

THE ROLE OF THE TAVIP BINJAI MARKET AS A DISTRIBUTION CENTER FOR LOCAL AGRICULTURAL PRODUCTS IN BINJAI, NORTH SUMATRA

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Abstract

Tavip Market Binjai is one of the main markets in Binjai City, North Sumatra, with a strategic role in the distribution of local agricultural products. This study aims to analyze the role of Tavip Market Binjai in distributing agricultural products, identify factors influencing distribution effectiveness, and formulate strategies to enhance the market's efficiency as a distribution center. The research employed both qualitative and quantitative approaches, using data collection techniques such as observation, interviews, and literature reviews. The findings indicate that Tavip Market Binjai serves as a central hub for trade and distribution for local farmers, contributes to price stability, increases income for farmers and MSMEs, and supports food security in Binjai and surrounding areas. However, distribution effectiveness in this market is still affected by several constraints, including limited infrastructure, suboptimal logistics systems, reliance on intermediaries, and competition from imported products. To address these challenges, the study recommends several strategies, including improving market infrastructure, optimizing transportation and logistics systems, strengthening the role of cooperatives and partnerships, using digital marketing technology, and implementing regulations that support price stability and protect local products. With the implementation of appropriate strategies, it is expected that Tavip Market Binjai can be more effective in supporting the distribution of local agricultural products, thus providing greater economic benefits to farmers, traders, and the community as a whole.

Keywords: *Tavip Market Binjai, agricultural product distribution, market infrastructure, logistics system, digital marketing.*

1. INTRODUCTION

Traditional markets have a strategic role in supporting the regional economy, especially in the distribution of local agricultural products (Suryani et al., 2020). As one of the main trading centers in Binjai City, Tavip Binjai Market functions as a distribution center that connects local farmers with consumers, both on a household scale and small and medium industries. The existence of this market not only helps farmers in marketing their agricultural products, but also contributes to price stability and food availability, in line with the direction of national policy in Law Number 18 of 2012 concerning Food and Presidential Regulation Number 59 of 2017 concerning the Implementation of the Achievement of Sustainable Development Goals (TPB/SDGs), especially in the goals of reducing poverty and hunger and increasing inclusive economic growth.

In North Sumatra Province, the agricultural sector is one of the backbones of the regional economy, with superior commodities such as rice, vegetables, fruits, and other horticultural crops (BPS North Sumatra, 2021). The North Sumatra Provincial Government through the North Sumatra Provincial Regulation Number 3 of 2021 concerning the Regional Medium-Term Development Plan (RPJMD) 2021–2026, emphasizes the importance of strengthening traditional markets as part of the food security strategy and economic empowerment of rural communities and farmers.

Challenges such as price instability, dependence on middlemen, and lack of logistics infrastructure often hinder the optimization of agricultural product distribution (Simatupang & Siregar, 2022). In this context, the Tavip Binjai Market has an important role in shortening the distribution chain, increasing market accessibility for farmers, and supporting local economic growth (Hidayat & Wibowo, 2021). This role is supported by Binjai City Regional Regulation Number 6 of 2018 concerning the Arrangement and Development of Traditional Markets, Shopping

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Centers, and Modern Stores, which encourages the strengthening of people's markets through infrastructure improvements, cooperative-based management, and the use of information technology for marketing and price transparency. Through the national, provincial, and city policy framework, this study is relevant to analyze how the Tavip Binjai Market can transform into an efficient and sustainable distribution center for local agricultural products, as well as a catalyst for improving the welfare of farmers and small and medium enterprises (SMEs) in the surrounding area.

Number of Individual Agricultural Business Actors in Sub-sectors by District in Binjai City (people).

Table 1. Agricultural Business Actors in Binjai City in 2024:

Subdistrict	Individual Agricultural Business Actors	Number of Farmers	Food Crop Farmers	Horticulture Farmer	Planter
South Binjai	2,491	2.446	908	690	825
Binjai City	163	158	17	74	46
East Binjai	1,538	1,498	623	527	383
North Binjai	2.197	2.135	1,014	656	360
West Binjai	1,586	1,547	186	638	382
Binjai (Total)	7.975	7,784	2,748	2,585	1,996

Based on data on the number of individual agricultural entrepreneurs in Binjai City in 2024, there were 7,975 individuals engaged in the agricultural sector, with the majority focusing on the food crops (2,748 farmers) and horticulture (2,585 farmers) sub-sectors. The sub-districts with the largest number of agricultural entrepreneurs were South Binjai (2,491 people) and North Binjai (2,197 people), which shows great potential in agricultural production. However, the effectiveness of the distribution of agricultural products still faces various challenges, such as price instability, limited market infrastructure, and the dominance of intermediaries in the supply chain.

