

INTISARI

Operasional Jalan Tol Semarang-Batang sebagai bagian dari proyek Tol Trans Jawa pada tahun 2018 memberikan dampak signifikan terhadap perubahan aktivitas ekonomi di sepanjang Jalur Pantura, termasuk Pasar Grosir Setono di Kota Pekalongan. Intensitas lalu lintas di Jalur Pantura mengalami penurunan signifikan yang kemudian memberikan dampak langsung terhadap aktivitas ekonomi lokal, termasuk penghidupan pedagang batik di Pasar Grosir Setono. Kondisi tersebut menciptakan tekanan ekonomi yang memengaruhi aset, akses, aktivitas, dan strategi penghidupan pedagang. Berdasarkan hal tersebut, penelitian ini bertujuan untuk mengidentifikasi perubahan penghidupan pedagang batik di Pasar Grosir Setono pasca operasional Tol Semarang-Batang serta untuk menganalisis perubahan strategi penghidupan pedagang batik di Pasar Grosir Setono pasca operasional Tol Semarang-Batang.

Penelitian ini menggunakan metode campuran (*mixed method*) dengan pendekatan kuantitatif melalui kuesioner dan pendekatan kualitatif melalui wawancara semi-terstruktur. Teknik pengolahan data dilakukan terhadap data primer yang diperoleh dari 75 responden pedagang batik yang dipilih dengan menggunakan *purposive sampling*, yang kemudian diklasifikasikan berdasarkan status dalam keluarga. Data dikumpulkan untuk menganalisis kondisi aset penghidupan yang mencakup aset alam, fisik, finansial, manusia, dan sosial, serta akses dan aktivitas penghidupan. Wawancara digunakan untuk mengidentifikasi strategi penghidupan yang diadaptasi oleh pedagang pada periode sebelum dan sesudah operasional tol.

Hasil penelitian menunjukkan bahwa pasca operasional Tol Semarang-Batang, pedagang batik di Pasar Grosir Setono mengalami penurunan signifikan pada aspek finansial, seperti menurunnya pendapatan bulanan dan berkurangnya jumlah konsumen yang datang ke pasar. Selain itu, aset fisik seperti kepemilikan kios dan stok barang juga mengalami penyesuaian akibat menurunnya omset penjualan. Dalam menghadapi kondisi tersebut, pedagang yang berstatus kepala keluarga cenderung melakukan diversifikasi usaha dan mencari pendapatan tambahan, pedagang perempuan lebih banyak memanfaatkan media sosial untuk pemasaran serta mengelola keuangan secara lebih ketat, sedangkan pedagang anak lebih aktif dalam inovasi pemasaran digital dan pengembangan toko daring, sehingga masing-masing kelompok pedagang mengadopsi strategi adaptasi yang berbeda sesuai peran dan kapasitasnya.

Kata kunci: Pasar Grosir Setono, Tol Semarang-Batang, Jalur Pantura, strategi penghidupan

ABSTRACT

The operation of the Semarang-Batang Toll Road as part of the Trans Java Toll Road project in 2018 has had a significant impact on changes in economic activities along the Pantura Route, including Setono Wholesale Market in Pekalongan City. The traffic intensity on the Pantura Route has decreased substantially, which has directly affected local economic activities, including the livelihoods of batik traders in Setono Wholesale Market. This situation has created economic pressures that influence the assets, access, activities, and livelihood strategies of the traders. Based on these conditions, this study aims to identify changes in the livelihoods of batik traders in Setono Wholesale Market after the operation of the Semarang-Batang Toll Road and to analyze the changes in their livelihood strategies.

This research employs a mixed-methods approach, utilizing quantitative methods through questionnaires and qualitative methods through semi-structured interviews. Data processing techniques were applied to primary data obtained from 75 batik trader respondents selected using purposive sampling, later classified based on their household status. Data were collected to analyze the condition of livelihood assets, including natural, physical, financial, human, and social assets, as well as access and livelihood activities. Interviews were used to identify livelihood strategies adopted by traders before and after the toll road became operational.

The results show that after the operation of the Semarang-Batang Toll Road, batik traders in Setono Wholesale Market experienced a significant decline in financial aspects, such as decreased monthly income and a reduced number of customers visiting the market. In addition, physical assets such as kiosk ownership and stock levels were adjusted due to declining sales turnover. In response to these conditions, traders who are heads of households tended to diversify their businesses and seek additional income, female traders were more likely to utilize social media for marketing and manage finances more strictly, while younger traders were more active in digital marketing innovation and developing online stores. Thus, each group of traders adopted different adaptive strategies according to their roles and capacities.

Keywords: *Setono Wholesale Market, Semarang-Batang Toll Road, Pantura Route, livelihood strategies*