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Volume 14, Number 1

January-March 2020

1.	A One Year Epidemiological Study of Mechanical Injury Cases brought to SIMS Hospital, Western Uttar Pradesh	1
2.	Estimation of Age by Modified Gustafson's Method from Incisor and Canine Teeth	5
3.	Study of Demographic Pattern of Poisoning in Patients Presenting to Emergency Department of a Tertiary Care Centre, SIMS, Hapur	12
4.	Forensic Evaluation of Various Osteometric Parameters of Human Mandible in both Sexes Priyamvada Kurveti, Gyanendra Kumar, Dheeraj Singh Verma, Jayanthi Yadav, B. P. Dubey	16
5.	An Autopsy Study of Drowning Deaths in and around Visakhapatnam Raja Sekhar Uppu, BVS Ananda Rao, Beemsetty Rajesh	23
6.	Morphologic and Radiographic Effects of Acids on the Teeth: An in-Vitro Forensic Study	28
7.	Pattern of Abdominal Viscera Injuries in Blunt Abdominal Trauma Deaths in Ahmedabad	34
8.	Pattern of Fatal Firearm Injuries Pertaining to Manner of Death: An Original Research Article	38
9.	Epidemiological Profile of Snake Bites over 1-Year Period from Tertiary Care Centre in Maval Region of Maharashtra, India: Original Research Article	44
10.	Informed Consent in Clinical Practice and Research and Its Awareness among Under Graduate Medical Students S.R. Saritha, C.S. Sreedevi	50
11.	Sexual Dimorphism in Mandibular Canine Crown Dimensions in Early Adolescents: A Hospital based Study	56
	Kanak Priya, Poonam Agrawal, Dinesh Kumar Bagga, Hiten Kalra, Disha Sirohi, Ritika Gupta	
12.	Rationale of Evaluation of Potency in Medicolegal Cases of Sexual Assault by Penile Color Doppler with Injection of Papaverine	61
	Shilpa Domkundwar, Varsha V Jadhav, Sonal Khandelwal	

13.	Determination of Stature from Anthropometric Measurements of Thyroid Cartilage in the Population of Punjab
	Sunil Subramanyam, Dalbir Singh, YS bansal, SP Mandal
14.	Study of Patterns of Injuries by Road Traffic Accidents
15.	Socio- Demographic Study of Deaths Due to Poisoning in Autopsies Conducted at KIMS Hospital, Bangalore
16.	Lifelines as a Tool to Predict Death
17.	Agar-Paraffin Double Embedding Over Conventional Embedding for Minute Oral Biopsies- Cohort Study 84 S.Sandhya, Pratibha Ramani, Herald J Sherlin, Gheena.S, Abilasha R, Gifrina Jayaraj
18.	Severity Grading, Management, Outcome and Epidemiological Profiling of Snakebite Victims in Tertiary Care Hospital in South India: 5 Years Retrospective Study
19.	Study of Organo- Phosphorous Compound Poisonings with Blood Sugar Levels in Telangana Population . 96 <i>Jakaregari Srinivas</i>
20.	Correlation and Comparison of Cheiloscopy, Dactyloscopy and Palatoscopy with Blood Groups among Dental Students From Western Maharashtra
21.	Unnatural Female Deaths within Seven Years of Marital Life: An Autopsy based Study
22.	Study of Dimorphism of Humerus in Maharashtra Population
23.	Perception of Students Regarding Gender based Violence
24.	Legal & Intellectual Property Dimension of Health & Access to Medicines in India
25.	Assessment of the Awareness of Knowledge of Dental Records in Forensic Dentistry among Undergraduate Dental Students
	Shyam Sundar Behura, Shirsha Mukherjee, Roquaiya Nishat, Lipsa Bhuyan, N Aravindha Babu
26.	A Study to Compare the Stress Patterns in the Edentulous Mandibular Bone around the Two Implant Retained Over Denture and the Prosthesis Restored with All-On-Four Concept Using the Three Dimensional Finite Element Analysis
	Puneeth Hegde, Satish Shenoy, Shobha Rodrigues, Thilak Shetty, Umesh Pai, Sharon Saldhana, Mahesh M

27.	Prosthetic Rehabilitation of Patient with Mixed Connective Tissue Disease Using Glove Type Silicone Finger and Toe Prosthesis	. 134
28.	Perception of Students Regarding Gender based Violence	. 138
29.	Evaluation for Correlation of Cheiloscopy and Dermatoglyphics in Gender Determination	. 143
30.	A Study to Compare the Stress Patterns in the Edenulous Mandibalur Bone Around the Two Implant Retained Over Denture and the Prosthesis Restored with All-On-Four Concept Using the Three Dimensional Finite Element Analysis Puneeth Hegde, Satish Shenoy, Shobha Rodrigues, Thilak Shetty, Umesh Pai, Sharon Saldhana, Mahesa	
31.	Assessment of Needle Stick Injury in an Institutional Set up: A Retrospective Analysis	. 154
32.	A Study to Compare the Stress Patterns in the Edenulous	. 158
33.	Root Canal Morphology of Mandibular Second Molars Using CBCT	. 162
34.	Comparative Evaluation of Effect of Auxillary Grooves on Retention of Complete Cast Crowns in Molar Teeth – An In-Vitro Study	
35.	Risk Assessment, Risk Management, and Risk Communication of Welding Work at PT Dok and Perkapalan Surabaya (Persero)	. 172
36.	Prediction of The Needs for Benzene Detox with Foods Intake Containing CYP2E1 Enzyme, Sulfation, and Glutathione at Gas Stations Pancoranmas Depok, Indonesia	. 177
37.	Determination of Safe Benzene Concentration at Ciputat Gas Station	. 183
38.	Forensic Implications of Saliva: An Overview	. 189
39.	Risk Management by Implementing Hazard Identification, Risk Assessment and Determinant Control (HIRADC) Method in the Research Center of the University in Surabaya, Indonesia	. 195
40.	Evaluation to Identify Benzene Safe Concentration in Oil and Gas processing Facility in East Java Area Due to Process Fugitive Emission Ahmad Muslih Bambang Sugiharta, Aditya, Abdul Rohim Tualeka	. 201

