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Traditional Values to Build Concept of Harmony Selling Price Determination

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ABSTRACT

This paper shows that traditional values to build the concept of harmony selling price determination is not only based on economic calculations but also non-economic by presence of three inner attainment; spiritual values, relativity and communication harmony. All three inner manifestations is manifestation of noble character with life outlook of *Panca Eka lumaksana* (five life outlook in one action) that contained in pricing mechanism in direct social interaction of staple sellers that become Kejawan believer and buyers in traditional markets.

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INTRODUCTION

Price determination to sell goods at market is determined by interaction of demand and supply, as well as concept of historical cost mark-up. Theory of historical cost and economics has succeeded in developing a logical pricing model (Arya and Mittendorf, 2011; Samryn, 2004; Cooper and Kaplan, 1998; Cooper and Slagmulder, 1998; Swenson, 1998). These two concepts are logical, but it is difficult to be applied directly by seller to determine the price in traditional market. This is due to two things: first, natural characteristics of traditional markets with direct social interaction mechanisms to meet seller and buyer that able to change the price determination. Second, economic theory and historical cost assumes that seller aims to get maximum advantage of economic transaction pricing to buyer, but there is a togetherness that is presented in direct interaction between seller and buyer, so feel to receive such pricing.

Togetherness in interaction of both parties proves that process to determine selling price in market not only based on traditional calculation to achieve maximum benefit, but also there is mutual trust. This is consistent with Lawang (2005: 32) and Fukuyama (1999: 16) that as social beings, there is the value of togetherness within seller to pay attention to presence of buyer when determining the price. This attention comes from direct interaction to mutually accept fixed price or changed.

This belief brings inner abilities (sense) to cooperate and improve tolerance to buyer, not only based on economic calculations. Damsar and Indrayani (2013: 201-202) describe that cooperation system of both sides led to prices determination in traditional markets that not only established by calculation of costs and benefits, but also more based on trust as motivation to manifest togetherness.

This trust brings create selling price determination. It is not only based on economic calculations, but also non-economic (immaterial gain) of three inner: spiritual values (Santosa, 2011: 44; Guidi, Hillier, and Tarbert, 2010; Thaher, 2009; Jeaclea and Walsh, 2002), relativity (Wilk, 1995: 47; Santosa, 2012: 19-20; Kristiyanto, 2010: 108) and communication harmony (Warren, 1996; RJ, 2011: 14; Dwipayana, 2005). All three non economic values are manifestation of good attitude world view of *Panca Eka lumaksana*. It is contained in pricing mechanism in social interaction itself where seller needs to understand Kejawan staple.

Furthermore, these three inner affect on determination of selling price for staple (*pangupa jiwa*) in traditional markets with both sides support togetherness. Based on assessment above, this research would like to build harmony concept to determine selling price of basic commodities. IT is based on research question of how the concept of determining the selling price is based on traditional approach Kejawan harmony *Panca Eka lumaksana*.

Panca Eka lumaksana approach existence as noble mind confidence teaching of Kejawan life outlook in this study is because this approach is a form of inner confidence (taste) on attitude and way of thinking, and acting based on traditions faith as harmony balance daily activities of community life. In fact, Hardiman (2007:

112) asserts that certain confidence capable to bring inner communication power in harmony price concept as a form of togetherness of sellers with buyers.

Kejawen Traditional approach of *Panca Eka lumaksana* unites harmony balance of physical and spiritual integrity in daily activities tradition on belief and confidence in truths of God's guidance. This belief for Kejawen adherent sellers become a form of life guidelines that must be executed.

Literature Review:

Kos Information become basis for decision-making calculation of goods selling price. In long run, price should be able to cover all relevant *kos* and considered explicitly, in order to can achieve gain long-term goal. The formulation cost plus mark up to achieve certain profit (Halim, Supomo, and Kusufi, 2012: 135; Mulyadi, 2001: 349). Mark-up should be determined such that desired profit can be achieved (Hirshleifer and Hirshleifer, 1998: 31; Sugiri, 2009: 158; Suwaldiman, 2009: 141). Finally pricing determination is dominated by desire to get maximum profit.

