

## PENATAAN LOKASI KEGIATAN PERDAGANGAN INFORMAL DI KAWASAN BABARSARI KECAMATAN DEPOK KABUPATEN SLEMAN

Oleh :

Estuning Tyas Wulan Mei

02/161361/GE/05287

### INTISARI

*Kehadiran sektor informal dengan pro dan kontranya menimbulkan fenomena yang menarik untuk dikaji. Penelitian ini mengambil lokasi di Kawasan Babarsari yang termasuk dalam Kawasan Kampus Terpadu Tambakbayan Kabupaten Sleman. Penelitian ini bertujuan untuk (1) Mengetahui karakteristik pedagang dan pembeli di lokasi kegiatan perdagangan informal di Kawasan Babarsari; (2) Mengetahui persebaran dan karakteristik lokasi kegiatan perdagangan informal di Kawasan Babarsari; (3) Mengetahui permasalahan yang ditimbulkan dari keberadaan perdagangan informal di Kawasan Babarsari; (4) Mengetahui persepsi dan harapan berbagai pihak terkait (pedagang, pembeli, pemerintah dan masyarakat sekitar lokasi perdagangan) mengenai keberadaan lokasi kegiatan perdagangan informal serta 5). Mengetahui arahan penataan lokasi kegiatan perdagangan informal di Kawasan Babarsari.*

*Metode penelitian yang digunakan dalam penelitian ini adalah metode survey. Metode pengumpulan data dengan cara sampling untuk responden pedagang dan pembeli, wawancara mendalam dilakukan untuk mengetahui persepsi dan harapan terhadap keberadaan pedagang sektor informal di Kawasan Babarsari. Penjelasan secara deskriptif dilakukan berdasarkan fenomena yang terjadi di lapangan, kondisi fisik daerah penelitian, serta data yang bersifat kualitatif. Lokasi penelitian dibagi dua yaitu lokasi tertata yang terletak di sebelah barat kompleks SD, SMP, SMU Babarsari dan tidak tertata yang terletak di sepanjang Jalan Babarsari.*

*Hasil penelitian menunjukkan bahwa karakteristik modal awal pedagang, penghasilan pedagang sektor informal, umur pembeli dan penghasilan/uang saku pembeli di kedua lokasi berbeda secara signifikan. Jumlah pedagang yang berjualan pada malam hari (56,76 %) lebih besar dibanding pedagang yang berjualan pada siang hari (16,21 %). Sebanyak 41,39% pedagang mengaku bahwa pertimbangan pemilihan lokasi usaha ialah karena lokasi tersebut strategis, yakni terletak di pinggir jalan sehingga mudah untuk dijangkau pembeli, sedangkan persebaran pedagang di lokasi tidak tertata mengelompok pada sebelah selatan kompleks SMP Babarsari dan sebelah utara Kantor BATAN. Keberadaan perdagangan informal menimbulkan permasalahan baik antara pedagang dengan pemerintah maupun dengan masyarakat sekitar, khususnya mengenai status lahan dan kebersihan lingkungan. Alternatif penataan terhadap keberadaan pedagang informal di lokasi tidak tertata dapat dilakukan secara jangka pendek maupun jangka panjang. Alternatif yang ditawarkan dalam jangka pendek berupa penataan pedagang dengan tetap berada di trotoar jalan, sedangkan penataan jangka panjang berupa pemindahan lokasi kegiatan perdagangan informal di kedua lokasi alternatif relokasi.*

## RESTRUCTURING INFORMAL TRADE LOCATION IN BABARSARI AREA KECAMATAN DEPOK KABUPATEN SLEMAN

By:

Estuning Tyas Wulan Mei

02/161361/GE/05287

### ABSTRACT

*The presence of informal sector with its pro and contra creates attractive phenomenon to be studied. This research located in Babarsari Area where include in Integrated Campus Area in Tambakbayan Kabupaten Sleman. The purposes of this research are: 1). To know the characteristics of street hawkers and the buyers; 2). To know the distribution and characteristics of informal trade location; 3). To find out what is the problems that caused by the presence of the street hawkers; 4). To find out the perspectives and expectations from several sides (street hawkers, buyers, neighborhood community and government) that related on this subject; 5). To examine the arrangements of informal trade location in Babarsari area.*

*The method that used in this research is the survey research method, with descriptive analysis. The sample method is used for the respondent's selection, in-depth interview methods also used to find out the perspectives and expectations of street hawkers, buyers, neighborhood community and the government. Descriptive explanation is done based on the actual phenomenon in the field, the physical condition of the research area, and qualitative data. The location of this research is divided in two main areas, the first is the organized area and second is the unorganized area.*

*The results of this research show that the characteristics of street hawker's financial capital, street hawker's informal sector income, buyer's age and buyer's income are different significantly; Most of traders work in the afternoon (56,67%), 41.39% of traders confess that the reason of site selecting is because the locations are strategic, located in the sidewalk makes it easy to reach by the buyers, the accumulation distribution of the street hawkers is located in the south area of Babarsari Junior High School and in the north area of BATAN office; The presence of informal trading may causes some problems between traders and government and also with the neighborhood community, especially 'the status of the land' problems and environmental problems; The arrangement to restructuring the unorganized informal trade location could be done in short or long term. The short term alternative offers the traders to stay at pedestrian with some restructuring and the long term alternative is relocation in the two alternative area which offered.*

**Keywords:** *informal sector, informal trader, street hawkers, peddlers.*