

PROFITS IN THE PERSPECTIVE OF GRESIK CULTURE IN TRADITIONAL MARKET TRADERS IN EAST JAVA PROVINCE, INDONESIA

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ABSTRACT

The purpose of this research is to describe the phenomenon of the meaning of profit for traders in the perspective of Gresik culture. This research method is with a qualitative paradigm using an ethnographic approach. Collecting data using participant observation and in-depth interviews conducted by snowball. Test the validity of the data using the member check. Data analysis using the Spradley model. The research results that have been found, the meaning of profit for traders in the perspective of Gresik culture is courtesy, trust, and empathy.

Keywords: Profit, Culture, Traditional Market.

INTRODUCTION

The phenomenon of modern market development has not been able to shift the Gresik culture of traditional markets in East Java Province, Indonesia. This phenomenon contradicts the results of Susilowati, (2014) study which states that the existence of modern markets reduces the existence of traditional markets and can cause traders' profits to decrease significantly. Hill, (2011) states that culture is a system of values and norms. The rent of profit theory only emphasizes the ability of traders in doing business to earn profits, it does not reveal the nature of profit in the norm. Residual Theory of Profit contradicts the traditional market conditions of the Gresik culture which oppose risk-based pricing.

Traditional markets are unique, namely bargaining. Bargaining cannot be applied to Knight's Theory of Profit which is based on the assumption that profit arises from uncertainty. Profit innovation theory is more likely to innovate in reducing the overall cost of production and increasing product demand. The profit earned by traditional traders is not limited to the income generated in excess of costs and expenses, but has benefits in fulfilling life's needs with a sense of happiness and lasting business.

Monopoly in traditional markets is a rare phenomenon. Profits used in traditional markets are reasonable profits in accordance with market prices, not monopoly profits. Buyers will be shunned from profit above fair profit if one day there are similar traders with lower prices. Traders use force in the market by cutting prices to prevent entry of competitors, will be "ostracized" by traders. Based on the difference in phenomena in traditional markets with the previous theory, this study examines profit in the culture of the people of traditional market traders.

The purpose of this research is to produce a new concept by examining the meaning of profit from the perspective of Gresik culture. This research contributes to advances in the field of financial management related to the conceptual essence of the meaning of profit from the perspective of the Gresik culture which is renewal. The urgency of research contributes as a reference material for obtaining profits for traders based on values and norms and the existence of income for market managers. The results of this study can contribute as a

reference model for technical guidance and development of small businesses in the implementation of empowerment of traditional market traders.

LITERATURE REVIEW

Malik et al. (2014) stated that the resilience of traditional market traders increases the increase in entrepreneurship, religion, and social capital through self-efficacy in facing modern markets. Banerjee, (2015) states that profit is used as a traditional measure of financial performance. Profit can overcome imbalance as an irregularity for the resulting uncertainty that is taken at risk.

Mursy & Rosidi, (2013) explore the meaning of profit according to habits, traditions and culture. The research results show that first, profit is interpreted as taste. Second, the form of profit as gratitude and happiness. Third, profit serves as a spread of happiness. Ubaidillah et al., (2013) understand the meaning of profit from the perspective of street vendors. The results of his research show that there are three meanings of profit. First, "*material profit*" in the form of savings or savings that are used to meet personal needs. Second, "*spiritual profit*" to keep paying attention to God's commands on all His commands. Lastly, the "*reward of inner satisfaction*" can make other people happy.

Wiyarni et al. (2013) explored the value of Javanese traditional markets. The results of his research found that traditional market traders' profit is not only measured by money, but tolerance. Febrianty, (2013) examines the dynamics of social capital between traders in the Beringharjo traditional market, Jogjakarta. The results showed that individual networking and trust, regulations affect the potential of social capital that can be used to strengthen the advantages and resilience of traditional markets. Profit as an economic goal (Balaguer & Castellano, 2012) is influenced by the chosen perspective.

