

INTISARI

Perdagangan bunga tabur di Yogyakarta terus bertahan di tengah tekanan modernisasi pasar dan pergeseran pola konsumsi masyarakat. Sebagai komoditas musiman yang tidak tahan lama, bunga tabur menuntut penanganan yang cermat dalam hal pengelolaan, penyimpanan, dan distribusi. Meskipun berada dalam sektor ekonomi informal, aktivitas ini tetap berlangsung karena menyangkut nilai ekonomi sekaligus keterhubungan dengan praktik sosial, budaya, dan spiritual masyarakat. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis berbagai faktor yang memungkinkan pedagang bunga tabur tetap bertahan di tengah arus globalisasi dan perubahan sosial, serta menjelaskan strategi adaptasi dan bentuk resiliensi ekonomi yang dilakukan oleh para pedagang dalam mempertahankan keberlangsungan usahanya.

Menggunakan metode penelitian kualitatif, proses pengumpulan data dilakukan melalui observasi partisipan kepada 6 pedagang bunga tabur, dengan rincian: a). 3 pedagang perempuan di pasar Demangan, b). 2 pedagang perempuan dan 1 pedagang laki-laki di pasar Sentul. Studi literatur juga dilakukan sebagai upaya untuk memperkuat data temuan di lapangan. Proses penelitian ini dilakukan selama dua fase dengan rincian: a). Fase pertama yang berlangsung dari bulan Oktober hingga Desember 2024, b). Fase kedua yang berlangsung pada bulan Juni 2025. Pemilihan lokasi didasarkan atas hukum tarik menarik yang terjadi antara pelanggan dengan tempat penjualan yang berdekatan dengan kawasan pemakaman. Aspek keterikatannya dengan praktik budaya dan spiritual masyarakat Jawa juga menjadi pertimbangan dalam pemilihan lokasi.

Hasil penelitian menunjukkan bahwa ketahanan ekonomi para pedagang tidak hanya bersandar pada keberlanjutan permintaan berbasis tradisi, tetapi juga pada kemampuan adaptif dalam mengelola usaha secara kreatif. Strategi yang dikembangkan meliputi rekayasa komposisi bunga, sistem distribusi dropship, diversifikasi produk, hingga pemanfaatan bunga sisa menjadi produk turunan seperti air mawar. Pengetahuan teknis tentang penyimpanan bunga diturunkan secara intergenerasional dan menjadi bagian dari modal budaya yang menunjang usaha. Temuan ini menggarisbawahi pentingnya dukungan kebijakan dalam memastikan keberlanjutan usaha tradisional sebagai bagian dari warisan budaya lokal yang memiliki nilai sosial dan ekonomi.

Kata Kunci: resiliensi ekonomi, pedagang bunga tabur, pasar tradisional, strategi adaptasi, praktik kultural, transmisi pengetahuan lokal

ABSTRACT

The flower trade in Yogyakarta continues to survive amidst the pressures of market modernization and shifts in people's consumption patterns. As a seasonal commodity that easily wilts and does not last long, flower arrangements require careful handling in terms of management, storage, and distribution. Although it is in the informal economic sector, this activity continues because it involves economic value as well as connections with social, cultural, and spiritual practices of the community. This study aims to identify and analyze various factors that enable flower traders to survive amidst globalization and social change, including economic, cultural, spiritual dimensions, and the meanings attached to the practice of buying and selling flower arrangements, as well as to explain the adaptation strategies and forms of economic resilience carried out by traders in maintaining the sustainability of their businesses, especially in the context of pilgrimages in Javanese society.

Using qualitative research methods, the data collection process was carried out through participant observation of 6 flower traders, with details: a). 3 female traders at Demangan market, b). 2 female traders and 1 male trader at Sentul market. Literature studies were also conducted as an effort to strengthen the data findings in the field. This research process was carried out in two phases with details: a). The first phase which took place from October to December 2024, b). The second phase which took place in June 2025. The selection of the location was based on the law of attraction that occurs between customers and the sales location which is close to the cemetery area. Aspects that exist with the cultural and spiritual practices of the Javanese people are also considered in selecting the location.

The results of the study show that the economic resilience of traders is not only based on the sustainability of tradition-based demand, but also on the adaptive ability to manage the business creatively. The strategies developed include engineering flower composition, dropship distribution systems, product diversification, and the use of leftover flowers to become derivative products such as rose water. Technical knowledge about flower storage is passed down intergenerationally and becomes part of the cultural capital that supports the business. This finding underlines the importance of policy support in ensuring the sustainability of traditional businesses as part of the local cultural heritage that has social and economic value.

Keywords: *economic resilience, flower traders, traditional markets, adaptation strategies, cultural practices, transmission of local knowledge*