41.	Common Types and Methods of Drug Usage In Iran: A Systematic Review and Meta-Analysis	207
42.	Factors Related to the Incidence of Pesticide Toxicity in Pesticide Traders in Paser District in 2018 Baini Rahman, Eko Suhartono, Ardik Lahdimawan, Husaini, Lenie Marlinae	213
43.	Determination of Safe Benzene Concentration in Tank Car Crew at PT Pertamina Patria Niaga	218
44.	Polymorphic Relationship of rs7526700, rs2278651, and rs611386 Of <i>SLC30A1</i> Mothers' Gene with Mothers' High Levels of <i>Zinc</i> Chairunas, Sjarif Hidajat Effendi, Harmas Yazid Yusuf, Eriska Riyanti	224
45.	Conventional Detection of Resistance of <i>Aedes aegypti</i> Larvae as DHF Vector in Kediri District Against Temephos	230
46.	Location Quotient Analysis of Agricultural Sector and Subsector in East Java 2010-2017 (A Reference for Law and Policy on Economics, Nutrition and Public Health)	234
47.	Association between Soluble ST2 Basal and Global Longitudinal Strain 2D-Speckle on Tracking Echocardiography with Left Ventricle Remodeling after an Acute Myocardial Infarction	239
48.	Gynecomastia Treatment by Liposuction with Gland Excision and H.H. Method	246
49.	A View on Patterns of Weight Loss after Intragastric Balloon Insertion in Iraqi Patients	250
50.	Comparison between AMH level in Multipara and Nullipara in Women More than 40 Years Old	255
51.	Evaluation of Risk Factors and Outcome of Incarcerated Inguinal Hernia in Pediatric Age Group	259
52.	Harmonic Scalpel Vs Conventional Cautery Use In Hemorrhoidectomy	265
53.	The Implementation of Hiradc Method in Computer Laboratory	270
54.	Evaluation of Factors Affecting Quality of Nursing Cares for Dying Patients in ICUs	275
55.	Effect of Crude Bacteriocin Isolated from Locally <i>Lactococcus lactis</i> on Cancer Cell Lines	281

56.	New Bio-Therapeutic Candidate for Pancreatic Cancer	. 289
	Marwah Saad Joudah, Basma Talib Al-Sudani, Inam Sameh Arif	
57.	Infanticides in Dakar: Medico-Legal Aspects	. 294
58.	Changes in Some Urinary Variables After Potassium Citrate Therapy In Patients With Recurrent Urinary Stone Disease In Tikrit City, Iraq	
59.	Synthesis and Characterization of Some Bis-Nitroaryl Pyrazolonesand Estimation of Their Anti-Bacterial and Anti-Fungal Activities	. 303
60.	Assessment of the Correlation between the Salivary Flow Rate and Dental Caries Experience among Children with β-Thalassemia Major	. 310
61.	Application of Risk Management Using HIRADC Method in Analytical Chemical Laboratory of University in Indonesia	. 316
62.	Study of Epidemiological Factors According to the Positive Response of IgG of Patients Infected With Blastocytsis Hominis in Diyala Province, Iraq	. 322
63.	Risk Analysis of Occupational Disease and Accident in Environmental Health Laboratory	. 327
64.	A Cadaveric Study on the Prevalence of Hartmann Pouch of Gallbladder with Relation to Gallstones in Basrah City	. 332
65.	Evaluation of Root Canal Morphology of Permanent Maxillary Canine Using CBCT – A Cross-sectional Study	. 339
66.	Relationship between Radiographic Evaluation with Age and Gender – A Radiographic Study	. 346
67.	Corrosion of Orthodontic Metallic Brackets Immersed in Solutions of Salt and Spices in Artificial Saliva Nurul Afiqah Amani Binti Zaaba, Harish Babu	a 351
68.	Cheiloscopy: The Study of Lip Prints in Sex Identification between Indian and Malaysian Population Nurul Afiqah Amani Binti Zaaba, Gheena.S	. 356
69.	Study of Certain Immunological Aspects in Diabetes Mellitus Type 2 Patients Infected by Helicobacter Pylori	. 362
	Qusay Abdul-Wahab Khalaf, Rajwa Hasen Essa, Khetam Habeeb Rasool	

70.	Detection of ESBLsCTX-M Gene of E.coli Isolated from Clinical Cases in Maysan Province	368
71.	Impact of Electronic Games on the Behavior of Children and their Academic Achievement upon Schools in Mosul City	. 374
72.	Hazard Identification, Risk Assessment, and Determining Control (HIRADC) Method in a University Laboratory in Surabaya, Indonesia Rika Fauziah, Putri Ayuni Alayyannur, Dani Nasirul Haqi, Sho'im Hidayat, Alfin Wahyudiono F	. 380
73.	Investigating Relationship between Positive Organizational Behaviors and Organizational Commitment among Nurses at Emam Khomeyni Hospital in Jiroft, Iran, in 2017: A cross Sectional Study	. 386
74.	Alcoholic Extract of Shilajit as Anti Protein Denaturation, Anti Blood Hemolysis, and Anti Microbial Saba Hadi, Sundus Hameed Ahmed, Noor Talib, Hassan Abdul Hussein and Isam Hussain T. Al-Karkhi	. 392
75.	A Stereomicroscopic Analysis of Dentinal Micro Cracks after Root Canal Preparation Using Four Different Rotary Instruments	. 397
76.	Studying Effective Factors on Overweight and Obesity in High School Students in Erbil	403
77.	Removing Methods of Ultracide Residues in Imported Apple Peels in Iraqi Local Markets	409
78.	Evaluation of Benzene Threshold Value in Benzene Exposed Work Environment: Case Study at Ciputat Gas Station	. 413
79.	A Complete Perusal of Polluter Pays Principle "Incorporation and Application In India"	419
80.	Risk Assessment, Risk Management, and Risk Communication at Drug Industries PT. Kimia Farma (Persero) Tbk. Plant Bandung	423
81.	Work Safety Risk Assessment at Container Load Unloading Jobs at PT. Pelabuhan Indonesia II (Persero) Palembang Branch 2017	429
82.	Correlation of Smoking and National Institutes of Health Stroke Scale (NIHSS) in Acute Ischemic Stroke Patients Yunike Tourisiana, Mohammad Saiful Islam, Joseph Ekowahono Rahardjo	433
83.	Risk Assessment, Risk Management, and Risk Communication in the Carpet Industry: PT. 'X' Pandaan. East Jawa Zikri Fathur Rahman, Nur lailatul masruroh, Abdul Rohim Tualeka	439

