilities are provided. Traders can weigh livestock to know the potential price proportionally to carry out buying and selling transactions according to the livestock's body weight.
2. Facilities for monitoring livestock prices are provided both in the region and nationally to broaden the horizons of sellers and buyers. The Directorate General of Animal Husbandry and Animal Health has facilitated it via <http://pippeternakan.pertanian.go.id/>, which needs to be presented at animal markets so that farmers can access it easily.

5. Animal Welfare

According to Law number 18 of 2009, article 7 explains that animal welfare is an activity that correlates with livestock's physical and mental condition based on the size of the livestock's natural behavior, which needs to be implemented and enforced for livestock defense. Aspects of animal welfare have developed rapidly, which can influence national trade policies and the order of relations between nations. Legally, aspects of animal welfare in Indonesia are regulated in Law Number 18 of 2009 concerning Animal Husbandry and Animal Health. The height of the livestock unloading area must be matched to the height of the livestock transport vehicle, and the floor from the livestock unloading area to the holding pen must be non-slip, can minimize and prevent accidents, and must meet animal welfare aspects (Gilliam, 2012). Tawaf (2012) also states that the implementation of animal welfare aspects need to be implemented in animal herding areas, including effective animal herding procedures, namely by preventing animals from being afraid to avoid injury, avoiding workers and objects in front of the animals during herding, and implementing animal welfare in the animal.

6. Human Health Aspects

Prevent disease transmission so that it does not spread to livestock, including through:

- a) Prevention of physical contact, reducing crowds.
- b) Must use a mask.
- c) Provide hand washing facilities.
- d) Perform good sanitation.
- e) Body temperature measurement facilities.

Market sanitation assessment is carried out using observation and unstructured interviews, which are aspects of assessing market health status in terms of sanitation is:

- a) Clean water
- b) Bathroom and toilet
- c) Waste management
- d) Drainage
- e) Hand washing place
- f) Animals that transmit disease (vectors)
- g) Quality of food and food ingredients
- h) Market disinfection.

Market guidelines carry out market health status assessment

healthy Minister of Health Decree Number 519/MENKES/SK/VI/2000 on sanitation and clean and healthy living behavior (PHBS).

RESEARCH METHODS

Location and Time of Research

The research is located on Batanghari Street no.46, Sukorejo District, Blitar City, East Java Province, this is because of the Dimoro Animal Market, Blitar City. The location of Dimoro Animal Market in Blitar City has several livestock commodities to choose from as a location survey as well as a place for research and looking for data or data collection from various sources such as market heads or market managers, breeders, traders, and others. This research was carried out from August to September 2023.

Type of Research

The research conducted is qualitative with a case study approach. Primary data was obtained by interview method conducted with animal market coordinators, traders or breeders, and blantik. Primary data was obtained by interviewing and observing farmers, traders, and market heads or managers of the Dimoro Market in Blitar City. To collect the necessary data, the author used observation techniques, interviews, and questionnaire distribution. Research from Yusanto (2019) explains that qualitative research has a variety of approaches so that researchers can choose from these varieties to adjust the object to be studied. According to Yulianty (2020), in his research, he explained that qualitative data analysis must be carried out carefully so that the data that has been obtained can be narrated effectively so that it becomes a viable research result. The data is based on the results of the interview in descriptive form. The data sources used in this study come from:

1. Primary data comes from interviews with market coordinators, breeders or traders, blantik, and consumers at the Dimoro Animal Market in Blitar City.
2. Secondary data derived from animal market records or documentation, previous research, journals, books, and others

Key Informant

Bayquni (2015) explained that *the key Informant* was obtained as a source of information for the researcher and that the purpose of the user conveying information was to use data collection in the form of interviews to disseminate knowledge, ideas, activities, and proficiency through writing to obtain valid data from *the Informant*.

Table 1. List of *Key Informants*

Name	Position	Information Required
Key Informant	Coordinator of Dimoro Animal Market, Blitar City	-Animal market regulations or rules -Facilities provided by animal markets -Animal market organizational structure -Distribution transaction fees -Problems with animal market buildings
Expert Informant	Dimoro Animal Market Traders	-Buying and selling system -Selling price of cattle -Disease problems in livestock -Commodity livestock population -Livestock health
Supporting Informant	Blantik Vet	-Livestock marketing -The relationship between blantik and farmers -Medicines are given to livestock at Dimoro Animal Market -Vaccines given to livestock at the Dimoro Animal Market -Disinfectants used -Livestock health check activities at the Dimoro Animal Market

Research Methods

According to Riyanto, Agustinus and Diana Putri (2021), descriptive analysis is a recapitulation of primary data that only explains the elaboration of conclusions or makes predictions to describe the results of the research.

1. Data Collection Methods

- a) Interviews and data recapitulation techniques are the first way or step in research because the initial purpose of research is to obtain data to be obtained and described in a thesis report. There are four types of data collection techniques, namely observation, interviews, and documentation (Sugiyono, 2014). Direct interviews using questionnaires to Dimoro

Animal Market traders who are the target or the primary source of research using a list of questions to Dimoro Animal Market traders.

