



PENGARUH KENAIKAN HARGA BBM TAHUN 2005 TERHADAP KELANGSUNGAN USAHA PEDAGANG DI PASAR SLEMAN

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INTISARI

Kenaikan harga BBM dengan pro dan kontranya menimbulkan fenomena yang menarik untuk dikaji. Penelitian ini mengambil lokasi di Pasar Sleman, Desa Triharjo, Kabupaten Sleman. Penelitian ini bertujuan untuk mengetahui (1) Perbedaan rata-rata pendapatan akibat kenaikan harga BBM secara spasial (berdasarkan asal wilayah pedagang dan jenis barang yang dijual); (2) Jumlah pedagang pangan dan non pangan yang tidak menjual lagi beberapa macam barang atau menambah jenis barang baru akibat kenaikan harga BBM tahun 2005; (3) Jumlah pedagang pangan dan non pangan yang mengurangi atau memperbanyak jumlah kulakan barang akibat kenaikan harga BBM tahun 2005; (4) Hubungan antara biaya transportasi dan pendapatan, sebelum maupun sesudah kenaikan harga BBM tahun 2005; (5) Strategi pedagang pangan dan non pangan untuk mengatasi dampak kenaikan harga BBM tahun 2005.

Metode penelitian yang digunakan dalam penelitian ini adalah metode survei. Sampel daerah penelitian diambil dengan menggunakan metode purposive, sedangkan sampel responden diambil dengan menggunakan metode quota sampling. Jenis data yang digunakan adalah data primer yang didukung oleh data sekunder. Teknik analisis yang digunakan adalah analisis peta, analisis statistik Paired-Sample T Test, analisis frekuensi tunggal dan analisis frekuensi Multiple Response.

Hasil penelitian menunjukkan bahwa terdapat perbedaan rata-rata pendapatan antara sebelum dan sesudah kenaikan harga BBM, berdasarkan asal wilayah maupun jenis barang yang dijual. Namun, perubahan pendapatan ini tidak dipengaruhi oleh peningkatan biaya transportasi karena kontribusi biaya transportasi terhadap modal kerja dan pendapatan kecil baik sebelum maupun sesudah kenaikan harga BBM. Strategi pedagang untuk mengatasi kendala akibat kenaikan harga BBM adalah menaikkan harga jual, meminjam barang dagangan kepada sesama pedagang dan jenis barang dagangan bervariasi, bukan dengan tidak menjual lagi beberapa macam barang, menambah jenis barang baru, mengurangi atau memperbanyak jumlah kulakan barang.

Kata Kunci : Kenaikan Harga BBM Tahun 2005, Pedagang, Kelangsungan Usaha



The Influence of Fuel Oil Rising Price in 2005 on the Existence of Traders in Sleman Market

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ABSTRACT

Fuel oil rising price with its pro and contra create interesting phenomenon to studied. This research taking place in Sleman Market, Triharjo, Sleman. The purposes of this research are to know (1) The differences average of income as a result of rising price of fuel oil according to spatially (according to origin area of traders and the variety of goods sale); (2) Amounts of both food and non food traders that not resell some variety of goods or to raise new variety of goods as a result of rising price of fuel oil in 2005; (3) Amounts of both food and non food traders that decrease or increase amounts of goods that buy by traders to sell it again as a result of rising price of fuel oil in 2005; (4) The relationship between trader's transportation fee with their income before and after the rising price of fuel oil in 2005; (5) The strategies of both food and non food traders to face the obstacles because rising price of fuel oil in 2005.

The method that used in this research is survey method. To take the sample of research area use purposive method, eventhough to take the sample of respondents use quota sampling method. The kind of data that used is primary data that supported by secondary data. Analysis technique that used is map analysis; statistics analysis such as Paired-Sample T Test, Simple Frequency of Analysis and Multiple Response Frequency Analysis.

The result of this research shows that there is any differences average of income between before and after rising price of fuel oil, according to origin area and the variety of goods sale. But, the change of income not influenced by the increase of transportation fee because the contribution of transportation fee to capital and income is small, before and after rising price of fuel oil. The strategy of traders to face the obstacles because rising price of fuel oil is raised the price of sell, borrow the goods of trade to another traders and variation the kind of trader's goods, not with not resell some variety of goods, to raise new variety of goods, decrease or increase amount of goods that buy by traders to sell it again.

Key Words : Fuel Oil Rising Price in 2005, Traders, The Existence of Traders