

# “THE REAL BUYER WHO GIVE JUNK YARD MARKET BREATH”

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## 1. INTRODUCTION

Not look like in the ordinary market that refer to economics term is one of many varieties os systems, institution, procedures, social relations and infrastructures whereby parties engage in exchange. This means in ordinary market is including goods standard quality. Electronic and electric junk yard market is just rely on buying and selling goods for money with ignoring goods standard quality. People or party coming for selling or for buying and there is no third party who usually act as supplier and supplying goods in quality.

Electronic and electric junk yard market is unique and rare in Surabaya. Rare because of just a few spot locations in Surabaya and unique because of except junk yard there is people coming for selling and buying electronic junk in this place. Just for curios matter to questioning who are the real buyer here? People on that place or other people who is visiting to this place? And what are exactly they need? This research is search the answer of those question.

## 2. PROBLEM

In economic term ordinary market definition is many varieties of the many varieties of system, institutions, procedures, social relation and infrastructure whereby parties engage in exchange (refer to WIKI). In the electronic junk yard market is just define as social relation and infrastructure(?) whereby parties engage to exchange only because there are no further standard goods are needed. That means is there is a real buyer who is ignoring other words in market definition such as system (this means in quality standard goods is not in concern). Why and who are they peoples? Because without this real buyer there is no junk yard market.

## 3. METHOD

Data is collected by interviewing, visual observation, photographic, video documentation, electronic-literacy as reference and question list as research tool.

The question's list to the sample are,

1. How much income for the people who stay in the junk yard?
2. Why people is buying goods in junk yard?

Observation on junk yard is observe number of people who visiting junk yard.

This result of this research is through simple statistic analytic to organized number on research data from junk yard observation.

## 4. RESULT

Raw photographic data as is shown on picture 1 to 6. It is visitor coming to junk yard market to selling is shown on picture 1 meanwhile used fans shelf is shown on picture 2. Miscellaneous used electronic is shown on picyure 3. The visitor coming to junk yard market for buying as is defined as real buyer is shown on picture 5, meanwhile path to junk yard market is

shown on picture 4. And finally researcher is observing one spot place to collecting data.



Picture 1. Visit for selling



Picture 2.



Picture 3. Junk yard shelf



Picture 4.



Picture 5. Visit for buying



Picture 6. observing

Average income rate for a day for people who stay in junk market is 200.000.- rupiahs and peoples who visiting in one spot observation is 9 peoples for a day with composition 2 peoples for selling and 8 peoples for buying.

Table 1. Number of visitor a week and a reason

day	visitor		Real buyer reason			
	sell	buy	1	2	3	4
1	2	8	3	3	1	1
2	1	7	4	0	3	0
3	0	5	4	1	0	0
4	3	4	4	0	0	0
5	2	7	5	0	2	0
6	1	11	2	0	9	0
7	0	13	12	0	1	0

Note: day 1 is Monday to day 7th is Sunday.

### Real buyer reason

1. Cheap
2. Looking for obsolete component to repairing
3. No answer reason
4. Miscellaneous

There is single spot unique buyer answer and this buyer reason is buying memory in the past for buying tape player.

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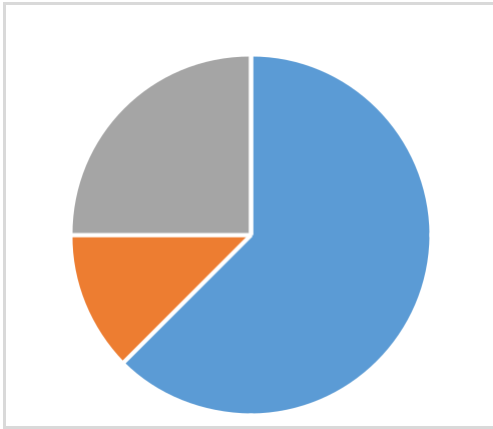
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Table 2. average number of visitor in a day

	visitor		Real buyer reason			
	sell	buy	1	2	3	4
average	1	8	5	1	2	0



Graph 1 : Pie chart of real buyer reason

- 62.5 % real buyer is looking for cheap price.
- 12.5 % real buyer is looking for obsolete component for repairing other device.
- 25 % real buyer is remain mystery about the reason

## 5. CONCLUSION

Junk yard market, especially electronic and electric junk is existing because of peoples who visiting on this place who need junk goods with various reason. Peoples who stay on junk yard income profit is 25.000 rupiahs for selling every good.

The real buyer of the junk yard market is actually looking for cheap price for instead than ordinary market and some of them is looking for obsolete component to repair another device needed. It is nearly hard to get answer from people who visiting junk yard market.

## 6. REFERENCE

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4. And others as is shown in this WIKI page site.

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