Meanwhile, Suwardjono (2006: 620) explains that *kos* in broad sense is dollar deal in order to acquire goods. As the data base, there are two things that become limitations. First, *kos* as material that were measured by monetary units, accounting must assume that purchasing power of money is stable, whereas in reality is not stable. Second, financial statements users are concerned with present and future decision-making. Therefore, accounting does not give information if solely based on historical data that change for all the time. Furthermore, Liozu and Hinterhuber (2012), Santos, Gomes and Arroteia (2012), Welfle and Keltyka (2000), as well as Sugiri (2009: 157) stated that *kos* information of goods price can not be expressed as a fix formulation. Various formulas only determine the target selling price with a trial and error approach. At the end, two sides interaction can determine the final price, a price adjustment or product line change.

Price adjustment shows the seller effort for buyer to pay in accordance with agreed price as a trust to goods purchasing offered (Liozu and Hinterhuber, 2012; Cooper and Kaplan, 1988). Furthermore, goods selling price can not free from an effort to provide best value for buyer, buyer's response is to create opportunities to affect price changes calculation (Deegan, 2004; Boer, 2000; Mishra and Vaysman, 2001). This is consistent with culture conditions of Indonesia traditional markets, which shows two sides interaction together to change the price of basic material needs (*pangupa jiwa*). Firdausy (2010) confirmed that food price in traditional markets is strongly influenced by interaction between buyers and sellers as economic actors who determine price.

Input price information that received by buyer can be used as basis to accept selling price determination (Arya and Mittendorf, 2011; Toms, 2010; Samryn, 2004). Leksono (2009: 133) and Muhammad and Alimin (2004: 271) reveals that market price information of traditional staples show transparent calculation in order can be accepted by buyer. This effort becomes guarantee to buyer that the price is suitable with promise.

Research results of Toms (2010), Swenson (1998), and Cooper and Kaplan (1988) explains that for discrepancy understanding of pricing information, then sellers (producers) have to communicate to get confidence to buyers (consumers), so that information is believed to become signal of truth. Consumer difficulty to understand often leads buyers to measure price of food from certain signals, low price and enough supplies, and environmental facilities with good arrangement. All signal or signs values can as important as actual value if; first, differences are subjective and difficult to quantify and second, buyer buy a new or rare goods.

Providing confidence through transparent information of food price by seller to buyer in traditional markets, especially in Java, is a spiritual awareness without disappointed feeling (Endraswara, 2012: 35; Thaher, 2009; Prihartanti, 2003, 2004: 44, 2008, and Prihartanti and Karyani, 1998). This spiritual presence become non-economic profit (immaterial) in deciding price based on togetherness. Soul should not filled only material gain, but also patience, calmness and peace.

Price transparency to buyer also creates self-awareness to understand prices relativity of basic commodities. This understanding is based on lives of both parties that both have needs and interests (Santosa, 2012: 20; Kristiyanto, 2010: 52-53). This relativity cultivate inner sensitivity to open up the seller as a non-economic advantages, i.e. the value in inner togetherness to receive fixed or changing material (figure) of sale price with pleasure.

Furthermore, RJ (2011: 14) and Dwipayana (2005) revealed that information disclosure of in traditional market selling price is able to create deal without harmful and pressure, as a form of communication harmony. Harmony communication brings sellers personality to feel the presence of buyer as a non-profit economic value in form of serenity and happiness.

Method:

Watloly (2013: 43), Denzin and Lincoln (2009: 133), and Guba (1990: 127) concluded that the approach is a set of basic beliefs to lead one to act in everyday life. Daily actions that used to guide the scientific approach of people's daily activities is presence of a trust approach mechanism, as said by Pranoto (2008: 81):

Every belief system presents a form of daily actions of a community interaction for attitudes and ways of thinking and acting that always cling to always remember the origin (God) in reality to fulfill needs and desires

of life. Realities to live always pray and ask God for everything in life because everything is will of God. This is purpose of traditional approach of Javanese teaching.