84.	Coal Dust and Acute Respiratory Infections in South Kalimantan PT 'X' Coal Mining Workers	444
85.	Enhancement the Antimicrobial Activity of Disinfectants by the Purified Lipase from <i>Coronobacter Dublinensis</i> Alaa Naseer Mohammed Ali, Sahira Nsayef Muslim	448
86.	Estimation the Antibiotics Activity Against Vaginal Pathogenic Microorganisms in Pregnant Ladies with Early Rupture Membrane and their Fetal Outcome	455
87.	Criminal Responsibility among Murderer Presented to Forensic Committee in Al-Rashad Training Hospital/ Forensic Department, 2016-2017	462
88.	The Effect of Doubled Concentration of Nanoparticles with Gamma-Rays Energy as Simulation Radiotherapy in Lung Cancer	469
89.	Evaluation the Levels of Thyroid Hormones among Iraqi Pregnant Women	474
90.	Distribution of Abnormal Number of Teeth and Gender Differences: A Sample of Al-Muthanna University Students Aged 18-24 Years Old	480
91.	Impact of Residency Area on Dental Caries and Nutritional Status among 10 Years Old Children in Al-Hillah City, Iraq	487
92.	Molecular Investigation of Plasmid–Mediated Quinolone Resistant Genes among aminoglycoside- resistant uropathogenic <i>Escherichia coli</i> Isolates from Babylon Hospitals, Iraq	493
93.	Study of the Effectiveness of Some Raw Plants and Materials in the Treatment of Pediculosis in Najaf province Iraq	499
94.	Molecular and genotyping for <i>Cryptosporidium parvum</i> isolated from children with diarrhea in pediatric hospital of Karbala	504
95.	Hyperlipidemia that Induced in Male Rats and Role of Flavonoids Extract of <i>Quercus infectoria</i> in Treatment	510
96.	Impact Age in Treatment Myofacial Pain with Temporomandibular Joint Disorders by Botox Injection Zing Ali Daily, Nawres Rahag Mohammed, Muntather Muhsein Hassan	514

VIII

97.	Leukocytosis as Prediction for Early and Late Complications in Patient with St Segment Elevation Myocardial Infarction	520
98.	Role of Interleukin 33 During Infection with Toxoplasmosis in Rheumatoid Arthritis Patients	526
99.	Treatment of Induced Lead Toxicity by using DMSA in Puppies	532
100.	Study the Effect of Humidity Variable on the Patient with Jaundice Stay Period inside the Incubator Auns Q. Al-Neami, Yasser Ibrahim, Husam Yahya Naser	536
101.	Prevalence and Classification of Maxillary Canine Impaction among Iraqi patients at An-Najaf City Sarmad M. Hamozi, Kareem M. Alghanim, Yahya Abdali	540
102.	The Efficacy of Chlorhexidine Gel as an Adjunctive Treatment for Patient with Chronic Periodontitis Ban Zuhair Ahmad	544
103.	Iron Overload Estimation by Oral Exfoliative Cytology in Beta Thalassemia Major Patients Undergoing Repeated Blood Transfusion	551
104.	The Incidence of Contrast Induced Nephropathy-Acute Kidney Injury after cardiac catheterization in Basra Cardiac Catheterization Center. A Prospective Cohort Study	557
105.	Evaluation of the Correlation Between Vitamin D3 Serum Level, Age, gender and BMI in Rheumatoid arthritis Patients in Al- Kut City/Iraq	564
106.	Effect of Antimicrobial Agents Extracted from American Cockroach Insect <i>Periplaneta Americana</i> L. on Some Species of Microbes Alaa Ali Hussein Al-Hindera, Osama nadhom Nijris, Husham Nagy Hamoudi	569
107.	Is there Any Correlation between Periodontal Diseases and Sleeping	574
108.	Establishing the Ordinary Narration of Men with Originally Negative Prostate Biopsies	581
109.	Mutans Streptococci and Removable Orthodontics	587
110.	The Impact of Prenatal Nutritional Status on Occlusion of Primary Teeth among Kindergarten Childrenin Al- Kut City/ Wassit	593
111.	The Association between Mn-SOD Gene Polymorphism and Peripheral Neuropathy in Type2 Diabetic Patients of Babylon Province-Iraq	598

112.	Lemon Crude Extract Modulates Ito Cells Activation in High Cholesterol Diet-Induced Liver Steatosis in Male Mice	604
113.	Assessment of Serum Advanced Glycation End-Product Level and Its Effect on Periodontal Health Status in Type 2 Diabetic Patients with Chronic Periodontitis	609
114.	Serum Fatty Acid Synthase Level in Patients with Prostate Cancer and Benign Prostatic Hyperplasia Farooq Yaseen Khuhair, Hassan H. AL-Saeed, Laith Amer Abd-Al-Hussain	616
115.	Antibacterial Activity of Crude Extracts of <i>Spirulina Platensis</i> Against Some Pathogenic Bacteria and Fungi Isolated from Different Sites on Human Body	621
116.	The Problem of Multidrug Resistance Bacterial Strains in Daily Clinical Practice in Dealing with Typhoid Fever in Mid-Euphrates Region of Iraq: A Cross Sectional Study	626
117.	Analysis of <i>CTLA-4</i> (+49A/G) Gene Polymorphism and the Risk of Pulmonary Tuberculosis in Babylon province of Iraq	631
118.	Screening Motives among Attendants of Breast Cancer-Early Detection Clinics, in Iraq	636
119.	Study the Toxicity and Anticancer activity of Some New Amic Acid and Their Derivatives of Mefenamic acid	642
120.	Investigating Effects of <i>Salvia Officinalis (</i> Sage) on Development of Mice Embryos Kidney and Some Hormonal Effect of Treated Mothers	649
121.	Association among Vitamin D Deficiency with some Inflammatory Marker in Iraqi Patients with Autoimmune Thyroiditis	655
122.	A Statistical Study on Microorganisms that Cause Tooth Decay and Prevention and Treatment Methods. Widad sameer jaaz, Ohood Salman Jawad, Hassanain Jwad Abid Al Hussein	661
123.	In vitro Antifungal efficacy of <i>Saccharomyces Cerevisiae</i> Mediated Nanoparticle Against Resistant <i>Candida Albicans</i> Isolates	666
124.	Application of Chemical Techniques in the Manufacture of Some Industrial Dental Materials	672
125.	Isolation and Identification of <i>Pantoea agglomerans</i> from Open Heart Operations Unit of Marjan Hospital in Hilla City	676