RESEARCH METHODS

This study explores the experiences and subjective knowledge of the participants to understand profit in the socio-cultural environment of traditional markets. To understand the meaning of profit from the Gresik culture in understanding social interactions, in order to develop theories or concepts using qualitative research. Myers, (2013) states that qualitative research methods are used to understand humans and understand social and culture in the context of human life. This qualitative research uses an ethnographic approach. Ethnographic perspective research also seeks to understand behavior and link cultural themes or elements, so that new substance theories or propositions can be found (Fatchan, 2015). Researchers build close relationships with key informants to gather information. This study determined informants as research subjects as the unit of analysis determined by Snowball (Creswell, 2013).

Collecting data in this study using participant observation and in-depth interviews to explore the participants' subjective as primary data. Participant observation based on research objectives. The observation in this study did not involve the researcher as an observer (non-participant observation). Observation of participants is carried out with full observation, that is, the researcher is "*outside*" the research subject who observes fully, does not participate. In-depth interviews were conducted structurally on research subjects whose direction the questions were focused based on the problem formulation and the results of previous participant observations. The results of the structured interviews were arranged systematically to produce ethnographic descriptions. The ethnographic description results were used for domain analysis. The results of the domain analysis were carried out by structuring interviews to compile a taxonomic analysis. After conducting the taxonomic analysis, interviews were conducted which required contrast questions for features not

included in the component analysis.

Test the validity of the data using the credibility test with the member check. Member check is done in several stages. The results of the ethnographic description were carried out by the first member check which would be used for domain analysis. The results of the taxonomic analysis were carried out by the second member check. Based on the component analysis, a theme analysis was carried out to find cultural themes. Based on cultural themes resulting in minor propositions. This minor proposition can holistically reconstruct the science of profit by interpreting it from a cultural perspective. This reconstruction by making a cultural interpretation of how the meaning of profit in cultural behavior. The results of the minor propositions that have been found are analyzed and interpreted by the existing theory to produce major propositions. The results of these propositions are carried out by the third member check.

Qualitative research with ethnography follows more of Spradley's, (1979) research model and process. First, domain analysis is used to obtain an understanding of general descriptions in order to answer the essence of the meaning of profit in the Gresik cultural perspective. Taxonomic analysis is used to understand specific domains according to the focus of the study. Component analysis organizes in different or contrasting domains through participant observation and selected interviews. Themes analysis is to understand holistically cultural perspectives that integrate across domains in several broader types of patterns. Data validity was carried out simultaneously and inherently in data collection and data analysis.

Based on the research question, the results of collecting data on the meaning of profit in the behavior of traders' cultural values are as follows:

1. Language ethics;
2. Sayings in buying and selling;
3. Failed to buy;
4. Exchange of Goods;
5. Greetings; and
6. Reluctance to feel uncomfortable

The results of data collection on the meaning of profit in the behavior of traders' customary norms are as follows:

1. Defective Product Information;
2. Information on the Origin of Materials;
3. Fair Profits; and
4. Quality

The results of data collection on the meaning of profit in the behavior of traders folkways norms are as follows:

1. Mercy;
2. Smile;
3. Understand the needs; and
4. Suggestions.

RESULTS OF DATA ANALYSIS

Included Term Results, language ethics; and sayings in buying and selling is the cause of respect. Failed to buy; and exchange of goods is the cause of tolerance. Greetings; and Reluctance to feel uncomfortable is the cause of brotherhood. Based on this semantic relationship, the Domain of Cultural Values is respect, tolerance, brotherhood. Courtesy is a larger and more inclusive domain in taxonomic analysis.

An attitude of respect, because traders feel what buyers feel. Respectful behavior is a way for traders to maintain buyers' feelings towards traders' behavior. The way traders maintain the feelings of buyers with language ethics and respond to sayings in buying and selling. Traders respecting buyers can increase tolerance, because it reduces conflict, thus creating harmony as a caring attitude towards buyers. Caring is the foundation of tolerant behavior. Tolerance behavior is an attitude of restraint or patience and helps buyers. The way traders guard their feelings about the buyer's behavior with patience to give freedom of choice. The results of this research is failed to buy, and exchange of goods.