As the main market that accommodates and distributes local agricultural products, Tavip Binjai Market has an important role in reducing distribution barriers, shortening the supply chain, and increasing accessibility of agricultural products for consumers. Therefore, an in-depth analysis is needed regarding the effectiveness of the role of Tavip Binjai Market as a distribution center for local agricultural products, including factors that influence distribution and market optimization strategies as a more efficient agricultural trade center.

This study aims to analyze the role of the Tavip Binjai Market in the local agricultural product distribution system, identify factors that influence its effectiveness, and explore strategies that can be applied to improve market efficiency as a distribution center. With a better understanding of market dynamics, it is hoped that this study can provide policy recommendations for local governments and business actors to improve farmer welfare and strengthen food security in Binjai City (Nasution *et al.*, 2023).

Research purposes

This research aims to:

1. Analyzing the role of Tavip Binjai Market in the distribution of local agricultural products.
2. Identify factors that influence distribution effectiveness in the market.
3. Develop strategies to increase the role and efficiency of the Binjai Tavip Market as a distribution center for local agricultural products.

2. LITERATURE REVIEW

2.1 Concept of Traditional Markets and Distribution of Agricultural Products

Traditional markets are trading centers that play an important role in the distribution of agricultural products, especially in urban and rural areas. According to Kotler & Keller (2016), a market is a place where sellers and buyers meet to transact goods and services. In the context of agriculture, traditional markets function as the main distribution channel connecting farmers with end consumers (Saragih, 2019).

Traditional markets have several main characteristics, such as direct transactions between sellers and buyers, a bargaining system, and a variety of products sold (Hidayat, 2020). In the agricultural product distribution system, traditional markets help shorten the supply chain, so that products can be sold at more competitive prices than through intermediaries or middlemen (Suwanto, 2018).



Figure 1. Jalan General Sudirman Binjai

2.2 The Role of Traditional Markets in the Distribution of Local Agricultural Products

Traditional markets such as Pasar Tavip Binjai have a strategic role in supporting the supply chain of local agricultural products. According to research conducted by Prasetyo (2021), traditional markets in various regions contribute in several main aspects. Traditional markets have a strategic role in the distribution of local agricultural products, especially in increasing accessibility for farmers. Through traditional markets, farmers can sell their crops directly to consumers without having to rely on large distributors, thereby shortening the distribution chain and increasing their profits. In addition, the existence of traditional markets also contributes to stabilizing the prices of agricultural products. With a balance between demand and supply, the prices of agricultural products tend to be more stable, reducing the risk of price fluctuations that can harm farmers and consumers (Yulianto, 2019). Furthermore, traditional markets also drive regional economic growth by creating various job opportunities. Trading activities in this market not only involve traders, but also market laborers and other informal sector workers, which ultimately contributes to improving people's welfare (Rahayu, 2020).

2.3 Factors Influencing the Effectiveness of Traditional Markets as Distribution Centers

The success of traditional markets as agricultural product distribution centers is influenced by several main factors. The success of traditional markets as agricultural product distribution centers is greatly influenced by various factors, one of which is market infrastructure and facilities. The availability of adequate transportation access, a good storage system, and maintained sanitation are important elements in ensuring the smooth distribution of agricultural products from farmers to consumers (Setiawan, 2018). In addition, the market governance system also plays a role in determining the efficiency of the market as a trading center. Clear regulations regarding the management of levies, licensing, and distribution supervision can increase the transparency and effectiveness of market operations (Sulistyo, 2021). However, amidst economic development, traditional markets face major challenges from modern retail. The growth of supermarkets and minimarkets has reduced the dominance of traditional markets in the distribution of agricultural products, so innovation in services and marketing strategies is needed so that traditional markets can continue to compete and survive amidst changes in consumer preferences (Sari & Nugroho, 2020).

3. RESEARCH METHODS

This study uses a descriptive qualitative approach to describe the role of Tavip Binjai Market as a distribution center for local agricultural products in Binjai, North Sumatra. This approach was chosen to gain a deep understanding of the dynamics of agricultural product distribution, interactions between market players, and factors that influence market efficiency in supporting local farmers.

