

## **MAKNA SOSIAL TOKO MILIK RAKYAT (TOMIRA)**

### **Studi di Kabupaten Kulon Progo**

Oleh:

Ringga Arif Widi Harto  
(09/285612/SP/23703)

### **INTISARI**

Merebaknya toko modern berjejaring menimbulkan persoalan di tengah masyarakat. Pemda Kulon Progo mempunyai Perda 11/2011 tentang Perlindungan dan Pemberdayaan Pasar Tradisional serta Penataan Pusat Perbelanjaan dan Toko Modern, dimana disebutkan bahwa jarak minimal antara toko modern berjejaring dengan pasar tradisional yakni 1000 meter. Toko Modern yang melanggar zonasi itu kemudian dilakukan *take over* atau akuisisi kemudian menjadi Toko Milik Rakyat (Tomira). Bupati Kulon Progo berulang kali menggaungkan gerakan Bela Beli Kulon Progo dengan memanfaatkan potensi lokal yang dimiliki oleh daerah. Tomira merupakan salah satu wujud dari gerakan ini. Berdasarkan latar belakang itulah penelitian ini bertujuan untuk mengetahui makna dari kebijakan yang berorientasi pro-rakyat melalui Tomira di Kabupaten Kulon Progo.

Penelitian ini dilaksanakan di Kabupaten Kulon Progo, Daerah Istimewa Yogyakarta. Penelitian ini menggunakan metode kualitatif. Pemilihan informan dalam penelitian ini menggunakan teknik *purposive*, yang meliputi unsur dari pelaku koperasi pengelola Tomira, pelaku UMKM, dan Pemda Kulon Progo. Teknik pengumpulan data yang digunakan adalah observasi, wawancara mendalam (*indepth interview*) dan dokumentasi. Analisis data menggunakan model interaktif Miles dan Huberman yang meliputi pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan (interpretasi data).

Penelitian ini menghasilkan temuan berupa langkah kebijakan pro-rakyat yang diambil oleh Pemda Kulon Progo disikapi positif oleh koperasi dan pelaku UMKM. Produk lokal yang minimal sudah memiliki ijin P-IRT dapat masuk Tomira dan koperasi menjadi pemilik sekaligus menjalankan usaha pertokoan modern. Koperasi dapat belajar untuk menjalankan bisnis modern yang didampingi oleh korporasi melalui skema kemitraan. Adanya kerjasama antarpemilik Tomira melalui paguyuban yang memudahkan pendistribusian produk lokal. Pelaku UMKM turut serta mendukung gerakan Bela Beli Kulon Progo.

**Kata kunci: Makna Sosial, Tomira, Ideologi, Koperasi, UMKM**

**UNDERGRADUATE THESIS**  
**THE SOCIAL MEANING OF TOKO MILIK RAKYAT (TOMIRA)**  
**A Study in Kulon Progo Regency**

By:  
Ringga Arif Widi Harto  
(09/285612/SP/23703)

**ABSTRACT**

The emerging of many networked modern stores causes problems in the community. The Local Government of Kulon Progo owns Local Regulation 11/2011 on Protection and Empowerment of Traditional Market as well as Arrangement of Shopping Center and Modern Store, which mentions that the minimum distance between networked modern store and traditional market is 1000 meters. The modern store that violates such zonation is then takeovered or acquired into People's Store (*Toko Milik Rakyat/Tomira*). Kulon Progo Regent repeatedly propagandized *Bela Beli Kulon Progo* movement by exploiting local potential owned by the region. People's Store is one form of this movement. Based on the background, this research aimed to determine the meaning of the pro-people-oriented policy through People's Store in Kulon Progo Regency.

This research was conducted in Kulon Progo Regency, Special Region of Yogyakarta. This research used qualitative method. The selection of informants in this research was using purposive technique including the elements of the cooperative actors managing People's Store, the actors of SMEs, and the Local Government of Kulon Progo. The data collection techniques used were observation, in-depth interview, and documentation. The data were analyzed using Miles and Huberman interactive model including data collection, data reduction, data presentation, and conclusion (data interpretation).

This research results showed that the pro-people policy step taken by the Local Government of Kulon Progo was positively responded by the cooperative and the actors of SMEs. The local products which at least already have *P-IRT* (Food and Home Industry) permit can be sold in People's Store, and cooperative becomes the owner those who run modern shop business. Cooperative can learn to run modern business accompanied by corporations through a partnership scheme. The cooperation among the owners of People's Stores through community facilitates the distribution of local products. The actors of SMEs also participated in supporting *Bela Beli Kulon Progo* movement.

**Keywords: Social Meaning, Tomira, Ideology, Cooperative, SME**