Respect and tolerance will create harmony with buyers. Harmony will create kinship which is the essence of the meaning of brotherhood. A sense of brotherhood will arise a sense of care for the buyer as the basis for tolerant behavior. Respectful merchants require patience when strengthening fraternities. Traders can make a profit when they have good brotherly relations with buyers. Traders who like to respect and tolerate buyers, then buyers will do good by buying merchandise. Based on the cultural theme, it produces a minor proposition of the meaning of profit in cultural values, namely: the habit of decency to earn a profit with respect, tolerance, and brotherhood.

Included Term results, defective product information; and information on the origin of the material is the cause of being honest. Fair profit; and quality is the cause of fairness. Trust is a larger and more inclusive domain in taxonomic analysis. The truth is that traders have more information about the condition of the goods than buyers. The purpose of being honest is so that the buyer does not feel disadvantaged because there is an element of willingness. The buyer is not harmed as the basis for the merchant not to deceive the buyer. Being honest is usually about defective goods, and the origin of the material. Buyers who feel informed don't feel cheated. Being honest with telling the truth will bring trust. Trust is also obtained from information related to the condition of the goods.

Information regarding the condition of the goods will reduce the price of the goods so that a fair price is created. Fair price is a price agreement between traders and buyers who feel they are not mutually disadvantageous or mutually giving up. Fair price can be in the form of a reasonable profit, and pay attention to the quality of goods. Quality goods can create market prices.

Market prices, namely prices that are almost the same as other similar traders. Market prices also look at the condition of the goods. Buyers feel that they are not being deceived and will foster a sense of trust in traders. Trust as the basis for determining a fair price. Prices are fair by considering the quality of the goods, i.e. the higher the quality of the goods the higher the price. The lower the quality of the goods the lower the price. In Javanese terms, "*there is a price for goods*". Buyers also realize that prices follow the quality of the goods. Fair price according to other traders of the same type (market price) will earn the buyer's trust.

Prices above other similar traders are mostly avoided by buyers. Traders have the confidence to increase the number of customers. Traders to make a profit must be honest. Be honest in setting a fair price by providing information on the condition of the goods. Honest can add customers, because buyers feel harmed, and trusted. which means that the good will be seen and the bad will appear. Based on cultural themes, it produces a minor proposition of the meaning of profit in customary norms, namely: the tradition of trust to earn profits honestly and fairly.

Results Included Term, mercy; and smiling is the cause of caring. Understand the needs; and advice is a cause of concern. Empathy is a larger and more inclusive domain in taxonomic analysis. Traders care about the buyer will create a sense of concern and desire to help buyers. Merchants care and attention to buyers, it will get customers easily. Based on the cultural theme, it produces a minor proposition of the meaning of profit in the folkways norm, namely: the tradition of empathy to earn profit with care and attention.

PROPOSITION

Based on the research question, it produces minor propositions that have passed the member check. Minor propositions for the meaning of profit in cultural values, cultural norms (customs and folkways), which have been found, are:

1. The minor proposition of the meaning of profit in cultural values is the habit of courtesy to earn profit with respect, tolerance and brotherhood.
2. The minor proposition of the meaning of profit in the customary norms is a tradition of trust to earn profits honestly and fairly.
3. The minor proposition of the meaning of profit in the folkways norm is a tradition of empathy to earn profit with care and attention.

Based on the relevance of the theory, the characteristics of courtesy, trust, and empathy are "*service quality*". So the major proposition of the meaning of profit in the Gresik cultural perspective is the quality of service to earn profits with courtesy, trust, and empathy. The result of this proposition is a renewal of the concept of profit based on the Gresik cultural perspective.

DISCUSSION

Management is a distinctive role of social interconnection before human existence as a phenomenon studied by business economics. Value Based Management, business ethics, responsibility, and trust as a code of behavior, can be analyzed from a strategic perspective. Philosophy believes in strategic relationships with management realities. Process management, in terms of planning, organizing, motivating and controlling.

There is a relationship between opinions about market fairness, and attitudes towards entrepreneurship. Perceptions of market fairness, and attitudes towards entrepreneurship are indeed related. Cultural and subcultural norms have experienced increased scrutiny in recent years as explanatory constructs for various dimensions of consumer behavior. Three factors of shopping orientation, namely quality awareness, impulsive shopping and price awareness.