The scientific approach is presented from traditional approach usage of Kejawen teaching namely concern to presence of social mechanisms to realize and believe that God is everywhere, which is mentioned in Javanese *sesanti* "within inner itself there is presence of God Almighty, but do not claim as God Almighty", God knows all deeds behavior. Therefore, human always do good and true for everything done, God will know and reply.

If the living is consistent His rules, efforts to obtain life sustenance should be given easy. Therefore, do not look for, but with presence of noble character lifestyle then we will look for a place. It becomes gift from God for our actions to follow anything that pleases. Sustenance has been underlined or set by God.

In their life activity, Kejawen believer always prayed and pleaded with *Gusti Ingkang Murbeng Dumadi* in life because there it is wish of God as noble character that become center worldview *Panca Eka lumaksana* as form of Live Guidelines Rules. Central belief is to achieve true life activities of good and true life and true life with harmony relationship (Pranoto, 2008: 80; Negoro, 2001: 23-24). This concept became traditional approach purpose of *Kejawen Panca Eka lumaksana*.

Discussion:

Life phenomena gives an understanding of Javanese life outlook as a noble purpose that achieved by inner manner (sense) and deep appreciation to achieve the highest moral and then his life will become peaceful. This achievement should always be sought or were grown continuously throughout his life. Therefore, consciously or not, humans are often in a "border" between peaceful and not peaceful that demands the presence of sense clarity.

Inner clarity can only be reached through the prevention and control of *kramadangsa* soul to go to without trait (Prihartanti, 2003, 2004: 38). Minimizing *kramadangsa* soul steps is mystical essence of noble character worldview *Panca Eka lumaksana*. Furthermore, Pranoto (2009: 88) states that noble character of *Panca Eka Lumaksana* gives inner in nature of life activities.

Inner peace shows that noble mind and outlook on life Kejawen *Panca Eka lumaksana* activity requires a total belief, namely the inner to love God. This feeling always creates non selflessness. Supadjar (2001: 101) and De Jong (1985: 17) stated Kejawen outlook create mysticism belief about peace that be done without selfishness attitude as the manifestation of souls who willing to give everything they had and happily accept everything that befell him, as well as patience and tolerance of God's blessing.

Life peace as a blessing of God is not simply a reflection of rational thought on everyday life realities, but also teaching of noble mind and behavior. This rational teaching and sense lead an activity life, including the question of how reveal fulfillment of basic needs (*pangupa jiwa*). Furthermore, Woodward (2012: 79) and Stange (2009: 132) states that Javanese believer feel sure that subsistence is blessing of God that is achieved by promoting harmony rather than conflict (a bargain). Achievement of good alignment in social realm (seller-buyer) as well as in inner realism, achieving noble mind and peace sense are life condition that desirable by any Kejawen believer.

Noble character as worldview of *Panca Eka lumaksana* is the overall outlook of reality life, empirical, combined with noble character that very intense. According to this live outlook, human life can not be separated from the supernatural power (God) who suggests that anyone who wants peaceful live should not forget to supernatural, must also be in harmony, mutual help, and actualized with activity as a fusion of harmony between the ratio and taste.

This way of life combination fosters a sense of self-confidence for seller as the manifestation of non-economic values (immaterial) in sale price determination process. Related with this, Prihartanti (2008), Prihartanti and Karyani (1998), Bonneff (1994), and Parker (1985) stated that implementation of a steady and unwavering the *Panca Eka lumaksana* is manifestation of Life Role to grow non-economic values as inner harmony to believe to God presence as the giver and supervisors of live.