126.	Immunological and Molecular Study of Human Cytomegalovirus contribution to Anemia in patients with Chronic Kidney Disease	680
	Zahraa Abdulridha Baqer AL-Fayyadh, Musa Nima Mezher	
127.	Comparison between HSP70 Levels in Acute and Chronic Coronary Artery Diseases	686
128.	a Model	691
	Suad Turky Ali, Hind Tahir Qadir, Shaimaa Khalid Moufak, Mohammed Ali Mohammed Al-Badri, Mohammed Nsaif Abbas	
129.	Mutation Evaluation in P ₅₃ exon 5 in Iraqi AML Patients with 4 Growth Levels	697
130.	Assessment of Antagonistic Effect of Alcoholic Extract from Cyanophyta (<i>Spirulina Platensis</i>) Against Several Human and Plant Derived Pathogenic Fungi	703
	Raghad J. Fayyad, Rasha Saad Nuaman, Noor T. Hamdan, Rasha Saatam Hameed, Sara A. J. Maliki	
131.	The Differentiation between Premenstrual Tension Syndrome and Dysmenorrhea in Young Age Group in Kerballa City: Cross-Sectional Study	710
132.	Bacteriological and Pathological Study on Kidneys of Slaughtered Sheep in Fallujah City	716
133.	Prevalence of Dental Anomalies (Mesiodens and Enamel Hypoplasia) Among Primary School Children in Badra/Iraq	723
134.	Evaluation of the PCR Method for the Diagnosis of Cutaneous Leishmaniasis in AL Hawija District, Kirkuk, Iraq	729
	Husain F. Hassan, Moath M. Salman, Burhan M. Mohammed	
135.	Evaluation of Some Blood Parameters in Anemic Patients in Relation to Periodontal Condition	734
136.	Effect of Algal Extracts on the Growth of Tow Bacterial Types Isloated from Pollutants Discharge Thaer Mohammed Ibrahim, Raad Abdul Hadi Nayyef, Buthaina Abdul- Aziz Hassan Al-Magdamy	741
137.	Prevalence of Aerobic Bacterial Vaginosis and Trichomonas Vaginalis Associated with Socioeconomic Factors among Women in Misan Governorate	745
138.	Synthesis, Characterization of New Tris Hydrazones based on Cyanuric Acid and Studies the Biological Activity as Antibacterial and Antifungal	753
139.	Assessment of Hyperurcemia in Patient with End Stage Chronic Kidney Disease	759

140.	Reduced Glutathione, Lipid Peroxidation and Malondialdehyde Status in Women with Mild and Severe Preeclampsia for Babylon Governorate	763
141.	Association of Autoimmune Thyroiditis and Type 1 Diabetes Mellitus With Severity of Children with Celiac Disease	768
142.	Role of PSA in Diagnosis of Chronic Prostatitis	774
143.	Treatment and Experimental Infection with <i>Klebsiella pneumoniae</i> in Rats	780
144.	Evaluation of Post Cementation Marginal Seating of Monolithic Zirconia Crown Restorations Using Different Preparation Designs (A comparative <i>in vitro</i> study)	. 787
145.	Effect of the Different Disinfectants on the Microbial Contamination of Alginate Impression Materials Haider M. A. Ahmed, Rawof Rasheed Jawad, Mohammed Nahidh	793
146.	Role of Respiratory Syncytial Virus and Some Bacteria Causes Tonsillitis among Children Under 5 Years Old in Duhok City	. 797
147.	Broad-Spectrum Cytotoxic Effect of <i>Calendula officinalis L</i> Against Breast Cancer Cells	803
148.	The Role of c-ERBB2(Her-2) and P53 in Differentiating Low Grade from High Grade Urothelial Carcinoma of Urinary Bladder	810
149.	Serum Secretagogin and Focal Adhesion Kinase as Markers for Type 2 Diabetes Mellitus and Beta Cells Function	816
150.	Thyroid Nodules of Iraqi Patients with Acromegaly	821
151.	Study on the Role of Interleukin-2 and Human Cytomegalovirus in Cases of Recurrent Spontaneous Abortion of Women in Wasit Province Kadhum J. Gatti, Suhad F. Hasson, Asawer K. Alsadoon	828
152.	Single Nucleotide Polymorphism of Follicle Stimulating Hormone Receptor Gene in Iraqi Infertile Men.	833
	Randa Rasool Ghmayes, Abdul Kareem A.Alkazaz, Ahmed Adnan A.Rasool	
153.	Follicle – Stimulating Hormone Receptor Polymorphisms in Iraqi Women with Primary Amenorrhea Rawan Ahmed Nijeeb, Abdul Kareem A.Alkazaz, Ruqayah Gheyath Yaseen	840
154.	Study Effect of Clarithromycin drug on Cryptosporidium Parvum and Efficiency of ELISA Technique in Diagnosis Comparison with Some Traditional Methods in vitro	845

155.	Indirect Method for Determination of Paracetamol in Pure and Pharmaceutical Drugs using CFIA with Homemade Ayah 3S _{BGR} X3-3D Solar Cell Microphotometer Analyzer	851
156.	Expression and Conservation of <i>rol-genes</i> in Rue, <i>Ruta graveolens</i> L., Plants Regeneration from Hairy Roots	858
157.	Assessment of Bioactive Resin-Modified Glass Ionomer Restorative as a New CAD/CAM Material. Part I: Marginal Fitness Study Huda A. Abdulla, Manhal A. Majeed	865
158.	Study Genotoxicity of Ciprofloxacin in white rats Mustafa Ahmed Shihab, WAJDI Sabeeh Sadek	871
159.	Thirteen New Yeast Strains Isolated from Cancer Patients in Basrah-Iraq by ITS rDNA Sequencing Mustafa A. Aldossary, Bashar S. Abdulraheem, Nasir A. Almansour, Munaff J. Abd Al-Abbas	877
160.	Evaluation of Effectiveness of <i>Boswelliaserrata</i> (Kundur) Gum Extract on Some Biochemical Parameters in Male Rats Induced Chronic Renal Failure (CRF)	883
161.	The effect of Toxoplasmosis on Hematological and Biochemical Parameters in Pregnant Women in Thi-Qar Province	889
162.	Paper Based Glucose Biosensor Depending on SPCE Modified with Hemoglobin and Silver Nanoparticles	893
163.	Evaluation of Noise Pollution Levels in Hospitals and its Effects on Staff Health in AL - Najaf City in Iraq	899
164.	Influence of Emotional Intelligence on Academic Achievement among Students at Secondary Schools in Babylon City	906
165.	Evaluation of Biochemical Health Measurements to Predict Backpack Achievement (50m)	911
166.	Road Traffic Fatalities in Babylon Province – Six Years Epidemiologic Study	917
167.	A Comparative Evaluation of Gutta-Percha and Sealer Removal of Rotary Niti File Retreatment Systems	923
168.	Clinicopathological Study of Oral Giant Cell Fibroma Fatimah J.Ismael, Bashar H.Abdullah	928