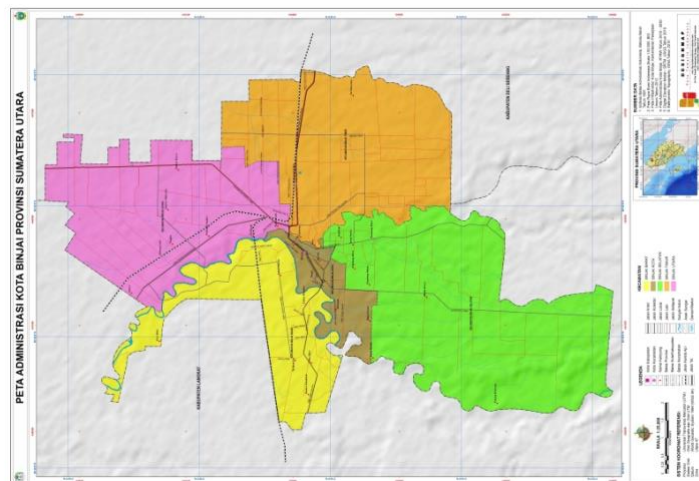


Figure 2. Map of Binjai City

The research location was centered at Tavip Binjai Market, which is one of the main markets in the area and acts as a distribution center for agricultural products from the surrounding areas. The subjects of the study included market traders, farmers who supply agricultural products, buyers or consumers, as well as market managers and local governments related to market regulation and management. Informants were selected purposively to ensure that the data obtained were relevant to the research objectives.

Data collection techniques include several methods. First, in-depth interviews were conducted with key informants, including market traders, farmers, and market managers, to gather information on distribution mechanisms, challenges faced, and strategies implemented in maintaining the stability of supply and prices of agricultural products. Second, participant observation was conducted to directly observe trading activities in the market, distribution patterns of goods, and infrastructure and facilities that support market operations. Third, documentation studies included the collection of secondary data such as government reports, market policies, and statistical data related to agricultural product trade in Binjai.

Data analysis was conducted descriptively with a thematic approach that includes data reduction, data presentation, and drawing conclusions. This process begins by summarizing and grouping data based on main themes, such as the role of markets in the distribution of agricultural products, the economic impact on farmers and traders, and challenges in market management. The data is then presented in the form of a descriptive narrative to provide a comprehensive picture of the role of the Binjai Tavip Market in supporting the distribution of local agricultural products in Binjai, North Sumatra.

4. RESULTS AND DISCUSSION

1. Evaluation of regional regulations and their implementation by the Binja City Government

Evaluation of regional regulations and their implementation by the Binjai City Government shows that although there are regulations governing the arrangement of traditional markets and strengthening the distribution of agricultural products, their implementation is still not optimal at the operational level. Binjai City Regional Regulation Number 6 of 2018 concerning the Arrangement and Development of Traditional Markets, Shopping Centers, and Modern Stores should be the legal basis for strengthening the position of traditional markets such as the Binjai Tavip Market as a distribution center for local products. However, in practice, this regulation has not been able to encourage modernization and efficiency of market management as a whole. The inadequate market conditions, ranging from physical facilities, cleanliness, to inefficient logistics systems, show that the implementation of this regulation is still partial and has not touched on the basic needs of traders and farmers.

Provincial government policies such as North Sumatra Governor Regulation Number 3 of 2021 concerning the 2021–2026 North Sumatra RPJMD, which emphasizes the importance of improving distribution infrastructure and strengthening the agricultural sector, have also not been effectively integrated with regional policies. Inter-agency coordination and program synergy between the provincial and city governments are still weak, so that the potential for strategic programs to support traditional markets has not been fully utilized. In fact, with technical support and funding from the provincial and central governments, the Binjai City Government can accelerate the revitalization of the Tavip Market, build a more efficient distribution system, and utilize digital technology in marketing local agricultural products. Therefore, a strong commitment is needed from the local government to strengthen the

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implementation of existing regulations through cross-sector collaboration and stricter policy supervision, so that the goals of strengthening the distribution of agricultural products and empowering traditional markets can be achieved in real terms.



Figure 3. Tavip Market Street, Binjai

Tavip Binjai Market is one of the main markets in Binjai City which has a strategic role in the distribution of local agricultural products. As a trading center connecting farmers, traders, and consumers, this market contributes to maintaining price stability and improving the welfare of agricultural business actors. The existence of this market not only facilitates farmers' access to sell their crops, but also ensures the availability of agricultural products for the community at more competitive prices. As a trading and distribution center, Tavip Market is the main place for local farmers to sell their crops. Various agricultural products such as vegetables, fruits, and other commodities are traded directly or through wholesalers and retailers. The existence of this market facilitates the distribution of products from the production area to consumers, both in Binjai City and the surrounding areas. With this market, the supply chain of agricultural products becomes more efficient and helps farmers obtain a wider market.