- b) Observation: The researcher is involved with the daily activities of people or traders of the Dimoro Animal Market, which is being observed or used as a source of research data (Sugiyono, 2012). The observation was carried out at the location of the Dimoro Animal Market, Blitar City
- c) Documentation is a record of events that have occurred in the form of oral, written, drawn, and formal works. Sugiyono (2015) explained that documentation is a way to get data and information in the form of books, archives, documents, and information that raises research.

2. Data Analysis Methods

Data was analyzed based on *Flow Analysis Models* according to Miles and Huberman (Elvinaro, 2011), namely through four types of activities: data collection, data reduction, data presentation (*Display data*), and concluding/verification.

a) Data collection

According to Sugiyono (2013), data collection is carried out by giving a set of questions or written statements to respondents to be answered. Rijali Ahmad (2018) explained that data collection is an integral part of data analysis activities in research. Data collection in the survey research process is a significant activity to obtain the information needed for the research objectives (Subandi & Vallendito, 2017).

b) Data reduction

Rijali Ahmad (2018) explained that data reduction is the author's effort to conclude data and then sort it into certain conceptual units, categories, and themes.

c) Data *Display*

According to Rijali Ahmad (2018), data presentation is an activity when a collection of information is compiled so that it provides the possibility of drawing conclusions and taking action. Qualitative data presentation can be narrative text, field notes, matrices, graphs, networks, and charts.

d) Concluding (*data verification*)

Rijali Ahmad (2018) explained that researchers draw conclusions continuously while collecting data in the field. Qualitative researchers begin to look for the meaning of objects and record the regularity of patterns.

Research Procedure

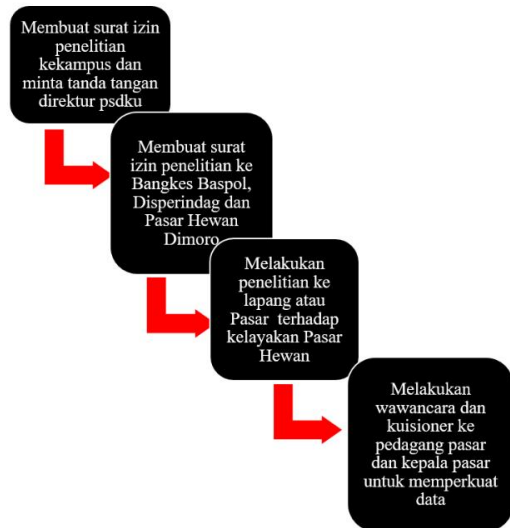


Figure 1. Research Procedure Flow Diagram

RESULTS AND DISCUSSION

Dimoro Animal Market Profile

Dimoro Animal Market is the largest Animal Market in Blitar City, and planning to develop a trade center to boost the community's economy (Blitar City Government). The Dimoro Animal Market was established on February 14, 1998, and was inaugurated by the Regional Head of Level 1 of East Java and Dimoro Animal Market coordinator structure to regulate and manage the running of the Dimoro Animal Market. The Dimoro Animal Market is under the auspices of the Agriculture Office and the Blitar City Trade Industry Office to provide disinfectants, livestock medicines, livestock vaccines, and safety tests for livestock and facilities such as livestock scales. The Dimoro Animal Market is an asset land of the Blitar City Government, and the Blitar City Government established the facilities and infrastructure (Sarpras) of the Dimoro Animal Market, which will be renovated in 2023. Based on Figure 2. The Dimoro Animal Market carries out improvements to market development, such as the construction of a stake where cattle are moored, stalls, WWTP channels, and prayer rooms. Head of the DISPERINDAG, Hakim Sisworo, said that based on incoming data, the city government has budgeted for the revitalization of the Dimoro Animal Market 3 billion from the Blitar City Budget until the renovation is completed in December 2023.



Figure 2. Before renovation and after renovation
(Source: Research documentation, 2023)

1. Description of Dimoro Animal Market

Dimoro Animal Market in Blitar City, which is a radial market located on the periphery 8°05'31.4"S longitude 112°09'32.3"E, Jl. Batanghari No.46, Sukorejo, Sukorejo District, Blitar City, East Java postal code 66121. Dimoro Animal Market is a Traditional Animal Market and the largest animal market compared to Wlingi and Serengat Animal Markets. Dimoro Animal Market has traders from outside Blitar City, such as Lamongan, Gresik, Kediri, Tulungagung, Malang, and others. Dimoro Animal Market has a variety of livestock commodities such as cows, goats, chickens, and ducks. Dimoro Animal Market has a land area of about 19,836 m² compared to Wlingi Animal Market has an area of about 3,200 m² and Srengat Animal Market has an area of about 2,300 m². Dimoro Animal Market is an animal market that has a strategic location, is far from residential areas, has clean sewers, and has a significant market location.

2. History of Dimoro Animal Market

The Dimoro Animal Market is an asset land owned by the Blitar City Government to be managed by the Dimoro Market or the market coordinator. The purpose of developing the Dimoro Animal Market is to boost the economy of the people of Blitar City. The Dimoro Animal Market is under the auspices of the Department of Industry and Trade (DISPERINDAG) and the Department of Agriculture to assist in checking livestock health tests on Eid al-Adha and Eid al-Fitr and checking during outbreaks. The Dimoro Animal Market is crowded on market days, namely pound and legi days, because of cattle and goat traders.

