

Toward the Idul Fitri, Sales Turnover in Tanah Abang Reaches Rp 220 Billion

Contributed by Maizer
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President Director of PD Pasar Jaya, Arief Nasrudin, stated that the transaction value in Tanah Abang Market, Central Jakarta, recorded a 10-20 percent increase, especially before Lebaran this year. "From the average turnover of Rp 200 billion per day, before Idul Fitri will increase to Rp 220 billion per day," he said.

Increased turnover of these traders, according to Arief, occurred because of the increasing number of visitors since the beginning of fasting until the feast of Eid al-Fitr. Even so, the increase in turnover is not too significant. Because the largest textile shopping center in Southeast Asia is always busy visited by consumers throughout the year and not just during the fasting period-Lebaran. "The surge of transactions ahead of Lebaran is not too high," said Arief. "Consumers who come base on wholesale, but retail." Furthermore, Arief said the number of merchants who sell in Block G does not increase. He estimates there are about 1,200 traders in the region. "These 1,200 merchants consist of 480 businesses, we are listing them to provide temporary shelters (TPS) when Block G is renovated," he said. Earlier, Head of Bank Indonesia Provincial Office of Trisno Nugroho said the household consumption activity is certain to increase ahead of Idul Fitri, especially food and beverages, clothing and travel. In addition to the seasonal needs, the activity is increasingly driven by the holiday allowance (THR). Moreover, according to Trisno, THR this year is paid some distance from the holiday. "This slightly increases the economic activity in Jakarta," he said some time ago. However, Trisno estimates that the impact of the increase in economic activity in Jakarta is not so great. The reason, Jakarta is a city for immigrants, who many go home to their hometown during the Lebaran period. The expenditures of the migrants, he continued, were mostly done in their respective homelands. In addition, the long holiday Lebaran also reduce production and distribution activities. "Export-import activities are pretty much restrained," he said. Menjelang Lebaran, Omzet Penjualan di Tanah Abang Capai Rp 220 Miliar Direktur Utama PD Pasar Jaya Arief Nasrudin menyebutkan nilai transaksi perdagangan di Pasar Tanah Abang, Jakarta Pusat, tercatat naik 10-20 persen, khususnya menjelang Lebaran tahun ini. "Dari omzet rata-rata Rp 200 miliar per hari, menjelang Idul Fitri naik menjadi Rp 220 miliar per hari," ujarnya. Peningkatan omzet pedagang ini, menurut Arief, terjadi lantaran bertambahnya jumlah pengunjung sejak awal puasa hingga menjelang hari raya Idul Fitri. Meski begitu, kenaikan omzet tersebut terbilang tak terlalu signifikan. Pasalnya, pusat perbelanjaan tekstil terbesar se-Asia Tenggara tersebut memang selalu ramai dikunjungi konsumen sepanjang tahun dan bukan hanya saat periode puasa-Lebaran. "Lonjakan transaksi jelang Lebaran memang tidak terlalu tinggi. Justru pengunjung membludak. Konsumen yang datang enggak beli grosir, tetapi eceran," ucap Arief. Lebih jauh, Arief menyebutkan jumlah pedagang yang berjualan di Blok G tidak bertambah. Dia memperkirakan ada sekitar 1.200 pedagang di kawasan tersebut. "1.200 pedagang ini terdiri atas 480 tempat usaha. Kami sedang mendata mereka untuk menyediakan tempat penampungan sementara (TPS) ketika Blok G direnovasi," ucapnya. Sebelumnya, Kepala Kantor Perwakilan Bank Indonesia Provinsi DKI Jakarta Trisno Nugroho mengatakan aktivitas konsumsi rumah tangga dipastikan meningkat menjelang hari raya Idul Fitri, terutama makanan-minuman, sandang, dan perjalanan. Selain karena kebutuhan musiman, aktivitas tersebut makin terdorong adanya tunjangan hari raya (THR). Terlebih, menurut Trisno, THR tahun ini dibayarkan agak jauh dari hari raya. "Hal ini sedikit banyak meningkatkan aktivitas ekonomi di Jakarta," tuturnya beberapa waktu lalu. Meski demikian, Trisno memperkirakan dampak kenaikan aktivitas ekonomi di Jakarta tidak begitu besar. Pasalnya, Jakarta merupakan kota bagi pendatang, yang banyak melakukan mudik ke kampung halaman pada periode Lebaran. Pengeluaran para pendatang, ia melanjutkan, justru banyak dilakukan di kampung halaman masing-masing. Di samping itu, adanya libur panjang Lebaran juga menurunkan aktivitas produksi dan distribusi. "Kegiatan ekspor-impor cukup banyak tertahan," katanya.