This inner confidence create consciousness of basic needs seller of Kejawen believer that selling price that damaging the buyer is same to damage himself. Therefore, it is necessary to maintain pricing harmony because without the presence and fulfillment of desires buyer toward economic value (number) then the selling price is meaningless. Therefore, Tartono (2013: 227) and Bonneff (1994) revealed that presence direct interaction atmosphere between sellers and buyers based on price disclosure can supports the growth all three concepts of honesty, relativity, and interaction of communication harmony that comes from inner self-awareness of seller.

Non-economic value as manifestation of *Panca Eka lumaksana* (five life outlook in one action) is self sense of staple seller namely spiritual receive, open up, and compassion to create an harmony atmosphere as process to determine selling price in relations with buyers. Harmony relationships bring inner in price that is acceptable by buyer to realize ease and comfort transaction.

Inner receive the spiritual growth to accept everything with spiritual power, without feeling disappointed at rear (*nggrundel*). Whatever received is considered as a gift of God Almighty in inner to brings unity for seller and buyer. Pranoto (2008: 96), Negoro (2001: 48), and Susilo (2000: 17) also stated that the growth of pricing

unity as a form of direct interaction between seller and buyer is based on ability to control themselves as a gesture of magnanimity delivery and behavior to avoid victimization information, to realize the harmony according to God will to achieve reassurance and virtues of life.

This sense achievement for staples seller means that they receive transaction with sincerity, most important thing is no attempt to live a certain level of ability, just received. Furthermore, Muhammad and Alimin (2004: 267) disclose that staple pricing is based on seriousness with inner virtue to achieve harmony relationship between sellers and buyers.

Inner spiritual awareness to accept the price can create seller desire to always harmony with buyer. Relations manifestation of *Panca Eka lumaksana* is to receive economic transactions not only by material determination (number) goods price in order to receive the peace life of God, peaceful life within peace relationship with buyer.

Complete faith to God affects activity value of life that relative. Relativity to understand price determination is not only by economic value, but there are also non-economic. Pranoto (2009: 58, 2008: 73) stated that non-economic value gives a clean form of inner achievement. This achievement is also embedded within staples seller to create value in pricing that not only based on rational analytical calculation of material, but rather to use the reflective properties. Transparency in economic value of selling prices may change when transaction along with goods, presence of buyer, and ideas.

Transparency of staple seller can provide introspective to not harm themselves and buyer. Endraswara (2012: 141) and Bonneff (1994) described that presence of inner introspection makes seller does not always feel completely determine the price of staple commodities. Therefore, Kejawan teachings stated that peace live with other people who need staple is based on belief in one supreme God, because human only run the life (Pranoto, 2008: 2; Susilo, 2000: 16).

This transparency in life provides guidance for harmony relationship of staple seller and buyer to equally accept the price based on patience, perseverance, and prudence for a purpose and a willingness to always remember the conviction based on God Almighty. Therefore, Santosa (2012: 21) and Fikriono (2012: 356) stated that presence of self-disclosure in activity often create compromise activity.

Fulfillment of staple needs (*pangupa jiwa*) is basic nature of human life that must be fulfilled. Fulfillment is done by direct social interaction between sellers and buyers, so it brings an element of relativity prices in traditional markets (Mulder, 2011: 165). Furthermore, Negoro (2001: 62) confirmed that natural demands of direct interaction between buyers and sellers in traditional markets creates relativity of food price, so it need to always keep the inner harmony of trade transactions with price disclosure, as proverb teaches that "do not win their own trading activity by deceive selling price to buyer. Furthermore, do not feel completely alone because life activity in this world is no absolute truth".

Manifestation of transparent process to determine staple pricing in a traditional market shows harmony communication interactions between seller and buyer. Communication harmony is based on openness to fosters trust by promoting humanity price information to make friends or colleagues everyone who attached to presence of interactions among humans (RJ 2011: 114). Harmony communication creates inner awareness (sense) to use spoken language and gesture information via disclosure sincerity. This information disclosure creates awareness to preserve, maintain, and develop information as a communication language that presents a harmonious interaction among human relations in decision to meet staple need (Dwipayana, 2005).