3. The State of the Dimoro Animal Market

Dimoro Animal Market is a traditional animal market under the auspices of the Department of Industry and Trade (DISPERINDAG) and the Department of Agriculture. The situation of Dimoro Animal Settlement is quite crowded with market traders from outside Blitar City and crowded with consumers. Dimoro Animal Market has a hot, spacious environment and has commodities such as cows, goats, chickens, and entok. Dimoro Animal Market has a Slaughterhouse (RPH), prayer room, livestock scales, 4 public toilets, market coordinator office, livestock tents, livestock health checks, and disinfectant spraying.

Dimoro Animal Market Coordinator Structure

The formation of an organizational structure or market coordinator is a form of activity and control procedure for market activities that have been planned effectively, aiming to manage the market and control the running of an animal market (Nuryono, 2012). The market coordinator structure is an important part of the market to help traders, ensure safety, and ensure cleanliness at the Dimoro Animal Market, Blitar City.

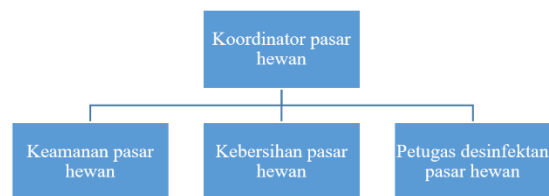


Figure 3. Market Coordinator Structure
(Source: Primary Data processed, 2023)

Figure 3 shows that the coordinator structure of the Dimoro Animal Market in Blitar City plays a very important role in the development and running of market activity. It helps with market security, cleanliness, spraying disinfectants for livestock when entering the market location, and providing good service for traders. Blitar's coordination structure needs to be written.

Key Informant Characteristics

Characteristic *Key Informant* is the most influential component in a study. Characteristic *Informant* aligned with the research objectives. As for *Key Informant* in this study are market traders and coordinators of the Dimoro Animal Market, Blitar City. Based on characteristics, *Key informants* differentiated based on age, education level, livelihood, and trading experience.

1. Age

Age is a time that limits the time of existence of an object or human being, this is an essential component in the characteristics of *Key Informant*. The productive age is the age that produces and seeks goods and services (Utami, 2015).

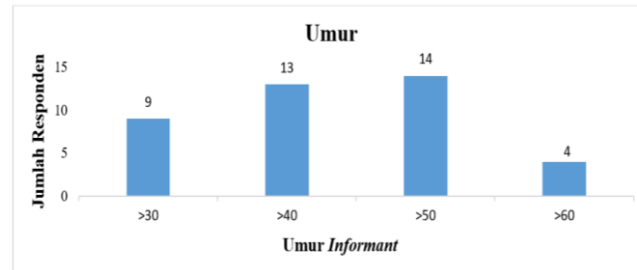


Figure 4. Trader's Age Data
(Source: Primary Data processed, 2023)

Based on Figure 4 shows that the data obtained shows that the traders of the Dimoro Animal Market in the study are 30-60 years old due to the productive age and the age that can be managed and cooperate for the running of the Dimoro Animal Market; this shows that the age of the market traders is included in the productive age to work. Age factor *Informant* can affect research; this supports the opinion of Aprilyanti (2017), stating that age that is still in the productive period usually has higher productivity than the age relationship *informant* with this research is the productive age that determines the work productivity and indicators of traders' physical ability when operating at the Dimoro Animal Market so that it runs well.

2. Education Level

Husaini (2011) explained that the higher the level of education and work experience of employees, the higher their performance will be. Education level is an important part of the character of the *Key Informant*.

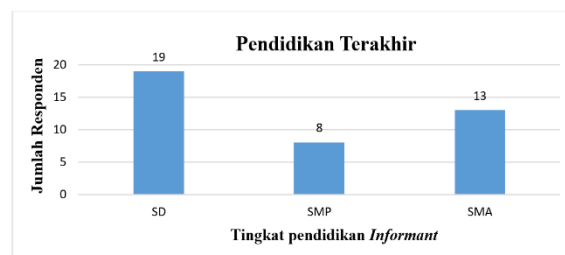


Figure 5. Education Level
(Source: Primary Data processed, 2023)

Based on Figure 5. It shows that the results of the study show the education level of the majority of elementary schools (SD). The results of the same study were also conducted by Lugianto (2015) stating that the level of education has a significant influence on the feasibility of earning income, traders' performance, knowledge, and technological limitations. This explains the limited knowledge and performance of traders at the Dimoro Animal Market in Blitar City. An adequate level of education will affect the improvement of performance and advantages in running a trading business at the Dimoro Animal Market, Blitar City.

3. Livelihood

Septiana (2018) explains that livelihood is a human activity that involves achieving a decent standard of living, fulfilling daily necessities, and taking advantage of the potential of existing resources. The livelihood of traders in the animal market affects the feasibility of the market because traders whose livelihood is purely trading have more performance, experience, and knowledge in the animal market than traders whose livelihood is private employees.