169.	Impact of Health Education Program on Health Status of Heart Failure Patients: A Quasi-Experimental Study	933
	Younus Khudhur, Yousif Mohammed	
170.	Mouse Hepatocellular Carcinoma Sensitivity to Cisplatin and Docetaxel and Analysis of Related Proteins	938
	Aymen Radhi Habeeb, Baydaa Hussein Mutlak, Ahmed Majeed Al-Shammari	
171.	Triple Negative Breast Tumors In Iraqi Women	944
	Faisal Ali Lattef, Noor Fouad Mohamed Ali, Basim Mohammed Abdulmajeed, Ahmed Salahuddin Mohammed	
172.	Seroprevelance of Toxoplasma gondii (IgM,IgG) among Aborted Women in Some Karbala Hospital by using ELISA Technique and Microscopic Examination. Bahaa Alaa Farhan	950
173.	Estimation of the Serum Concentration Levels of Ferritin and Vitamin D for Hypothyroid Patients Amera Kamal Mohammed, Thanaa Abdulmahdi, Zainab Nasser Nabat	956
174.	Impact of Nutritional Milk for Lactating Mothers upon Efficiency of Breast Feeding for Iraqi Mothers at Maternity Hospital in Baghdad City	962
	Hawraa Hussein Ghafel, Bahaulddin Hassan Abbood	
175.	Risk of Osteoporosis in Patients with Crohn's Disease Not Respond to Infliximab Therapy Undergoing Surgical Intervention	968
	Fatima A.Mohammad, Fatin Fadhel ALkazazz, Sura A.Abdusattar	
176.	Bioactivity of Gutta flow II versus Modified Gutta Percha based Silicon Endodontic Sealers by Nanobioactive Fillers	974
177.		
	Haider Mohammed Haloob AL-Abedi, Zahraa Abdull Abbass Al- Khafajy, Ali J. Eidan, Dhafer Ameen J. Al-Mossawy, Athraa Abbas Al-Zeyadi	
178.	Hypertension in Relation with Smoking in Azadi Teaching Hospital at Kirkuk City	988
	Saad S. Mustafa, Taghlub H. Ryhan, Ali A. Ismail	
179.	Determination of Some Volatile Organic Compounds in the water produced at Al-Ahdab oilfield in the Governorate of Wasit, Iraq using Headspace SPE-GC-FID	994
	Najla Mohson Hammod, Khalid Waleed S. Al-Janabi, Salam Abbas Hasan	
180.	Histological Changes in Mice (Balb/c) Induced by Newcastle Virus in Digestive System	1000
	Abbas Abed Sharhan, Ahmed Obaid Hussain, Ameer Jawad Hadi, Ruqya jaafer baqer	
181.	The Effects of Newcastle virus Histologically Suspension on Some Organs of White Mice (Balb /c) Alaa Abd Alzahraa, Ahmed Obaid Hossain, Abbas Abd Sherhan	1004
182.	Molecular identification of <i>Ascaridia columbae</i> in the Local Healthy Pigeon (<i>Columba livia domestica</i> , Gmelin, 1780) in Karbala Province	1008
	Dhiaa J.Hamzah, Ihsan k. A. Al kardhi, Haider A. H. Al saegh, Hayder A. Muhammed, Firas ALAli	

183.	Effect of Addition of Composite Polyamide Micro Particles and Silicone Dioxide NanoParticle on Some Mechanical Properties of Room Temperature Vulcanized Maxillofacial Silicone Elastomer Before and after Artificial Aging	1013
184.	The Elements of the Crime of Copyright Infringement on the Internet Ammar Ghali Abdulkadhim	1020
185.	Effect of Iron Oxide Nanopartical on The FSH, LH and Testesteron Hormones in The offspring of Albino Rats	1024
186.	Genetic variability of the Mite <i>Varroa destructor</i> Isolated from Honey Bees in Iraq and Some Middle Eastern Countries	1029
187.	Effect of Preoperative Breathing Exercise on Postoperative Patients' Lung Functions	1036
188.	Study	1043
189.	Fadhil Handhal Khleif, Haider Jebur Kehiosh, Salman Azeez Aljubori, Sabah Nemah Alfatlawi Synthesis of Diimidazole Has Pyrazole, Isoxazole and Pyrimidine Derivatives and Evaluation as Antibacterial Sahar Abdullah Kadham, Abdul Jabar Kh. Atia	1048
190.	Novel Approach and Cloud Point Extraction Method for Determination of Acetazolamide Drug	1053
191.	The Effect of Pilates Exercises in the Repair of the Aberration and Balance of the Muscles of Shoulder Girdle as a Beginning for the Fitness	1060
192.	Effect of Specific Tactical Exercises in Some Biochemical Indicators and Psychological Endurance and Achievement of 400 M Hurdles for Young Players	1065
193.	Comparative Molecular Study between Some Plant Extract and Tinidazole of Hydatid cysts in Basrah, Southern Iraq	1071
194.	Histological, Histochemical And Immune Histochemical Study of Effect Aging on the Parotid Salivary Glands in Buffalo	1077
195.	Study the Protective Role of Vitamin (B6 and B12) on the Some of the Blood Physiological, Biochemical Parameters and Histological Induced by Treatment of Sodium Fluoride Male White Rat Alyaa Neamah Al-Saidi, Zainab Shnewer Al-Turfi	1083
196.	Outcome Following Medical and or Surgical Intervention (ESPAL) for the Treatment of Epistaxis in ENT Unit in Al-Diwaniyah Teaching Hospital: Cohort Study	1089

197.	The Safety And Efficacy of Implanon Implant in A Sample of Iraqi Women: A Cohort Study
198.	Sperm Activation of Asthenospermic Infertile Patient by Using Swim-up and Swim-down Techniques 1100 <i>Rana F. M. Al- Dulaimi</i>
199.	The Impact of Both Types of Leukemia on the Concentrations of Alpha-TNF and serum C and Serum Immunoglobulin in Both Sexes
200.	Psychological Factors Affecting on Performance in Speaking Skill
201.	Effectiveness of an Instructional Programs on Patient's Knowledge Regarding Self- Care Management after Ischemic Heart Disease
202.	Inactivation of Enterococcus Faecalis in Drinking Water using Silver Nanoparticles Embedded Paper 1117 <i>Alaa H Al-Fatlawi , Shahad A. Raheem</i>
203.	Assessment of the Correlation between the Salivary Flow Rate and Dental Caries Experience among Children with β-Thalassemia Major
204.	Determine Effect of Carbothera Therapy on Foot and Leg Ulceration for Diabetic Patients in Endocrine and Diabetic Center at Al-Nasiriya City
205.	Outcome of Endoscopic Endonasal Repair of CSF Rhinorhea using Fascia Lata Graft
206.	Genotype and haplotype of HLA- class II in Type I and Type II Diabetes Mellitus in Iraqi Patients 1140 <i>Abeer Mazin, Abdalnabi J Abid</i>
207.	Cloud Point Extraction, Preconcentration and Spectrophotometric Determination of Co (II) and Cu (II) using 15-Crown-5
208.	Hormonal and Immunological Study in Serum of Pregnant albino rats Treated with Nickel Oxide Nanoparticles
209.	Assessment of Mental Health of Healthcare Professionals Working in the Infectious Diseases Units: Comparative Study
210.	
211.	The Relationship between Smoking and Urokinase Gene 3'-UTR T/C Expression on Occurrence of Bladder Cancer