Expenditures on quality taking into account profits due to costs and savings. Investing in service quality with service improvements in pricing, and distribution. Service quality positively affects earnings through word of mouth. Prioritizing short-term dynamic changes can increase profits. Haque & Rahman, (2011) concluded that company image and ethnocentrism behavior play a significant role in consumer perception.

Parasuraman et al., (1985), in their exploratory study of Determinants of Service Quality, Courtesy includes friendliness, respect, consideration, and friendship. Credibility includes trust, confidence, honesty as characteristics of traders interacting with buyers. Security is freedom from the risk of weakness in the condition of goods (physical security), and financial security. Understanding / knowing the customer is understanding customer needs by understanding the customer's special needs, providing personal attention, and getting to know the buyer personally. Parasuraman et al., (1988) in Service Quality. Assurance: knowledge and courtesy of traders and the ability to inspire confidence and self-confidence; Empathy: caring, attention paid to customers.

Profits play a role in a management control system to increase the prosperity of traders. Traders must plan for profit by organizing working capital for profit control. The trader must analyze the financial condition of his business in order to plan for his financial future. Traders must be able to predict their business operational financing needs to obtain the expected profit. Profit planning is the development of an operating plan in order to achieve the goals and objectives of the trader. To realize profit planning, first prepare a sales budget that reflects the amount of activity, and observe the possible factors that influence profit. Good and correct profit planning and as a business guide are likely to achieve business goals. Optimizes profit when producing at a level of output

where marginal cost equals price. If marginal cost is higher than price, it must reduce output to optimize profit.

Traders need to plan management from all operational stages to make a profit. Optimal profit is a manifestation of the merchant's sense of satisfaction. Financing decisions with relevant strategies taking into account the profits to be obtained. Traders must ensure optimal costs so as not to reduce profits. Folorunso et al., (2015) stated that the internal factors of business culture and entrepreneurial ability as well as external factors in the economic system, socio-culture and infrastructure conditions affect the success of traders to earn profits.

The traders in their business activities aim to make a profit. Profit is a predictor of cash flow to predict future earnings in order to measure the success of the business (Horne & Wachowicz, 2013). Small traders must understand the market environment in which their business operates. Have little knowledge of financial science and have to compete against big traders who have a lot of analysis and sophisticated strategies to make a profit (Brigham & Houston, 2014).

Leach & Melicher, (2015) state that profit is a surplus that is the difference between total revenue from product sales and total production costs. Profits can be seen from the cash flow received will be influenced by the ability to pay all obligations on time, finance operating needs, and reinvestments. Profit is the difference from income over costs within a certain period.

Banerjee, (2015) states that profit is used as a traditional measure of financial performance. Profit can be viewed as a reward for the uncertainty that occurs rather than taking risk. Retained earnings is an indicator of financial performance. Profits can help optimize a trader's wealth by optimizing the value of his business. The merchant's welfare will increase if the business value increases.

To get capital through retained earnings. Retained earnings are profits that traditional traders don't take but instead save on business use. Retained earnings are a type of equity capital, because profit belongs to the trader. The amount of profit received can be used for retained earnings as equity. Traders are better off withholding some of their profits for use in business. Retained earnings can be used as the addition of new facilities for business development or the availability of cash for financial protection if profits are low. Retained earnings can serve as protection for assets that are damaged or obsolete. The trader has cash which is not immediately needed, so it can be saved to generate interest income.

Chandra, (2015) states that business development can be done through retained earnings. Retained earnings are the portion of equity that normally has an indefinite life. Merchants enjoy the prerogative to control their business processes. Brigham & Daves, (2014) states that the choice of sources of funds can affect free cash flow if profits decrease. Miglo, (2016) states that profits can be influenced by sources of financing.

Baker & Martin, (2011) state that financing sources can be modeled by combining market time activities. Traders who have a high level of profit actually have a lower level of debt. A high level of profit can be used as sufficient internal funds to meet business needs. Sarlija & Hanc, (2016), Mateev et al., (2013) and Forte et al., (2012) concluded that increasing profits can reduce debt.

