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Market Adaptation and Informal Vendor Resilience after Relocation: Habitus, Modal, and Arena
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Relokasi informal vendor sering kali mengabaikan faktor struktural yang menentukan keberlangsungan usaha di arena baru. Penelitian ini menganalisis resiliensi pedagang pujasera yang direlokasi dari Alun-alun Sewandanan ke *rooftop* Pasar Sentul Yogyakarta dengan tiga fokus utama pada strategi bertahan, mobilisasi dan konversi modal, serta peran habitus dalam membentuk kapasitas resiliensi. Menggunakan pendekatan kualitatif dan perspektif Pierre Bourdieu yang dipadukan dengan kerangka resiliensi, penelitian ini mengkaji interaksi habitus, modal, dan arena pascarelokasi. Hasil penelitian mengidentifikasi empat strategi bertahan, yaitu membangun visibilitas digital, penyesuaian operasional, koordinasi kolektif melalui paguyuban, dan relokasi sekunder ke luar area pasar. Kapasitas adaptasi pedagang terdistribusi tidak merata sesuai komposisi modal pra-relokasi, sementara efek histeresis habitus menjadi hambatan disposisional yang mempersulit penyesuaian terhadap tuntutan arena baru. Temuan menarik menunjukkan bahwa pemulihan ekonomi paling efektif justru dicapai sebagian pedagang melalui relokasi sekunder sambil mempertahankan kios formal di pasar yang mengindikasikan bahwa resiliensi dapat diwujudkan melalui kemampuan untuk keluar dari arena yang tidak lagi menguntungkan. Penelitian ini menunjukkan bahwa ketahanan pedagang pascarelokasi merupakan hasil interaksi antara perubahan arena, kepemilikan modal, dan habitus yang terbentuk melalui pengalaman berdagang jangka panjang. Integrasi perspektif Bourdieu ke dalam kerangka resiliensi memperkaya pemahaman tentang distribusi kapasitas respons yang tidak merata dalam relokasi berbasis kebijakan sekaligus menegaskan bahwa keberhasilan relokasi lebih ditentukan oleh kondisi struktural arena baru daripada kelayakan fisik fasilitas semata.

Kata Kunci: Resiliensi Pedagang; Kebijakan Relokasi; Habitus; Modal; Arena

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ABSTRACT

The relocation of informal vendors often overlooks the structural factors that determine business sustainability in a new arena. This study analyzes the resilience of food court vendors who were relocated from Alun-alun Sewandanan to the rooftop of Sentul Market Yogyakarta, focusing on three main areas: survival strategies, the mobilization and conversion of capital, and the role of habitus in shaping resilience capacity. Using a qualitative approach and Pierre Bourdieu's perspective combined with a resilience framework, this study examines the interaction of habitus, capital, and arena following relocation. The findings identify four survival strategies: building digital visibility, operational adjustments, collective coordination through associations, and secondary relocation outside the market area. Vendors' adaptive capacities are unevenly distributed according to their pre-relocation capital composition, while the hysteresis effect of habitus acts as a dispositional barrier that complicates adaptation to the demands of the new arena. An interesting finding shows that the most effective economic recovery was actually achieved by some vendors through secondary relocation while maintaining formal stalls in the market, indicating that resilience can be realized through the ability to exit arenas that are no longer profitable. This study demonstrates that post-relocation resilience among vendors results from the interaction between arena changes, capital ownership, and habitus formed through long-term trading experiences. Integrating Bourdieu's perspective into the resilience framework enriches our understanding of the uneven distribution of response capacities in policy-driven relocations while affirming that relocation success is determined more by the structural conditions of the new arena than by the mere physical suitability of the facilities.

Keywords: Vendor Resilience; Relocation Policy; Habitus; Capital; Arena