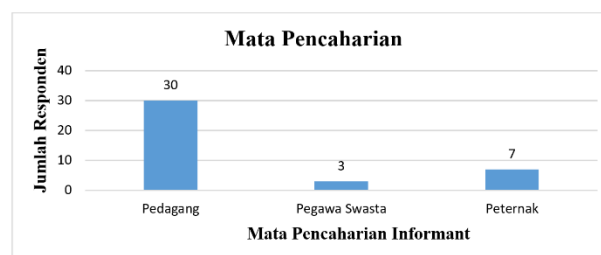


Figure 6. Livelihood
(Source: Primary Data processed, 2023)

It is based on Figure 6. It can be seen that the livelihood at the Dimoro Animal Market is mostly market traders. As for the type of work or livelihood that is lowest from the results of the research interview, it is found in private employees because, at the Dimoro Animal Market, most market traders from outside Blitar City sell their livestock to buyers or consumers at the Dimoro Animal Market, Blitar City.

4. Informant Trading Experience

According to Hanum (2017), trading experience is the ability of traders who have factors such as working hours (working hours) and trading hours (trading experience). Trading experience affects market viability because longer traders have longer flight

hours and insight into the animal market compared to traders who are only 5 years old and new Start trading.

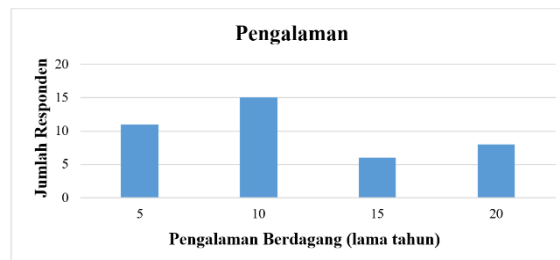


Figure 7. Trader's Experience
(Source: Primary Data processed, 2023)

Based on Figure 7. Shows that the experience of trading at Dimoro Animal Market is more than 5- 20 years. Setiaji (2018) explained that the longer a trader makes a business to sell livestock, the more intensive and precise trading experience in selling and offering his livestock because the entrepreneur or trader has quite a lot of experience. This illustrates that traders of the Dimoro Animal Market, Blitar City, have quite a lot of experience in trading to sell their livestock at the Dimoro Animal Market, Blitar City, so they only rely on their experience when trading to sell their livestock at the Dimoro Animal Market, Blitar City.

Market Feasibility

Kasmir and Jafkar (2012) stated that the feasibility of the market observes aspects of animal market governance, coordination and regulation, finance, animal health, animal welfare, buying and selling transactions, and the environment. All of these aspects will determine and affect the feasibility of establishing a market.

1. Market Governance Aspects

According to Regional Regulation Number 14 of 2015, article 4 explains that animal markets must be equipped with good supporting facilities and infrastructure. Supporting facilities and infrastructure, as referred to in paragraph 1, include proper road access that can be passed by animal transport vehicles, clean water sources, sufficient electricity sources, solid and liquid waste handling facilities, bathing and drying facilities for livestock, and livestock transportation.

According to Regional Regulation number 14 of 2015 article 5 paragraph 1 explains that there are 17 buildings and areas and areas of the animal market complex

such as clamshell cages, isolation cages, animal lowering and loading areas, animal auction/exchange areas, rest cages/shelter cages, administrative offices, veterinarian offices, canteens, prayer rooms, toilets, waste handling facilities, parking areas, information boards, animal scales, security posts and concrete road construction along with street lighting in the animal market area. Trisiana (2021) explained that road access for livestock vehicles is a route that is used for the development of the animal market and the entry and exit of livestock vehicles in the animal market environment. Road access affects the feasibility of animal markets for infrastructure owned by animal markets. The Dimoro Animal Market is not feasible in terms of animal market governance because it does not have a clip cage, isolation cage, loading area, auction area, administrative office, veterinarian office, waste handling facilities, or information boards, so the Dimoro Animal Market is declared unfeasible and needs to be developed to improve the standards of the animal market.

Based on Figure 8. It shows that the Dimoro Animal Market has decent road access for livestock vehicles to enter and exit livestock in Dimoro Animal Market, Blitar City. The Dimoro Animal Market is declared feasible in terms of road access because it has broad road access for the entry and exit of livestock vehicles and consumer personal vehicles.



Figure 8. Road Access for Livestock Vehicles
(Source: Research documentation, 2023)

Regional Regulation Number 14 of 2015 explains that animal transport vehicles are facilities that need to be owned by animal markets. Winarso (2015) explained that livestock transportation is a means of transportation used to transport livestock.



Figure 9. Livestock transportation at Dimoro Animal Market
(Source: Research documentation, 2023)

Based on Figure 9. It shows that the Dimoro Animal Market is declared feasible because it has livestock vehicle transportation that is used for tools and advice in the Dimoro Animal Market environment, Blitar City. Livestock vehicle transportation has an effect on feasibility at the Dimoro Animal Market, Blitar City.