212.	Effect of Carcinogenic Substance (7,12 Dimethylbenz [a] Anthracene (DMBA)) on Tissue, Hematology Character and Enzyme Activity in Rat	1172
213.	Psychological Factors Affecting on Developing Reading Skills and Evaluation of Reading Strategy Knowledge Wathiq Al – Husseini, Asst. Prof. Dr. Diaa Oued Al Arnousi, Qassim Raheem	1177
214.		1183
215.	Tympanometric Findings among Adults with Chronic Nasal Obstruction Due to Sinonasal Pathology Salim Hussain Ibrahim	1189
216.	The impact of Mindfulness Education on Elementary School Students	1195
217.	Prevalence of Bronchiolitis among Hospitalized Children less than Two Years in Babylon Province Maha. A. Kadim, Nuhad M. AL-Doori	1200
218.	Nanotechnology issues included in the subjects of the Department of Biology in the Colleges of Education	1204
219.	Color Stability of Different Aesthetic Resin Composite Materials: A Digital Image Analysis	1210
220.	Bergamot Essential Oil Effect against Candida Albicans Activity on Heat Cure Acrylic Denture Base Zinah Salah Mawlood, Ghassan Abdul-Hamid Naji	1216
221.	Antimicrobial Activity And Characterization of Some Oxazole, Thiazol And Quinoline	1222
222.	Nurses Staff Knowledge Regarding Standard Hand Hygiene Precautions in Rania City/Kurdistan Regional Government of Iraq	1229
223.	Risk Factors Increasing Prevalence of Type 2 Diabetes Under the Age of 40 Years attending Al- Diwanyia Teaching Hospital	1235
224.	Psychosocial Consequences of Children with Idiopathic Growth Hormone Deficiency in Baghdad Adraa H. Shawq, Zaid W. Ajil	1241
225.	Prevalence of Hepatitis B and Hepatitis C Viruses in β-thalassemia Major Patient in AD-Diwanya province, Iraq	1245

226.	Deposition of TaN Film on Commercial Pure Titanium Disk by Modified Reactive Plasma Sputtering Technique Hassan Jawad Farhan, Raghdaa Kareem Jassim, L.Thair	. 1250
227.	Influence of Carcinogenic Substance (7, 12 Dimethylbenz [A] Anthracene (DMBA)) on Tissue, Hematology Character and Enzyme Activity in Rat	. 1255
228.	Immunohistochemical Expression of CD68, P53 and Bcl2 in Thyroid Tumors	. 1260
229.	Prevalence of Lung Cancer in Non Smoker Patients Attending Al-Diwaniyah Teaching Hospital	. 1267
230.	Effects Hydrocortisone on the Body Weight of the Pregnant Rabbits and their Embryo with Histological Effects Skin, Stomach and Small Intestine of Embryos	. 1273
231.	Comparison of Preoperative Ultrasound Report with Intraoperative Findings of Laparoscopic Cholecystectomy in Gallstone Disease in Al-Diwaniyah Teaching Hospital	. 1280
232.	Frequency of Arrhythmia after Acute Myocardial Infarction During Admission to the Coronary Care Unit in Ad_diwaniyah Teaching Hospital	. 1286
233.	Sex Determination of in Vitro Produced Goat Embryos by Epididymal Spermatozoa Selected by Swim up Technique	. 1292
234.	Associations System for Breast Cancer Microarray Data Kain R. Qasim	. 1298
235.	Physico-Mechanical Behavior of Room Temperature Vulcanized Maxillofacial Silicon after Addition of Glass Flakes	. 1304
236.	Investigation the Anti-Sterility Role of Ubiquinone-10 Against Procarbazine-Induced Infertility in Male Rats	. 1311
237.	Association of BRCAI Epigenetic, with Breast Cancer	. 1317
238.	Evaluation of Hematological Parameters And DHEA-S Hormone Association with Acne In The Province Of Thi-Qar	. 1321
239.	Evaluation of Humoral Immunological Profile in Infertile Women after IVF Failure in Baghdad City . Heba Mohammed Abed Al-Tamimi, Farhan Abood Risan	. 1329

XVIII

240.	The Socio-Psychological Variables in the Meaning of Self-Consciousness and Movement Satisfaction of Physical Education and Sport Sciences Students	. 1335
241.	Evaluation of Efficacy and Safety of Oral Cyclosporine in the Treatment of Severe Alopecia Areata Sahar A. Majeed, Asmaa Abdul Jaleel Swadi, Ekhlas Sabah Hassan	. 1342
242.	Removing Methods of Ultracide Residues in Imported Apple Peels in Iraqi Local Markets	. 1346
243.	Perception of Roles as Peer Educators in High Schools to Prevent Drug Abuse among Adolescents Ira Nurmala, Elisa Dwi Pertiwi, Yuli Puspita Devi, Muthmainnah, Riris Diana R	. 1350
244.	Identification of Recurrent Laryngeal Nerve and Parathyroid Glands Intraoperatively by Methylene Blue Spraying Technique	. 1355
245.	Evaluation of the Mexiletine Effects on Normal Cats' Electrocardiogram	. 1361
246.	The Role of BRAF Mutation (V600E) in Papillary Thyroid Carcinoma (PTC)	. 1369
247.	Forensic and Legal Victimology Education: The Actualization of Ethical Values in Law	. 1374
248.	Risk Factor based on the Type of Stroke at RSUD Dr. Soetomo, Surabaya, Indonesia	. 1379
249.	Risk Factors for Diabetes Mellitus Occurrence in the Elderly at the Griya Antapani Public Health Center	. 1385
250.	Medical Environment of Traditional Market Quality in A Business Competition	. 1390
251.	Triability or Observability That Influences The Youth Decision Using Mobile Application "Remaja Sehat"? Pulung Siswantara, Muthmainnah, Riris Diana R, Astri Meidah S	. 1395
252.	Biochemical Analyses of Male Rat's Serum Administered Dexamethasone and Green Synthesis Cerium Oxide Nanoparticles Treatment	. 1402
253.	The Study of the Effect of Cognitive-Behavioral Therapy (CBT) on Reducing Methadone Consumption and Increasing Self-Esteem in Drug Addicts	. 1408
254.		. 1415