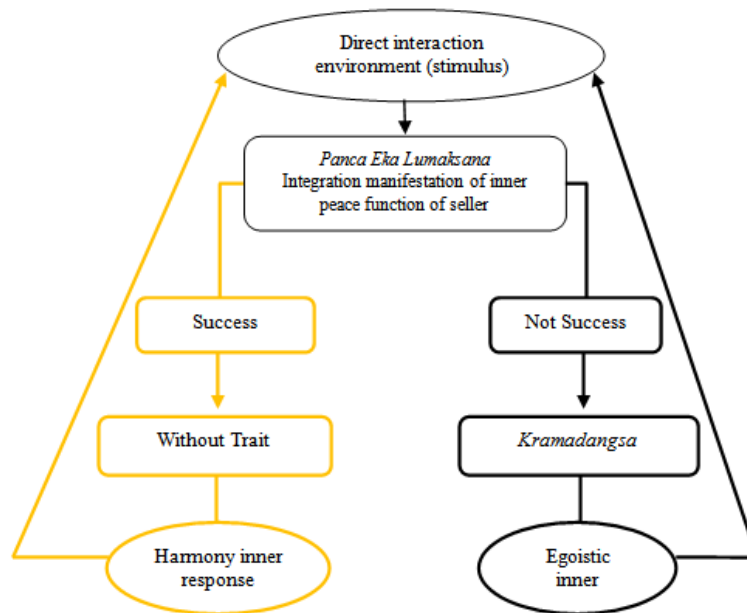
Transparent pricing communication creates harmony interaction of direct transaction environment between seller and buyer (Swasono, 2012). Harmony environmental to disclose price information by staple seller is main factor to determine selling price in traditional market which is identical to social mechanisms to communicate directly (Judge, 2006).

Direct communication relationship between sellers and buyers to determine price of staple commodities can fosters harmony interaction in pricing determination as manifestation of peace moods for interaction path. Prihartanti (2008), Supadjar (2001: 53) and Negoro (2001: 25) stated that harmony economic transaction environment create self-control, stable emotion, a big heart, and respect the direction of direct interaction between sellers and buyers, as well as always guided by belief to true price information.

Non-economic value presence in form of three sense or self-sense seller in form of spiritual, relativity, and harmony communication bring harmony pricing that based on altruistic nature. It creates honesty to avoid lie to achieve a quick profit and insert desires to do good for buyer.

Combination of economic and non-economic value is a concept to determine selling price that based on harmony traditional approach of noble mind *Panca Eka lumaksana* of Kejawan believer, namely to realize the natural inner of direct interaction between sellers and buyers in traditional markets that can prices change as a form of identity achievement for traders soul that without traits. Javanese teachings disclosed that human soul have ability to feel the other person sense. This explanation, as achievement of harmony pricing concept, is explained as follows:

Harmony Selling Price as Inner Identity of Seller from *Kramadangsa* towards Without Trait



Conclusion:

Economic value presence and three non-economic values (immateral) as spiritual values, relativity, and harmony communication become traditional Javanese values to determine selling price based on noble mind guidance and outlook of *Panca Eka lumaksana* for seller. Life outlook is able to eliminate the anxiety of sales transactions. This guidance believes that the cause of anxiety is mind, which makes people uncomfortable to interact. Therefore, seller of Kejawen believer realizes that inner who feel price anxiety is inner feelings who know it. Therefore, sellers who follow economic and non-economic values can cultivate inner harmony.

Combination of these two values lead sellers to get inner peace to understand buyer easily, easy to feel what buyers feel, and able to assume that buyer is not you that raised the same inner sense as a inner harmony growth. This condition supports seller to obtain happiness of direct interaction activity with buyers to meet basic needs in traditional market.

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