According to Regional Regulation number 14 of 2015, article 5 explains that the construction and design of the animal market complex must be fenced and have doors for animals to enter and exit. The buildings and areas in the animal market complex, described in paragraph 1, consist of shelters, prayer rooms, parking areas, security posts, and canteens. Adhyatma (2020) explained that a shelter is a resting place or temporary shelter for livestock when they are in the animal market environment so that livestock are not stressed and feel comfortable.



Figure 10. Livestock Shelters
(Source: Research documentation, 2023)

Based on Figure 10, it is explained that the Dimoro Animal Market is declared feasible in terms of livestock shelters for animal market management because it has a shelter for livestock to apply feasibility for the Dimoro Animal Market in Blitar City.

Hermawan (2011) explained that the prayer room is a place of worship for traders and consumers, especially Muslims who want to perform prayers in the environment

around the Dimoro Animal Market, Blitar City. Mushola is a governance aspect that aims to be a place of worship for Muslims, and it is used for five-time prayers for all Muslims.



Figure 11. Prayer Room at Dimoro Animal Market
(Source: Research documentation, 2023)

Figure 11 shows that the Dimoro Animal Market is declared feasible because it has a place of worship to perform prayers. This makes it easier for traders, consumers, and market coordinators to pray in the Dimoro Animal Market environment. The prayer room is an influential building for the feasibility of the Dimoro Animal Market.

According to Sukawati (2023), parking is a condition in which a vehicle does not move or stop for a short period because the person driving it is not in place. The parking area affects the feasibility of a building in an animal market. The parking area at the Dimoro Animal Market is used to park livestock vehicles such as trucks and livestock pick-up cars.



Figure 12. Dimoro Animal Market Parking Area
(Source: Research documentation, 2023)

Based on Figure 12. It shows that the Dimoro Animal Market is declared feasible because it has a vehicle parking area for consumer vehicles and livestock vehicles belonging to traders, vehicles such as livestock trucks, and livestock pick-ups in the

Dimoro Animal Market environment of Blitar City and the parking area is checked every 2 hours to prevent the loss of vehicles and livestock.

According to SNI, 8152-2015, security posts must be in the market area; MENKES 519-2008 explains that security posts must be available in the market and equipped with officers and equipment because the security posts include the feasibility of buildings in the animal market.



Figure 13. Security Post
(Source: Research documentation, 2023)

Figure 13 shows that the Dimoro Animal Market is declared feasible because it has a security post and a market coordination structure to control the safety of traders' and buyers' vehicles and the safety of livestock so that they are not lost in the environment around the Dimoro Animal Market, Blitar City.

Hafish (2021) explained that canteens or places to eat need to be in the animal market environment because it makes it easier for market traders, market coordinators, and consumers to buy food in the environment around the animal market.



Figure 14. Food Stall or Canteen
(Source: Research documentation, 2023)

It is based on Figure 14. shows that the Dimoro Animal Market is declared feasible because it has food stalls or canteens around the Dimoro Animal Market in Blitar City.

2. Animal Health Aspects

The livestock health test is a way to determine and check the condition of livestock. The condition of healthy livestock can be seen from the appetite of livestock, not excessive salivation, active movement, and clear eyes. Livestock health is one of the factors that affect the success of the livestock business. Diseases that attack livestock are known to reduce meat formation and livestock productivity due to impaired nutrient absorption in livestock (Sirat, 2022). According to Law of the Republic of Indonesia Number 18 of 2009 concerning livestock and animal health, it is explained that the animal market must pay attention to the condition of livestock and livestock health, which provides animal health paramedics, livestock medicines, livestock vaccines, livestock health equipment, livestock feed and drinking water.



Figure 15. Vet

(Source: Research documentation, 2023)

Based on Figure 15. shows that the Dimoro Animal Market is declared unsuitable in terms of livestock health because it conducts livestock health tests during Islamic holidays and outbreaks; it is required that paramedics and veterinarians check health tests every day or every operation to control and check livestock health tests, the condition of livestock body weight to prevent the spread of diseases to livestock in the Dimoro Animal Market environment, Blitar City.

3. Technical Aspects of the Market

Fauzi (2019) explained that the technical aspect is carried out for technical management to operate the quantity of labour and equipment, as well as the facilities and

infrastructure needed in the establishment and area of the building. The technical aspect includes the suitability of the business location to be built with a strategic location. So that transportation activities, cattle sales, or the procurement of cattle feed, and others can be more efficient.