		XIX
255.	Study of Tuberculosis Related Topics in Baghdad, Iraq 2012-2016	1421
256.	Forensic Examinations and Therapeutic Agreement in Indonesia	. 1426
257.	The Effect of Ciprofloxacin Exposure on Ctx-M Gene Pattern of <i>Escherichia Coli</i>	. 1430
258.	The Visum Et Repertum Forensic Examination as Evidence of a Rape Crime in the Trial Process of Kupang District Court	. 1436
259.	Inhalant Abuses in India: A Review	1441
260.	Evaluation of Antioxidant (GSH, Vitamin A, E, C) and MDA in Iraqi Women with Toxoplasmosis Fayhaa M. Khaleel, Areej Sh. Hameed, Ashgan S. Dawood	. 1446
261.	Prevalence of Celiac Disease among Cases of Irritable bowel Syndrome in Baghdad- Iraq	. 1450
262.	Psychological Empowerment and Organizational Commitment among Nurses	. 1457
263.	The Position Medical Forensics and Visum Et Repertum in Adultery (Overspel) Cases in the Jenang Kutei Traditional Trial in Bengkulu, Indonesia	. 1463
264.	Evaluation Efficacy of Clarithromycin and Levofloxacin in the Eradication of Helicobacter Pylori (H.P) Infected Iraqi Patients at Al-Yarmouk Teaching Hospital	. 1468

Marwan Majeed Ibrahim, Mohamed Ghalib Zakari

Rifaie Yaseen Hameed Al-Hussein

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Medical Environment of Traditional Market Quality in A Business Competition

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Abstract

There are two emerging markets in Indonesia, namely traditional markets and modern markets. Traditional market reform is one of the government's programs to improve the performance of market traders. The existence of medicine environment aspects as the development of the quality of traditional markets is important to be discussed. The greater the health and medicine environmenty that occur shows a is a reflection of the level of public welfare. its development Traditional markets are beginning to be marginalized, this is due to the quality of commodities and un health environment that are not guaranteed.

Keywords: Medicine, Environment, Traditional markets, Constitutions, Law

Introduction

In general, business competition law is the law that regulates everything related to business competition, while the terms used for this field of law, in addition to the term business competition law, namely antimonopoly law, antitrust law, as argued by Nugroho. Martadisastra opines that the business competition includes all actions of business actors in the market; therefore competition law is a law that regulates the market (law regulating the market or the set of laws and regulations governing market behaviour). Based on the above understanding, the understanding of business competition is very broad and covers all actions of business actors in the market, including unfair competition actions.

Competition law is a legal instrument that determines how competition must be conducted. Next Christopher Pass and Bryan Lowes in Hermansyah.³ Stated what is meant by competition laws are parts of legislation governing monopoly, merger and acquisition, restrictive trade agreements and anti-competitive

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E-mail: mohamad.tohari@yahoo.com Address: Mendungan, Pabelan, Kec. Kartasura, Kabupaten Sukoharjo, Jawa Tengah 57162 practices. Boner dan Krueger⁴ states that competition policy includes all government policies to maintain and protect competition between buyer and seller. The aim is to improve consumer welfare by encouraging the efficient allocation of community resources, which is based on the fundamental principle that the company is competitive in conditions.

According to Boner and Krueger, quoted by Thee Kian Wie⁴ states that competition policy includes all government policies to maintain and protect competition between buyers and sellers in a free market that is relatively unconstrained. The aim is to improve consumer welfare by encouraging efficient allocation of community resources, based on the fundamental principle that in The company's competitive conditions give consumers good prices and quality. ⁶

The existence of health and medicine environment as the development of the quality of traditional markets is important to be discussed, Noor argues that the greater the volume of transactions that occur shows a stable economy and is a reflection of the level of public welfare.⁷ There are two developing markets in Indonesia, namely traditional markets and modern markets. Traditional markets are built and managed

by the Regional Government, whereas modern/central markets are sold or leased to businesses or managed by themselves to carry out trading activities of goods.⁷

Modern markets provide product prices and habe an health environment that is more able to answer customer demand. Compared to traditional markets that are synonymous with slums, chaos, dirty, high crime, uncomfortable, minimal facilities such as parking, toilets, trash, electricity, water, muddy and narrow streets, modern markets provide more value in the convenience of shopping. The added value offered by the modern market is what makes most customers more interested in shopping in the modern market than in the traditional market, according to Tambunan.⁹

Bintoro argues that traditional markets in addition to functioning economically¹⁰ even more, important is as a place to interact with individuals in the community. Unlike the Modern Market, everything is fixed price and served by machines. this difference ultimately affects the behaviour of people's lives, namely from a social society to an individual society. The existence of modern markets has an impact on the existence of traditional markets whose existence has decreased, it is understandable that there are striking differences between traditional markets and modern markets, especially in terms of health aspects.

This health aspect covers environmental hygiene in traditional markets. For example, not littering, packaging, cigarette butts, candy wrappings carelessly in the market environment, as well as the hygienic quality of the commodities traded. Problems arise when modern markets begin, entering the realm of traditional markets. Tambunan opines that this aggressive expansion of the establishment of a modern market shopping centre has already been granted by the Regional Government, where the process of granting permits for local authorities is not done transparently and often clashes with various personal interests therein.⁹

Method

The research method used descriptive study. This research was at the same time prescriptive research, namely research aimed at providing solutions to problems rather than theoretical testing. This research was research that connects the essence and reality of developing medicine environment in the traditional market.

Findings and Discussion

The emergence of a modern market is indeed beneficial for consumers, but a threat to the existence of traditional markets. The rapid growth of modern markets with hygienic conditions, not only influences the number of traditional markets but also greatly affects the income of traders in traditional markets. According to Boeke in Sutrisno, there is a dichotomy between modern markets and traditional markets in Indonesia¹² The two economic systems are not transitional economic systems in which the nature of one is getting weaker and the other is getting stronger, but both are side by side with different systems.

The existence of markets, especially traditional markets, is one of the most tangible indicators in the economic activities of a region's community. The government must pay attention to the existence of traditional markets as one of the public facilities that support the economic activities of the society. The development of the era makes the existence of traditional markets threatened. However, traditional markets are still able to survive and compete amid the rush of modern markets in various forms, as argued by Indrakh. For people who think positively will most likely behave, that "traditional markets have lost competitiveness" because infrastructure is far behind amid modern markets and poor health aspects in traditional markets.

In business, activity can be ensured that competition occurs between business actors. One important essence for the implementation of market mechanisms is the competition of market participants in meeting consumer needs. In the health aspect of the business will endeavour to create, package, and market the products that are owned by the goods or services as well and as attractive as possible so that they are in demand and are bought by consumers.