Sarker, (2017) as well as Calopa et al., (2014), conclude that Small and Medium Enterprise traders start doing business with their own capital or borrow from friends or relatives. Debt is rare. Marwa, (2014) concluded that the loan requirements for Micro, Small and Medium Enterprises have a significant effect on credit rationing from formal financial institutions. Gathogo & Ragui, (2014) state that one of the improvements in working capital is an increase in profits.

Weygandt et al., (2011) state that to obtain an increase in profit, an increase in the purchase of raw materials or merchandise can be made. Crosson & Needles, (2011) states that traders must analyze the procurement of production materials or merchandise carefully and thoroughly to earn a profit. Carefulness and thoroughness to reduce business risks. Merchandise usually faces a longer period of time and a relatively large amount of money, which is an element of high risk. One of the motivation of traders is optimal profit which has risk (Kieso et al., 2013).

Traders must recognize and understand risk before making a purchase to make a profit despite the trade-off between risk and expected return. Risk is the probability that the actual outcome will differ from the expected result, namely profit or cash flow. Risk as the possibility that the level of profit obtained deviates from the expected rate of return. The risk of a possible decline in people's purchasing power due to continuous increases in the price of goods (inflation risk) and high competition.

Longenecker et al. (2014) states that the purpose of traders is to carry out business processes to generate profits. Profits obtained to get a more decent life in the future. A wise trader will think about increasing his standard of living from time to time or at least trying to maintain his current level of income so that it does not decrease in the future.

Schein, (2017) states that culture can be analyzed at several different levels, with the term "level" which means the extent to which cultural phenomena can be seen. These levels range from very real manifestations, which can be seen and felt under the deeply embedded basic assumptions, which are defined as the core of culture. Between the layers of levels there are various beliefs, values, norms, and rules of behavior that members of the culture use as a way to describe culture for themselves and others.

The cultural model is based on three levels, namely artifacts, espoused beliefs and values, basic underlying assumptions. Artifacts include tangible, overt or verbally recognizable elements in society. Artifacts are elements that are visible in culture and can be understood by people not part of the culture. Espoused beliefs and values are values and rules of behavior. Basic underlying assumptions are deeply embedded behaviors that are considered unconscious, but constitute the essence of culture. Basic underlying assumptions are well integrated into dynamics.

The culture of society consists of shared values, understandings, assumptions and goals that were learned from previous generations, which are imposed by members of the present society, and are passed on to the next generation. Culture creates a way of life based on communication, a code of ethics and shared expectations. Culture influences mutual attitudes and expectations. Culture is the foundation of communication, and communication transmits culture. Culture can influence the communication process which includes; attitudes, thought patterns, role of language, and timing. The Gresik culture creates a way of life that influences the attitudes and expectations of traders and buyers.

The economic aspect of culture is the relationship of people to resources. Resources can be created by humans. This term also denotes tangible and intangible goals which can be used to achieve several other goals. The social aspect refers to people's relationships with other people in a particular culture. Cultural values or standards of behavior that determine compliance with certain types of behavior that are part of social interactions. Social transactions are embedded in social beliefs that are an integral part of societal agreements.

Gresik traditional cultural market has a relationship with the business created by the community to gain prosperity. The social aspect refers to the seller-buyer relationship in culture. Cultural values or behaviors that are an integral part of society's agreement. Traders' businesses are influenced by the relationship between individuals and groups of people in the Gresik socio-cultural values.

Attitudes towards business ethics boil down to a culture which is generally based on a cultural value system. Moral attitude refers to the need for moral standards that are accepted by society. This goal is difficult to achieve by cultural attitudes and business practices. The attitude of traders towards business ethics can be based on a cultural value system.

Business ethics is a set of principles and rules that define right and wrong behavior. A code of conduct is a set of values and rules that reflect a philosophy and purpose. Having such a code eliminates or reduces the opportunity for unethical conduct. These codes deal with matters such as receiving business gifts, and maintaining confidentiality. Business confidentiality means maintaining the confidentiality of sensitive information. Code of conduct is communicated.

Ferrell et al., (2011) state that ethics is an investigation of the nature and basis of morality. Morality as a moral judgment, standards, rules of behavior. Ethics as a science and philosophy of human behavior, with an emphasis on right and wrong. In general, business must have high ethical standards, and individuals must conform to good moral principles.