Prasetya (2013) explained that the technical aspect discusses the market development process and things that need to be considered in technical aspects, such as determining the market location, market area, and market conditions. According to Bandung Regency regional regulation number 14 of 2015, article 2, paragraph 1 explains the location, supporting facilities, animal market area, basic construction/building design, market conditions, and equipment. The requirements for the location of the animal market in the Bandung Regency regional regulation number 14 of 2015 article 3 paragraph 1 explain that it is not in a flood-prone area, not near schools, does not cause environmental pollution disturbances, is far from public disposal sites, has access to clean water and has a large enough land for the development of the animal market.

a) Determining the location, the Dimoro Animal Market is located in Blitar City, so the Dimoro Animal Market has a strategic location and has access to vehicles for traders and buyers.

b) They are supporting facilities for the Animal Market in the Bandung Regency Regional Regulation number 14 of 2015 article 4 paragraph 1, supporting facilities and infrastructure such as proper road access that animal transport vehicles, clean water sources, reliable electricity sources, bathing and drying facilities, and animal transport vehicles can pass.

c) The market area for establishing an animal market is at least 2,000 m². In comparison, the Dimoro Animal Market has a very large market area of around 19,836 m² compared to the Wlingi Animal Market and the Srengat Animal Market.

d) The construction and design of the Dimoro Animal Market building need to be written/ displayed in the Dimoro Animal Market environment.

e) The Dimoro Animal Market is a traditional animal market under the auspices of the Department of Industry and Trade (DISPERINDAG) and the Department of Agriculture. The condition of Dimoro Animal Market is quite crowded with traders from outside Blitar City and crowded with consumers. Dimoro Animal Market has a hot, spacious environment and has commodities such as cows, goats, chickens, and entok.

Dimoro Animal Market has a Slaughterhouse (RPH), prayer room, livestock scales, 4 public toilets, market coordinator office, livestock tents, livestock health checks, and disinfectant spraying.

f) Dimoro Animal Market equipment is complete enough to operate in the Dimoro Animal Market environment.

According to SNI 8152 of 2015, article 4, paragraph 2 explains that the size or area of the animal market is at least 2,000 m². Including security posts, parking areas, prayer rooms, cattle pens, toilets, coordinator offices, and access roads in and out of livestock vehicles. Dimoro Animal Market has an area of 19,836 m² of land assets owned by the Blitar City government, which is used to boost the economy in Blitar City.



Figure 16. Dimoro Animal Market Area
(Source: Research documentation, 2023)

Based on Figure 16. Shows that Dimoro Animal Market has an area of 19,836 m² of land assets of the Blitar City Government. Dimoro Animal Market Blitar City is declared feasible in terms of the area of the animal market because the Dimoro Animal Market has an area of more than 2,000 m² for the standard of animal market development.

Utama (2021) explained that the state of the animal market is determined by market conditions, environmental conditions, the conditions of different market locations, and the conditions of each animal market's different buildings; the condition of the animal market that is crowded and strategic can determine its development.



Figure 17. The State of the Dimoro Animal Market
(Source: Research documentation, 2023)

Figure 17 explains that the Dimoro Animal Market was declared feasible in terms of its state because it has a market area of about 19,836 m², is crowded with traders and consumers from outside Blitar City, and is located in a very strategic location.

4. Aspects of Buying and Selling Transactions

According to Susanti (2021), it is stated that a buying and selling transaction is a meeting activity between traders and buyers for transactions to determine a predetermined price agreement directly. Nuryono (2012) explained that the facilities needed for buying and selling transactions are livestock scales and monitoring facilities to reach a buying and selling agreement between sellers and consumers. Buying and selling transactions at the Dimoro Animal Market carry out transactions between blantik, buyers, and traders. The Dimoro Animal Market provides livestock scale facilities and monitoring facilities assisted by the Trade Industry Office (DISPERINDAG) and the Agriculture Office.

- a) Livestock scale facilities are provided. Traders can weigh livestock so that they know the potential price of livestock proportionally to carry out buying and selling transactions according to the weight of the livestock body.
- b) Livestock *price monitoring facilities* are provided both in the region and nationally to open up the insights of sellers and buyers. The Directorate General of Livestock and Animal Health has facilitated through <http://pippeternakan.pertanian.go.id/> that needs to be presented in the animal market so that farmers can easily access it.



Figure 18. Livestock Scales at Dimoro Animal Market
(Source: Research documentation, 2023)

Based on Figure 18, the Dimoro Animal Market in Blitar City has a livestock scale facility to help traders weigh livestock for buying and selling transactions. However, the Dimoro Animal Market is not feasible in terms of buying and selling transactions because the digital livestock scales only have 2 livestock scales to operate in the Dimoro Animal Market environment.

5. Animal Welfare Aspects

Tawaf (2012) also stated that the implementation of animal welfare aspects needs to be carried out at the animal slaughterhouse, including effective animal grooming procedures, namely by preventing animals from fear of being injured, avoiding the presence of workers and objects in front of animals during slaughtering and applying *for Animal welfare*. This aspect is carried out to reduce the stress and stress experienced by animals by applying the concept of *Five Freedom* that is, free from thirst and hunger, free from discomfort, free from pain, free from fear, and free to express their natural behaviour. According to the Regulation of the Republic of Indonesia Law number 41 of 2014, it is explained that the welfare of the animal market must pay attention to livestock feed/drinking, protective roofs using concrete, separation of types *superior and inferior*, provided livestock unloading aids, and provided livestock paramedics/veterinarians for daily activities at the animal market.

a) Adequate cage facilities, such as protection from heat and rain, are provided so that livestock feel comfortable in the Dimoro Animal Market environment. According to the Directorate General of Animal Husbandry, the condition of the cage in the field using an asbestos roof, the slope level using asbestos material is 15%—20% of the height of the roof calculated from the floor of the cage to the roof is 2.5 - 3.5 m² (Rasyid, 2013).