Tavip Market contributes to increasing the income of farmers and local micro, small, and medium enterprises (MSMEs). As the main channel for marketing agricultural products, this market provides opportunities for farmers to improve their economic welfare. In addition, MSMEs engaged in processing agricultural products, such as traders of agricultural-based processed foods, also benefit from trading activities in this market. With an active market, the agricultural-based economic sector can continue to grow and create more business opportunities.



Figure 4. Tavip Market Street, Binjai

Not only does it benefit farmers and traders, Tavip Market also plays a role in creating jobs for the local community. High market activity requires workers in various fields, such as stevedores, cleaners, and transportation services. Thus, this market makes a direct contribution to improving community welfare by creating wider employment opportunities. In addition, Tavip Market also supports local food security by providing easy access to fresh agricultural products. Consumers can obtain quality food at affordable prices, while farmers have a stable market to sell their agricultural products. The existence of this market ensures that the community's food needs can

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be met sustainably, while supporting the growth of the agricultural sector in the region. In carrying out its role, Pasar Tavip also faces various challenges in the distribution of local agricultural products. One of the main challenges is the market infrastructure that still needs improvement to increase the convenience and efficiency of trade. In addition, competition with imported products is also a challenge that can affect the price of local products. The distribution system that still relies on intermediaries often reduces direct profits for farmers, and price fluctuations due to weather factors and harvest seasons are also obstacles in maintaining price stability.



Figure 5. Tavip Binjai Market

To improve the effectiveness of the distribution of local agricultural products through the Tavip Market, several strategic steps can be taken. First, it is necessary to improve market infrastructure to make it cleaner, more comfortable, and more modern. Second, the development of a digital marketing system for farmers and traders is very necessary in order to reach a wider market and reduce dependence on intermediaries. Third, partnerships between the government, farmer cooperatives, and traders need to be strengthened in order to create a more efficient distribution system. Finally, increasing market accessibility through improving transportation and logistics can help smooth the distribution of agricultural products from producers to consumers. By optimizing the role of the Tavip Market in the distribution of local agricultural products, it is hoped that the regional economy will continue to grow. In addition, the welfare of farmers and local business actors can increase sustainably, creating a healthier trade ecosystem and supporting the growth of the agricultural sector in Binjai City and its surroundings.

2. Future Challenges and Processes that Influence Distribution Effectiveness in the Tavip Binjai Market

Tavip Binjai Market, as a distribution center for local agricultural products, faces a number of quite complex challenges in carrying out its role. One of the main challenges is the inadequate condition of the market infrastructure, such as sanitation facilities, narrow loading and unloading areas, and limited storage space. This has a direct impact on the comfort of traders and buyers and reduces efficiency in the distribution process of goods. In addition, competition with imported products entering through modern distribution channels is increasingly narrowing the space for local products, both in terms of price and quality. This competition threatens the sustainability of farmers' businesses and MSMEs around the market. Dependence on intermediaries in the distribution chain also causes the selling price received by farmers to be lower than the market price, which ultimately reduces their competitiveness. External factors, such as price fluctuations influenced by the harvest season, weather, and distribution disruptions, are also obstacles in maintaining supply and price stability.

In the future, to strengthen the role of Tavip Market as a distribution node, a systematic and integrated approach is needed. This includes revitalizing market infrastructure, establishing a technology-based distribution system, and protecting local products through fair pricing policies and strategic partnerships. Support from local and provincial governments is also very important to strengthen the institutional capacity of markets, as well as encourage collaboration between farmers, cooperatives, and distribution business actors to create a sustainable trade ecosystem. The effectiveness of agricultural product distribution at Tavip Binjai Market is influenced by several main factors that determine the smooth flow of goods from producers to consumers. These factors include inadequate market infrastructure, limited transportation and logistics systems, and the presence of intermediaries that reduce direct

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profits for farmers. In addition, price fluctuations influenced by the harvest season and weather, as well as competition with imported products that have more stable prices, also affect the effectiveness of distribution. Government policies that support local farmers, as well as changes in consumer preferences for fresh and quality products, are other determining factors. By understanding these factors, improvement steps such as optimizing infrastructure, improving transportation systems, digitizing markets, and policies that favor farmers can be implemented to improve the effectiveness of distribution at Tavip Binjai Market.