The problem of traditional market competition is a logical consequence arising from the presence of modern markets. Problems arise when modern markets begin, entering the realm of traditional markets. According to Tambunan, this aggressive expansion of the establishment of a opping centre or modern market has received permission from the relevant Regional Government where the process of issuing permits by local authorities is not done transparently and often clashes with various personal interests in it.⁹

Competition in business can have positive implications, on the contrary, it can become negative if it is carried out with negative behaviour and an economic system that causes it to be uncompetitive. Business competition which is carried out negatively or is often termed unfair competition, according to Hikmahanto Juwoana, according to Nugroho. Will result in a) death or reduced competition between business actors; b) the emergence of monopolistic practices, where the market is controlled only by the business actor; and c) even the tendency of business actors to exploit consumers by selling expensive goods without paying attention to adequate quality.

The increasingly unavoidable investment liberalization has made traditional markets increasingly pushed by the presence of modern markets that offer more commodity advantages, price and convenience. Conditions like this, of course, very influential on the level of growth of traditional markets. On the one hand the emergence of modern markets is indeed beneficial for consumers, but it is a threat to the existence of traditional markets, as argued by Malono. ⁷

Law No.5 of 1999 is in line with the spirit of the Pancasila and the 1945 Constitution, particularly Article 27 Paragraph (2) and Article 33. This can be seen from the sound of Article 2 and Article 3 of Law Number 5 the Year 1999 concerning the principles and objectives of establishing Law Number 5 of 1999. Article 2 states, "Business actors in Indonesia in carrying out their business activities are based on economic democracy by taking into account the balance between the interests of business actors and the public interest". for the rapid growth of the modern market in Indonesia. Whereas Article 3 states the purpose of establishing this law is to: a) safeguard the public interest and improve national economic efficiency as an effort to improve the welfare of the people; b) create a conducive business climate through the regulation of fair business competition so as to ensure the certainty of equal business opportunities for large businesses, medium business actors, and small business actors; c) prevent monopolistic practices and or unfair business competition arising from business actors.

The market mechanism turns out to lead to a dualism of economic activities, especially trade, which in turn will also refer to dualism of other aspects such as land use distribution, environmental health, and socio-cultural conditions. In trade, the superior group usually appears

that dominates the inferior group. Emerging modern markets amid the existence of traditional markets. different and adjoining economic systems, more wide open as the times. a condition where "superior" coexists with "inferior" so that there is a gap between "superior" and "inferior".

Dualism (modern markets with traditional markets), one of the consequences in the development of trade areas The differences in zoning management and regulation are often not counted in providing spatial patterns. Planned which eventually lead to fiction and the pros and cons of his presence. This phenomenon makes us take into account the development of an area from the planning period so that the coexistence of the two situations is not opposite or antagonist, but as complementary or inter-dependency. Reformulation of business competition law as an effort to realize integration of traditional and modern markets requires various policies such as spatial planning policies, zoning regulations, development plans for the production sectors, regulation of economic infrastructure (including regulation of functions and determination of market locations), licensing, fiscal and monetary, etc. So that there is no mutual domination, modern markets cannot dominate traditional markets, otherwise traditional markets cannot dominate modern markets. So that the reformulation of business competition law as an effort to realize the integration of traditional markets and modern markets can be done through three aspects: regulatory aspects; structuring aspects and market cementation aspects.

Traditional markets that are spread both in cities and villages have distinctive features in the buying and selling process, not only as a meeting place between sellers and buyers, but also a place for very personal relations, a place of information resources, and an important means of power support the economy of cities and villages. The market is a social institution that is regulated by norms and sanctions and is formed through social interaction. This opinion confirms that the market is not just an economic space, but also as a social space. It is in this space (the market) that social capital is activated which ties social relations together and allows for lasting economic transactions.

Traditional markets have the potential that cannot be ignored both economically and socially. First, economically, the traditional market is able to support thousands of people or is an arena to meet the needs of life or space for the empowerment of the people's economy. Second, the traditional market as a public space is an arena to form relationships of socio-economic relations, in which the values of mutual trust, mutual respect, and feelings of empathy for each other are built. *Third*, naturally, in the traditional market a community of various social groups has been built, ranging from large traders, small traders, foster workers, and buyers.

There are things that traditional markets have that don't exist in the modern market. The development of modern markets in various categories (minimarkets, supermarkets, hypermarkets, department stores) will become competitors that will be able to threaten the presence of traders in traditional markets, because of the existing reality, buyer segments for certain types of goods (nine staples) between traditional markets and modern markets are not much different (the same), this is because there is almost no significant price difference for the types of staple goods between modern markets and traditional markets, even for certain types of commodities such as sugar and cooking oil prices in Modern markets are cheaper than prices in traditional markets.

Considering the important role of traditional markets from the socio-economic aspects of society, protection of the existence of traditional markets is absolutely necessary by making efforts to synergize the strengths of modern markets with the weaknesses of traditional markets. The existence of modern markets must be able to maintain the existence of traditional markets and not vice versa. One way that can be done by the government is by issuing several laws and regulations governing the pattern of relations and structuring between traditional markets and modern markets. So, the laws in the form of laws and regulations are able to realize the protection of traditional markets. Through reformulation of regulations regarding the types of commodity commodities that can be traded in the modern market, and the types of commodity commodities for the traditional market share, there will be hormonal or synergy (mutual symbiosis) between traditional markets and modern markets. The intended integration can be in the form of physical integration, distribution channel integration, and regulation integration.

Market segmentation is an attempt to classify markets, from heterogeneous markets to market parts that have a homogeneous nature, according to Gitosudarmo.¹⁸ Market segmentation can also mean the division of markets into different groups of buyers who may require separate marketing or products, as argued by Kotler and Armstrong.¹⁴ So market segmentation is a comprehensive process where companies must pay attention to the purchase of each segment, at least the business will be more economical if the purchase units are grouped into several groups. This all can not be separated from efforts to achieve maximum profit¹⁵.

The formulation of target markets in market segmentation can be done on the basis of regional criteria, regional density, population criteria such as age, gender, education, income and so on, psychiatric criteria (psychographic criteria) such as lifestyle, personality, product use behavior criteria (behavioral criteria) and various other criteria, such as the criteria for the benefits sought by consumers in selecting / consuming products (benefit segmentation). if the quality of traditional market health is improved, it will lead to an increase in consumers. The influence of the health aspects¹⁶ of both goods sold and the environment causes an increase in trader income. So that a positive and significant effect on the welfare of traditional market traders.

Conclusion

Reformulation of business competition law in the medicine environment is carried out to integrate traditional markets and modern markets so that one is not superior and dominates the inferior group. So that the modern market cannot dominate the traditional market otherwise the traditional market cannot dominate the modern market. Integration can be done through three aspects: regulatory aspects; structuring aspects and health aspect. Every citizen and state operator must obey the law with the principle of justice, the government must also pay attention to environmental medicine as a guarantee of the quality of traditional markets.

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