

INTISARI

Wacana mobilitas penduduk telah menjadi isu kompleks yang hadir di tengah komunitas Madura secara berkelanjutan. Keterbatasan ekonomi lokal dan kemudahan jaringan menjadi pemantik masifnya perantauan Madura di Indonesia. Gelombang perantauan yang tidak disertai kesempatan kerja memicu lahirnya segmentasi dan dominasi pada berbagai lini sesama perantau Madura. Alhasil, banyak dari mereka terjebak pada sektor ekonomi informal yang rentan, khususnya pada pedagang rantau sate Madura di Bantul, Yogyakarta. Namun para pedagang rantau sate Madura di Bantul mampu menghadirkan serangkaian strategi resiliensi dalam menghadapi kerentanan serta tekanan sosial-ekonomi yang mereka alami.

Penelitian ini mengimplementasikan metode etnografi kualitatif dengan berfokus pada penarasian empat keluarga pedagang rantau sate Madura di Bantul dengan mengkolaborasikan berbagai metode pengumpulan data, seperti observasi-partisipasi, wawancara mendalam, netnografi, serta studi literatur. Penelitian ini menggunakan paradigma ekonomi rasional-moral menjadi pondasi untuk memaparkan kerentanan serta strategi resiliensi yang dilakukan oleh pedagang rantau sate Madura di Bantul Yogyakarta sehingga mampu mempertahankan sekaligus mengembangkan taraf hidupnya di tengah ketidakpastian perantauan.

Kata Kunci: strategi resiliensi, kerentanan, pedagang rantau, sate Madura, ekonomi rasional-moral

ABSTRACT

The discourse of population mobility has become a complex issue that persists within the Madurese community. The limitations of the local economy and the ease of networking have triggered massive Madurese migration in Indonesia. The wave of migration, often unaccompanied by adequate job opportunities, has led to segmentation and domination across various social and economic lines among Madurese migrants. As a result, many of them are trapped in the vulnerable informal economy sector, especially the Madurese satay migrants in Bantul, Yogyakarta. However, the Madurese satay migrants in Bantul are able to present a series of resilience strategies in dealing with the vulnerability and socio-economic pressures they experience.

This research implements a qualitative ethnographic method by focusing on the narrative of four families of Madurese satay migrants in Bantul by collaborating various data collection methods, such as participant observation, in-depth interviews, netnography, and literature studies. This research uses the rational-moral economic paradigm as a foundation to explain the vulnerability and resilience strategies carried out by Madurese satay migrants in Bantul Yogyakarta so that they are able to maintain and develop their standard of living amid the uncertainty of migration life.

Keywords: resilience strategies, vulnerability, overseas traders, Madurese satay, rational-moral economy