So business ethics deals with moral rules, standards, and principles about what is right or wrong in certain situations. Business ethics are composed of principles, values, and standards that guide behavior in the business world. Principles are specific and extending limits to universal and absolute behavior as the basis of rules. Values are used to develop socially enforced norms.

Hill, (2011) states that norms are divided into two categories, folkways and customs. Folkways include symbolic rituals and behavior. Rituals and symbols are the most visible manifestations of culture and are outward expressions of deeper values. Merchants respect others based on a higher level or rank in Gresik culture.

The language ethics of the Gresik people in greeting others uses family language and uses krama which consists of two main levels that are different in speech and grammar. Ngoko as an attitude of intimacy, manners as a form of respect, and krama Inggil as an expression of the highest respect. The order in this level of krama is a means of preventing conflict. This manners arrangement concerns the exercise of body, sitting order, content and form of a conversation.

Ferrell et al., (2011) state that moral philosophy is the principles and values of a person that defines moral or immoral. Moral philosophy is specific, whereas business ethics is based on collective decisions in society to fulfill business goals. Morality is a choice based on its own principles and values. The economic system not only allocates resources and products in a society but also affects individuals and society as a whole.

The success of the economic system is influenced by a moral philosophy that brings people together in a cooperative, efficient, and productive market. Moral philosophy is a perspective of moral standards that provides individuals with abstract principles to guide social existence. Individuals study a philosophical or decision-making approach through cultural and social development.

Achmad, (2017) states that Javanese philosophy can create wise traders, uphold ethics and norms, politeness, tolerance, humility, love fellow humans and other creatures, and always be close to God. To achieve prosperity, traders must pay attention to attitude. A self-sufficient attitude will facilitate the profit. A patient attitude will survive all forms of harm. Being humble will have a great chance of making a profit. Traders must have the desire to do something noble. The attitude of traders to always seek God's guidance. An optimistic attitude is a great asset to achieve success. Shamelessness avoids violating ethics and norms prevailing in society. Being not stingy will increase the profit.

Javanese philosophy will be able to lead merchants to get success, meaning that they can earn profits for their personal prosperity. Success is seen from the process of achieving it which does not deviate from the rules of society and God. Achmad, (2017) states that Javanese philosophy has a significant relationship with Gresik culture. Javanese philosophy that focuses on the spiritual world which always emphasizes God as the origin and purpose of human life. Javanese philosophy has been used as a means of achieving prosperity.

Purposeful merchants must conform to God's will. All God's commands must be carried out. Traders always use their assets as a means of carrying out their service to God. Traders must perform four behaviors, traders pray for mental health to feel peaceful and serene. Traders are tasked with finding sustenance for the welfare of their families. Traders build brotherhood. Traders establish brotherhoods to get peace.

The essence of ethics deals with human morals in a civilized society. Business transactions that are embedded in trust have become a guideline for moral conduct. One must behave ethically when in the local culture. Culture is transformed into values and norms as a guide for life. Cultural values are embedded in the social beliefs of societal agreements. Values are used to develop

socially enforced norms. Religious-based values and norms that characterize culture.

The concept of trade in the Gresik community already exists, however, it considers it a secondary need. In fact, many traders do not really care about the amount of profit, what is important is that there is a profit even if it is a little. Over time, the existence of political and social influences has greatly influenced the Gresik people's perspective on doing business. Javanese philosophy with proverbs; Gemi, Nastiti and Ngati-ati. Gemi means to act frugally and to plan and control something, either goods or money. Nastiti means very thorough. Ngati-ati means to be careful. The attitude of being prudent in using money according to the needs is really necessary. Carefulness and caution are needed in making decisions to earn a profit.

Kumar, (2014) explains that capital structure affects financial performance. Optimal capital structure to optimize merchant welfare with a combination of debt and equity thus minimizing the cost of capital. Gandy, (2015) opens a business, knows the business season, and is passionate about business. Mazzarol et al. (2015) have the financial ability to influence the capacity to control earnings.

