

INTISARI

Penelitian ini ditujukan untuk (1) mengetahui kapasitas modal penghidupan pelaku usaha sektor informal. (2) menganalisis faktor-faktor yang mempengaruhi kapasitas modal penghidupan pelaku usaha sektor informal berdasarkan karakteristik sosio-demografi dan non-demografi, (3) mengetahui tingkat keberhasilan usaha pelaku usaha sektor informal di Kota Palu dan (4) model pengembangan yang dapat dijadikan dasar dalam pengembangan kapasitas modal penghidupan pelaku usaha sektor informal di Kota Palu.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survey. Pengamatan dilakukan terhadap 325 pelaku usaha sektor informal yang dibagi menjadi lima sektor yakni: pertanian, jasa-jasa, industri kecil, perdagangan dan warung makan, dan lain-lain. Analisis data dilakukan secara statistik regresi logistic berbantuan program komputer SPSS v23.

Berdasarkan hasil penelitian yang telah dilakukan mayoritas pelaku usaha sektor informal yang terjaring menjadi sampel berasal dari sektor perdagangan dan berasal dari etnis Jawa. Secara keseluruhan sejauh ini kapasitas modal penghidupan pelaku usaha sektor informal masih dinilai belum merata dimana suku Kaili sebagai suku asli Kota Palu, dinilai masih rendah dibandingkan suku lainnya. Faktor yang mempengaruhi kapasitas modal penghidupan pelaku usaha sektor informal dipengaruhi dua faktor yaitu kondisi sosio-demografi dan kondisi non-demografi. Berdasarkan karakteristik sosio-demografi diantaranya: jenis kelamin, usia, tingkat pendidikan, jumlah tanggungan, dan lama usaha, diperoleh bahwa tidak terdapat pengaruh terhadap kapasitas modal penghidupan pelaku usaha sektor informal, sedangkan kondisi non-demografi yaitu mobilisasi sumberdaya, kapasitas budaya, kapasitas sosial dan literasi informasi berpengaruh terhadap kapasitas modal manusia. Tingkat keberhasilan usaha jika ditinjau dari tingkat pendapatan para pelaku usaha sektor informal sudah cukup baik. Model yang diusulkan dikembangkan adalah program pelatihan kewirausahaan, ada beragam kursus yang meliputi: program pengelolaan usaha, pelatihan pemasaran produk, seperti pembuatan kue, makanan ringan, masakan tradisional, jasa laundry, montir, salon kecatikan, jenis-jenis rental dan lain sebagainya, untuk menjadikan pelaku usaha sektor informal yang professional dibidangnya masing-masing.

Kata kunci: kapasitas modal, pelaku usaha, kewirausahaan, sektor informal.

ABSTRACT

This study is purposed to (1) understand the livelihood capital capacity of business actors at informal sector; (2) analyze some factors affecting the livelihood capital capacity of business actors at informal sector based on socio-demographic and non-demographic characteristics; (3) examining success levels of business actors at informal sector in the City of Palu; and (4) identifying a model as the basis of developing the livelihood capital capacity of business actors at informal sector in the City of Palu. The study used a quantitative approach with a survey method. Observation was carried out on 325 actors in informal sectors that were clustered into five, i.e. agriculture, services, small industry, trade and foods stall. The data analysis is conducted through statistical multinomial regression using computer program SPSS v23.

Based on the results of the study, it is shown that the majority of actors in informal sector in the City of Palu have worked in trade sector and been from the ethnic of Java. The livelihood capital capacity of business actors at informal sectors was not evenly distributed, where peoples in the ethnic of Kaili as the indigenous people in the City of Palu were considered as lower than other ethnics. Such livelihood capital capacity of business actors at informal sector was affected by socio-demographic and non-demographic characteristics. However, there was no effect of all the socio-demographic characteristics, including gender, age, education, family members, and duration of work on the livelihood capital capacity of business actors at informal sector, meanwhile, the non-demographic characteristics, such as resource mobilization, cultural capacity, social capacity and information literacy, affected the livelihood capital capacity of business actors at informal sector. In view of income, success among business actors at informal sector could be categorized as high enough. The model proposed is various trainings in a workshop and entrepreneurship program, such as business management training, product marketing training, cake making training, snack making training, foods cooking training, laundry service training, mechanic work training, beauty salon training, rental service training, and so on to make the workers professional in their respective informal sectors.

Keywords: livelihood capital capacity, entrepreneurship, informal sector