

INTISARI

Pedagang kakilima Minangkabau di kota-kota besar di Indonesia merupakan suatu fenomena. Mereka melakukan migrasi sukarela yang dinamakan merantau, yang merupakan produk budaya Minangkabau. Pendapatan mereka seringkali tidak menentu dan relatif kecil. Untuk mencukupi kebutuhan rumahtangga, mereka berupaya melakukan strategi usaha dagang dan strategi rumahtangga.

Penelitian dilakukan di kawasan Malioboro kotamadia Yogyakarta. Metode penelitian yang digunakan adalah penelitian survai yang didukung dengan melakukan wawancara mendalam pada beberapa responden kunci. Sampel yang dipilih dalam penelitian adalah 130 responden dari 216 pedagang kakilima Minangkabau secara acak dengan menggunakan sistem proposional menurut daerah asal pedalaman dan pesisir Sumatera Barat.

Rata-rata pendapatan per hari rumahtangga adalah Rp. 21.997,-; yang berasal dari pendapatan di trotoar Malioboro Rp. 16.608,- (75,5 persen) dan sumbangan pendapatan anggota rumahtangga yang bekerja pada pekerjaan/usaha lain Rp. 5.389,- (24,5 persen). Pendapatan itu hanya cukup untuk menutupi kebutuhan sehari-hari, bahkan kurang. Separuh dari pedagang terdaftar menempati tempat usaha sendiri (52,3), sedangkan yang lainnya menyewa. Hampir semuanya tidak memiliki tempat tinggal sendiri (94,6 persen).

Separuh pedagang menjajakan barang dagangan bervariasi lebih dari satu jenis (52,3 persen), dan sepertiga di antaranya meminjam barang dagangan kepada pedagang lain (39,2 persen), sedangkan barter kurang populer dikalangan pedagang (18,5 persen). Dalam menjalani strategi usaha dagang, mereka mengandalkan saling membantu berdasarkan kesamaan etnis, terutama yang berasal dari daerah yang sama dalam mengatasi kesulitan usaha.

Untuk mencukupi kebutuhan rumahtangga, jaringan sosial yang optimal dimanfaatkan rumahtangga adalah meminjam kepada pedagang lain (66,9 persen), terutama yang berasal dari daerah yang sama. Dalam keadaan terdesak memenuhi kebutuhan rumahtangga sebahagian besar mereka menjual barang-barang simpanan berupa perhiasan (43,2 persen), terutama emas. Penghematan pengeluaran rumahtangga yang utama adalah mengurangi kuantitas dan kualitas konsumsi pangan/makanan sehari-hari (68,5 persen) terutama konsumsi lauk/daging dan nasi. Upaya lain yang dilakukan rumahtangga adalah melibatkan anggota rumahtangga bekerja pada pekerjaan/usaha lain mencapai sepertiga rumahtangga (36,9 persen).

Kata kunci: Minangkabau, sektor informal, strategi rumahtangga

ABSTRACT

Minangkabau's street vendors in Indonesian town are unique phenomenal ethnic group. They migrate voluntarily, called *merantau*, that are one of Minangkabau cultural products. Their incomes frequently are uncertain and insignificant. Sufficiency of household's basic needs, they attempt to undergo trading and household strategies; that is aimed of the research.

This research was carried out at Malioboro-Yogyakarta municipality. The research methodology was a survey method and I interviewed a few key respondents deeply. Samples that were selected in this research are 130 respondents of 216 Minangkabau's street vendors by proportional simple random sampling based on municipality of their origins: hinter and coastal land of West Sumatra.

The mean of daily Minangkabau's street vendor household income was Rp. 21.997,- which consists of Rp. 16.608,- (75.5 percent), as street vending income and Rp. 5.389,- (24.5 percent) as the members of household income who worked at another work. The household income is sufficient for their daily basic needs, even is not sufficient. A half of them were registered to occupy the street vending place (52.3 percent) and the others hired. The houses where they stay almost do not belong to their households (94.6 percent).

A half of them vended diversified kind of trading goods (52.3 percent), and a third of them borrowed trading goods to another street vendors/traders (39.2 percent), but barter was not known well among street vendors (18.5 percent). Undergoing street vending strategies, they relied on cooperation based on the same ethnic, especially the same municipality of origin, overcome difficult their problems of trading.

Sufficiency of household's daily basic needs, the aids of social networks that had been optimized usefully with street vendor's households, the first, consists of borrowing money to another street vendors/traders (66.9 percent), especially the same origin of municipality. The second, being sufficient urgent household needs, a lot of them sold jewelry (43.2 percent), especially gold. The third, reducing household's expense they gave priority to reducing the quality and quantity of their daily food consumption (68.5 percent), especially reducing for consumption of meat and rice. The fourth, the other effort, the households employed their members of household worked at another work (36.9 percent) whom were expected their aid to contribute household income.

Key words: household strategies, informal sector, Minangkabau