The challenge identification process at Tavip Binjai Market can be done through the following steps:

- 1) **Data Collection**Collecting information about market conditions, such as infrastructure, number of traders, types of commodities, and product distribution flows through interviews and direct observation.
- 2) **Infrastructure Analysis**Assess the condition of market facilities, such as loading and unloading areas and sanitation, to determine whether the infrastructure supports smooth distribution of goods.
- 3) **Transportation and Logistics Study**Analyze existing transportation and logistics systems, including accessibility to markets and shipping costs, to determine whether there are any barriers to product distribution.
- 4) **The Role of Intermediaries in Distribution**Identifying the number and role of intermediaries in the distribution of agricultural products, because too many intermediaries can increase prices and reduce farmers' profits.
- 5) **The Impact of Price Fluctuations**Understand the impact of harvest seasons and weather on product prices, as price fluctuations can affect consumer purchasing power and the distribution of goods.
- 6) **Competition with Imported Products**Analyzing the impact of more stable imported products on the competitiveness of local products in the market.
- 7) **Government Policy**Evaluate government policies related to trade and subsidies to see how they affect the distribution of agricultural products.
- 8) **Consumer Preferences and Product Quality**Understand what consumers want regarding product quality, because poor products will reduce satisfaction and sales.
- 9) **Solution Development**Based on the findings, formulate solutions such as infrastructure improvements, transportation system enhancements, and policies that support local farmers to create more efficient distribution.

3. Strategy to increase the role and efficiency of the Tavip Binjai Market as a distribution center for local agricultural products.

To improve the role and efficiency of the Tavip Binjai Market as a distribution center for local agricultural products, a comprehensive and sustainable strategy is needed. This strategy includes aspects of infrastructure, distribution systems, policies, technology, and empowerment of farmers and business actors. One of the main steps is to improve market infrastructure by building and improving facilities, such as a wider loading and unloading area, adequate storage space, and a good drainage system. Modernization of the market with better sanitation facilities is also needed to support the cleanliness and health of agricultural products. Optimizing transportation and logistics systems is an important factor in accelerating the distribution of agricultural products. Improving road access to markets and providing more efficient transportation services will improve the smooth flow of goods. Local governments can work with logistics providers to ensure faster delivery of goods and more affordable transportation costs for farmers and traders.



Figure 4. Tavip Binjai Market

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On the other hand, strengthening the role of cooperatives and partnerships with business actors can help increase farmers' bargaining power against intermediaries and large traders. Encouraging the formation of farmer cooperatives will allow the distribution of agricultural products to be carried out collectively. In addition, partnerships with the private sector, such as supermarkets and restaurants, can be a solution to expand the market for local products. Utilizing technology and market digitalization can also be a solution to increase trade efficiency. The implementation of a digital marketing system, such as an e-commerce platform or a special application for transactions between farmers and buyers, can shorten the distribution chain. With this system, farmers can sell their crops directly to consumers or traders at more profitable prices.

The government also plays a role in controlling price fluctuations through stabilization mechanisms, such as providing storage warehouses that can be used when there is excess production. In addition, educating farmers about more planned planting patterns will help avoid surpluses or shortages of certain products in the market. Regulations that support the protection of local products also need to be implemented to face competition with imported products. Policies such as the implementation of import tariffs or incentives for local farmers can maintain market balance. Empowerment and training for farmers and traders are important aspects in improving the quality and quantity of harvests. Training in more productive agricultural techniques and business management will help farmers increase productivity. Meanwhile, training for traders on modern marketing systems and stock management will support smooth distribution in the market.

Strengthening market regulations and policies must also be considered. The local government needs to ensure that existing regulations support the sustainability of trade in the Tavip Binjai Market, including fair pricing, transparency in distribution, and more professional market management. Clear regulations will help create a healthy business environment for farmers, traders, and consumers. By implementing these strategies, the Tavip Binjai Market can function more optimally as a distribution center for local agricultural products. Efficiency in the distribution system will benefit all parties, from farmers who get better prices, traders who have wider access to products, to consumers who can enjoy fresh products at stable prices.

5. CONCLUSION

Based on the research results, it can be concluded that the effectiveness of the Tavip Binjai Market as a distribution center for local agricultural products is influenced by various factors, including market infrastructure, transportation and logistics systems, the role of cooperatives and partnerships, and the use of technology in trade. The main obstacles faced are limited facilities, less than optimal transportation access, and the less than optimal use of digital technology in marketing and distribution.

To improve the role and efficiency of the Tavip Binjai Market, a comprehensive strategy is needed that includes improving infrastructure, optimizing the logistics system, strengthening the role of cooperatives, implementing digital technology, and policies that support price stability and protecting local products. In addition, empowering farmers and traders through training and clear regulations are important factors in creating a more sustainable market ecosystem. With the implementation of the right strategy, the Tavip Binjai Market can function more optimally as a distribution center for local agricultural products, which will ultimately improve farmer welfare, expand market access, and ensure the availability of quality agricultural products for the community.

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