Based on Figure 19. shows that the Dimoro Animal Market uses a roof with paranets. The Dimoro Animal Market is declared unsuitable in terms of roofs or cage

protectors that use paranets because the standard of protective roofs must use concrete roofs.



Figure 19. Protector/ Roof for Livestock
(Source: Research documentation, 2023)

The Dimoro Animal Market has not provided feed and drink for livestock so that the Dimoro Animal Market is not feasible in terms of feed and drinking for the welfare of livestock in the animal market.

b) Susanto (2015) explained that separating each type of animal and *superior* animals from inferior animals is to distinguish livestock in terms of size and type to make it easier for buyers to make buying and selling transactions with traders.



Figure 20. Superior *and* Inferior Animals
(Source: Research documentation, 2023)

Figure 20 shows that the Dimoro Animal Market separates livestock types, *Superior* and *Inferior*, to make it easier for consumers and sellers to buy and sell livestock at the Dimoro Animal Market, Blitar City. Dimoro Animal Market has implemented breed separation *between Superior* and *Inferior* livestock in the animal market environment so that the Dimoro Animal Market is considered feasible in terms of breed separation between *Superior* and *Inferior* livestock.

c) Wijaksana (2019) explained that the livestock loading facility (*unloading*) prevents injuries and fears and helps herd livestock to transportation so that livestock feel comfortable.



Figure 21. *Unloading Cattle*
(Source: Research documentation, 2023)

Based on Figure 21. shows that the Dimoro Animal Market *is unloading* for livestock to feel comfortable. Livestock welfare affects the feasibility of the market to make livestock feel comfortable and run well at the Dimoro Animal Market in Blitar City so that the Dimoro Animal Market has implemented and is feasible in terms of *unloading* livestock for animal welfare in the animal market environment.

d) According to Romyansyah (2023), paramedics are medical personnel who carry out activities to check the condition or health of livestock in the animal market environment. Medical officers/paramedics are also *Animal Welfare Officers* who are tasked with observing aspects of animal welfare and checking the health of livestock.



Figure 22. *Paramedics at Dimoro Animal Market*
(Source: Research documentation, 2023)

Figure 22 shows that the Dimoro Animal Market conducts livestock health tests conducted by paramedics to check the health of livestock. Finding out the condition of livestock affects the feasibility of the market because of the presence of medical officers or paramedics in the animal market environment. The Dimoro Animal Market is considered unfeasible in terms of livestock health paramedics because the paramedics

only operate sometimes in the Dimoro Animal Market environment, operating on Islamic holidays and during outbreaks.

6. Aspects of Human Health

According to Efendi (2019) states that public health or humans are physical contacts that gather in the market environment and to prevent the spread of disease, it is necessary to sanitize or wash hands before entering the market environment. According to the Law of the Republic of Indonesia number 18 of 2009, it is explained that human health or the health of the veterinary community when entering the animal market must be considered such as a handwashing station. It was spraying disinfectants or sanitizing and providing clean toilet facilities.

a) Dimoro Animal Market provides handwashing facilities for traders and consumers to reduce or prevent disease pollution.



Figure 23. Hand Washing Stations
(Source: Research documentation, 2023)

Based on Figure 23, the above shows that the Dimoro Animal Market carries out sanitation and hand washing when entering the Dimoro Animal Market environment of Blitar City to avoid and prevent the spread of disease. The Dimoro Animal Market is considered feasible in terms of providing handwashing facilities for consumers, traders, and animal market coordinators.

b) According to Dewi (2018), disinfectants are chemical compositions used to kill microscopic (*bacterial*) bodies, especially inanimate objects. The disinfection process can remove 60%—90% of the cracked body. Disinfectants are widely used for sanitation in household animal markets, laboratories, and hospitals. Dimoro Animal Market sanitizes by using disinfectant spraying for livestock entering and exiting the Dimoro Animal Market environment.



Figure 24. Sanitation Process of Arrival of Livestock
(Source: Research documentation, 2023)

Figure 24 shows that the Dimoro Animal Market sprays disinfectants on livestock that come from outside Blitar City and out of the Dimoro Animal Market environment. The Dimoro Animal Market is feasible in terms of sanitation because disinfectant spraying is carried out by market coordinators when entering and exiting the Dimoro Animal Market and during outbreaks in the Dimoro Animal Market environment, Blitar City.

According to Trisniani (2023), toilets are sanitary facilities for disposing of toilets used by traders and buyers in the animal market environment.

c) Dimoro Animal Market provides public toilet facilities in the market coordinator office environment, cattle commodity environment, goat commodity environment, and chicken commodity environment.



Figure 25. Dimoro Animal Market Public Toilet
(Source: Research documentation, 2023)

Figure 25 shows that the Dimoro Animal Market is considered feasible because it has a total of 4 toilet facilities in each livestock commodity to make it easier for traders and buyers to urinate and defecate. Public toilets are influential for market feasibility, including the facilities provided by the animal market.