Heung-Ryel, (2015) to revive local traditional markets with rapid changes, in order to attract attention. The existence of traditional markets in Gresik cultural wisdom as a container for life conception and socio-cultural interactions. Zakariya et al., (2016) stated that the vitality of market culture can be maintained by strengthening its local identity through its products and culture, providing space that can facilitate tourism activities and cultural participation, and increasing local business development. Akpan, (2016) culture which includes norms, values, customs, beliefs, symbols, language, and rituals have an effect on purchases. Pletnev & Barkhatov, (2016) there is a relationship between the success of earning a profit and social responsibility.

IMPLICATIONS

Earn profit with a successful service quality with respect, tolerance, brotherhood, honesty, fairness, care and attention. The behavior of politeness can increase the dignity of a trader. the high dignity of a person depends on his daily behavior. Courtesy behavior is the quality of service to captivate buyers, namely buyers will get assurance and certainty obtained from courtesy of traders, and tolerance (security).

Traders must be able to be respectful. Able to use Boso Kromo, both Madyo and Inggil, if the buyer uses language ethics. Must respond to sayings in buying and selling, if the buyer uses. Traders must be able to tolerate. Patiently serve buyers by giving the freedom to choose to buy or not to buy. Be patient if the product is exchanged, or does not buy after the buyer leaves, because it does not match expectations or is defective without the knowledge of the merchant. Traders are obliged to maintain brotherhood by greeting buyers. Traders give freebies or discounts for relatives, relatives, neighbors and colleagues, because they are reluctance to feel uncomfortable.

Traders must be honest. Must inform the buyer if the product is defective. Must provide product knowledge to buyers. Able to set fair prices by considering fair profit and product quality. Fair profit follows the market price, which is the same price as other traders. Consideration of quality with the principle of there is a price for goods, namely the lower the quality the lower the price, and vice versa.

Traders must be able to understand the buyer's condition. Dare to give free or discount for orphans, and the needy. Smile in any condition when serving the buyer. Be able to advise buyers on the advantages and disadvantages of the product. Trying to find the needs of buyers.

Difference between Modern Market and Traditional Market. The ability of traders with language ethics to captivate buyers. The modern market knows no levels of language. Traders also respect buyers by responding sayings in buying and selling The modern market is sufficient to hand over goods and receive money is legal. Traders must be able to tolerate patiently if their products are exchanged, or they do not buy after the buyer leaves the premises, because they do not meet

expectations or are defective without the merchant's knowledge. Modern market goods are non-refundable.

Traders say hello with greetings "*brotherhood*". Modern market with say "*happy shopping*". Buyers know if there is a defective product from the merchant's knowledge. Modern market buyers do not know firsthand. Traders set prices that tend to be the same among similar traders. If the price is above other traders the buyer will avoid it. If the price is below the other traders will be "*ostracized*". Modern markets set prices to vary between modern markets.

Traders care about orphans and the needy by giving discounts or free. In the modern market, there is no difference in prices for orphan and poor buyers. Sometimes buyers ask for advice or are given suggestions regarding the product being purchased. The modern market often makes suggestions by offering other products to add to shopping

RESEARCH LIMITATIONS

1. The research objective is to examine the meaning of profit in the perspective of merchant culture which is too broad, it needs to be narrowed down so that the level of focus of the study can be increased. For further researchers, it is more focused on the meaning of profit in cultural values.
2. The application of the data collection method is based on the respondent's direction, so that the key informant is only the respondent's previous relatives. This is a weakness of the data that is not in depth, so the next researcher uses purposive sampling in the hope of answering the problem of the meaning of profit in cultural values.

CONCLUSION

1. The habit of courtesy to earn a profit with respect, tolerance and brotherhood.
2. The tradition of trust to earn profits honestly and fairly.
3. The tradition of empathy for earning a profit with care, and attention.
4. Quality service to earn profit with Courtesy, trust and empathy.

SUGGESTION

Suggestions for future researchers focus more on the meaning of profit in cultural values. The data collection method used purposive sampling. Local governments need to carry out educational outreach related to service quality (courtesy, trust, and empathy) to make a profit through preserving Javanese characters. Traditional market traders must behave courtesy, honestly, and empathy to make a profit.

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