

## INTISARI

Perubahan pola konsumsi masyarakat terhadap ayam kampung telah memengaruhi kondisi ekonomi pedagang ayam kampung di Pasar Terban, Yogyakarta. Dalam aktivitas perdagangannya, pedagang ayam kampung rentan terhadap persaingan pasar yang ketat, biaya operasional yang meningkat, serta risiko kerugian akibat ayam yang tidak laku terjual. Hal demikian membentuk kerentanan dagang bagi para pedagang ayam kampung. Penelitian ini bertujuan untuk menganalisis strategi resiliensi pedagang dalam menghadapi kerentanan dan mengeksplorasi peran jaringan sosial dalam keberlanjutan usaha mereka. Pendekatan penelitian yang digunakan adalah kualitatif dengan analisis deskriptif–metode wawancara mendalam, observasi partisipatif, dan studi dokumentasi terhadap empat pedagang ayam kampung yang dipilih secara *purposive sampling*. Hasil penelitian menunjukkan bahwa pedagang ayam kampung di Pasar Terban menghadapi berbagai tantangan, keterbatasan fasilitas penampungan sementara, tambahan beban biaya perawatan, dan penurunan kualitas dan bobot ayam kampung, keterbatasan ketersediaan pasokan ayam kampung. Untuk mengatasi tantangan ini, mereka menerapkan strategi dengan timbang bobot, sistem jual barter, sistem jual ayam persilangan, dan sistem jual berkala. Jaringan sosial terbukti memiliki peran signifikan dalam membantu pedagang bertahan, baik melalui hubungan informal antarpedagang maupun kerja sama dengan pemasok dan pelanggan tetap. Studi ini menegaskan bahwa resiliensi pedagang ayam kampung sangat dipengaruhi oleh faktor ekonomi, sosial, dan kebijakan pasar (sistem jaringan). Oleh karena itu, diperlukan dukungan kebijakan yang lebih berpihak pada pedagang pasar tradisional, seperti akses permodalan yang lebih luas dan perang dagang yang kondusif. Temuan dalam penelitian ini berkontribusi dalam kajian ekonomi sosial dengan memberikan wawasan mengenai adaptasi dan ketahanan pedagang ayam kampung di tengah perubahan pasar.

Kata kunci: resiliensi, pedagang ayam kampung, strategi bertahan, jaringan sosial, Pasar Terban.

## ABSTRACT

Changes in consumer consumption patterns toward local chicken have significantly influenced the economic conditions of chicken traders in Terban Market, Yogyakarta. In their trading activities, these traders are vulnerable to intense market competition, rising operational costs, and the risk of financial loss due to unsold chickens that must be temporarily maintained. Such conditions reflect the inherent trading vulnerabilities faced by local chicken traders. This study aims to analyze traders' resilience strategies in responding to these vulnerabilities and to explore the role of social networks in ensuring business sustainability. A qualitative descriptive approach was employed through in-depth interviews, participatory observation, and documentation with four purposively selected traders. The findings reveal that local chicken traders in Terban Market encounter multiple challenges, including limited temporary storage facilities, additional maintenance costs, declining chicken quality and weight, and unstable supply availability. To address these issues, traders apply several strategies such as weight-based selling, barter systems, cross-breeding sales, and periodic selling arrangements. Social networks are shown to play a significant role in supporting traders' resilience, both through informal relations among traders and through cooperation with suppliers and loyal customers. The study concludes that the resilience of local chicken traders is shaped by economic, social, and market policy factors (network systems). Therefore, supportive policies, such as improved access to capital and a more conducive trade environment, are essential. The findings contribute to socio-economic studies by providing insights into adaptation and resilience among local chicken traders in the face of shifting market dynamics.

**Keywords:** resilience, free-range chicken vendors, survival strategies, social networks, Terban Market.