Environmental Conditions

Based on the results of the research, the Dimoro Animal Market environment has a reasonably hot environment. The location of Dimoro Animal Market has a strategic location in Blitar City, so many traders come from outside Blitar City. Many buyers come to buy various livestock, such as cows, goats, ducks and chickens, at the Dimoro Animal Market in Blitar City.

1. Habitat

Dimoro Animal Market has *Cow sheds*, the cows are aligned and tied to bamboo and iron tethers. The cattle pen at the Dimoro Animal Market is also given a tent for cows so that it does not overheat and the Dimoro Animal Market is still in the renovation stage until December 2023 so that the location of the cattle is moved to the west adjacent to the market coordinator's office.

2. Wastewater Treatment Plant (WWTP)

Dimoro Animal Market has a Wastewater Processing Plant used for the disposal of animal market wastewater, livestock manure, and livestock blood at the Dimoro Animal Market RPH so that the Dimoro Animal Market is kept clean to avoid disease/pollution of the market environment and does not smell so that market traders and buyers are comfortable in the Dimoro Animal Market environment. The results of Kaawoan's research (2022) explained that the Wastewater Processing Plant channel at the animal market functions to manage wastewater and livestock manure so that the animal market avoids environmental pollution. This shows that the animal market needs to have a WWTP channel to maintain the market so that the animal market environment is clean and comfortable for animal market traders and buyers at the Dimoro Animal Market, Blitar City.

3. Safety and Cleanliness of Dimoro Animal Market

Dimoro Animal Market provides market security and cleanliness services; market security is checked or controlled by the Dimoro Animal Market coordinator every 2 hours to check the condition of the market and vehicle parking lot to avoid crime and loss of livestock and vehicles belonging to market traders. Cleaning of the Dimoro Animal Market is also carried out before and during the activities of the Dimoro Animal Market so that the market looks comfortable and not exposed to environmental pollution. The

results of Asteriani's (2014) research explain that the security of the animal market is critical to provide a sense of comfort and security to market traders and consumers or buyers to avoid crime or crime that occurs in the market.

Eligibility Support Strategy

1. Identify Feasibility Support Strategies

Identify feasibility support strategies based on environmental, social, economic, livestock health, livestock welfare, buying and selling, and technical aspects of the market. These aspects can support the running of the animal market (Mastur, 2018).

2. Strategy Implementation Plan

The implementation of the development and development strategy of the Dimoro Animal Market in its implementation found unexpected problems. An elaboration of the flow of Dimoro Animal Market activities from the beginning of the activity to the end of the Dimoro Animal Market activity. The implementation of the strategy is the total activities and choices needed to be able to carry out a strategic preparation so that it can be implemented effectively. The strategy in question is to implement the strategy through the selection and implementation of the Market coordinator structure.

3. Supporting and Inhibiting Factors of the Dimoro Animal Market

Table 2. List of *Key Informants*

Source: Dimoro Animal Market research interview data, 2023

Based on Table 2, the supporting and inhibiting factors of conditions at the Dimoro Animal Market, Blitar City, are because the Dimoro Animal Market is still in the market renovation stage until December. The Dimoro Animal Market needs to conduct an evaluation between the coordinator and traders aiming to develop the Dimoro Animal Market and run a market.

CONCLUSION

Dimoro Animal Market was established on February 14, 1998, inaugurated by the Regional Head of Level 1 of East Java. The Department of Agriculture and Industry and Trade manages this market. The area of the Dimoro Animal Market is around 19,836M land assets of the Blitar City Government. The Dimoro Animal Market is under the auspices of the Department of Industry and Trade (DISPERINDAG) and the Department of Agriculture to help with materials and tools such as medicines, vaccines, livestock

health, and disinfectants. The Dimoro Animal Market has market days, namely pon and legi, because traders and buyers are crowded on those days.

The Dimoro Animal Market has market aspects such as aspects of market governance that still need to be feasible, such as not having clamshell cages, isolation cages, loading areas, auction areas, administrative offices, veterinarian offices, waste handling facilities, and information boards. The aspect of animal health is declared unfeasible because paramedics/veterinarians only operate during outbreaks and Islamic holidays are required to operate every day or every operation at the Dimoro Animal Market; the technical aspect of the animal market is declared unfeasible because the market support facilities are not good and the construction/design of the construction of the Dimoro Animal Market is not written. The aspect of buying and selling transactions is declared not feasible because digital livestock scales only have 2 digital livestock scales. The aspect of animal welfare is declared not feasible because the roof of the cage paranets are required to use a concrete roof to meet the standards of the animal market, and paramedics must operate every day at the Dimoro Animal Market.

The aspect of human health is declared feasible because it has facilities for washing hands, 4 public toilet points, and spraying disinfectants when entering and exiting the animal market and during outbreaks. Dimoro Market is declared feasible because it still needs to meet the standards of animal market feasibility. The Dimoro Animal Market in 2023 has around 12,775 visitors, so the market is crowded on pon and legi days. According to the Trade Industry Office, the cattle commodities that enter the Dimoro Animal Market every day are around 400-500 heads. Based on the conclusions of the feasibility study, the Dimoro Animal Market in Blitar City is not feasible because it has not met the animal market feasibility standards determined by laws and regulations.

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