



Pasar Kolombo merupakan pasar tradisional dengan aktivitas rentenir yang masih aktif. Berbeda dengan pasar-pasar lainnya seperti Pasar Pakem, Pasar Kranggan, Pasar Gentan yang juga terdapat rentenir tetapi relative tersembunyi dan tidak semua orang tahu. Di Pasar Kolombo selain rentenirnya berjumlah banyak ( dengan total 60 orang ) selain itu juga lebih beragam daripada pasar tradisional lainnya. Jika kebanyakan pasar tradisional lain rentenir hanyalah orang Jawa, tetapi di Pasar Kolombo, selain rentenir jawa juga terdapat orang China dan Batak.s Keberadaan rentenir di pasar tidak hanya diketahui oleh pedagang di pasar saja, tetapi juga para pembeli yang sering datang ke pasar Kolombo. Dalam mendekati para pedagang di pasar ,setiap rentenir memiliki cara tersendiri dalam melakukan pendekatan.

Pendekatan kualitatif menggunakan etnografi dirasa tepat untuk melihat dan memahami kehidupan para rentenir dan hubungan yang terbentuk antara rentenir dan pedagang. Selain itu peneliti juga menggunakan teori keterlekatan Granovetter untuk mengetahui pola keterlekatan yang muncul antara rentenir dan pedagang. Tujuan dari penelitian ini adalah Secara langsung melihat hubungan yang terbentuk antara rentenir dan pedagang pasar, untuk menjelaskan pola keterlekatan yang terbentuk antara rentenir dan pedagang di pasar tradisional Kolombo dan melihat perubahan keterlekatan antara rentenir dan pedagang dulu dan sekarang

Hasil dari penelitian ini adalah keterlekatan yang dimana terdapat *oversocialized* dan *undersocialized* dapat dibagi menjadi 3 berdasarkan kuat lemahnya keterlekatan yang muncul. *Oversocialized* dalam konteks yang terjadi di Pasar Kolombo semakin kuat jika pedagang dan rentenir sudah kenal sejak lama dan memiliki ikatan yang kuat, sedang jika pedagang belum terlalu lama mengenal rentenir dan ikatan yang terbentuk masih lemah dan sebaliknya semakin lemah jika pedagang dan rentenir memiliki ikatan yang sangat lemah, karena interaksi hanya terjadi pada saat terjadi hubungan hutang-piutang saja. *Undersocialized* dalam konteks Pasar Kolombo semakin kuat jika pedagang dan rentenir sama-sama merasa mendapatkan keuntungan, sedang jika salah satu pihak lebih diuntungkan dari pihak satunya dan semakin lemah jika pedagang dan rentenir tidak terlalu mengutamakan keuntungan, tetapi lebih fokus pada relasi keduanya.



## Abstract

Colombo market is a traditional market with an active moneylender activities. In contrast to other markets such as Pasar Pakem, Pasar Kranggan, and Pasar Gentan which also contained moneylenders but relatively hidden and not known by everyone. Moneylenders in Parsar Colombo not only numerous (with a total of 60 people) but also more diverse than other traditional markets. Mostly tha traditional markets moneylenders is only Javanese, but in Colombo Market, in addition to Javanese moneylenders there are also Chinese and Batak. The existence of moneylenders in the market is not only known by traders in the market, but also the buyers who often come to the Colombo market. In approaching market traders, every moneylenders has its own way of doing approach.

A qualitative approach using ethnography seems right to see and understand the life of the moneylenders and the relationships formed between moneylenders and merchants. In addition, the researcher also use Granovetter's Relation theory to saw the relation pattern that emerged between moneylenders and merchants. The purpose of this study was to directly view the relationships formed between moneylenders and traders, and to explain the relation pattern formed between moneylenders and traders in traditional markets, especially in Pasar Colombo, and to see the changes between the moneylender and the merchant then and now.

Relation, according to Granovetter an economic act be situated in the act of social progress among the actors. The relation can be divided into two oversocialized and undersocialized. Oversocialized an act of cultural economy is guided by the rules of the values and norms that have been internalized, while undersocialized a rational economic behavior and achievement-oriented individual gains.

After getting the traders who have borrowed money to him, the moneylenders have already made the traders to always borrowing from him by creating dependency. Dependency which created by each group of moneylender can be vary between one another. Batak moneylenders group give a bonus in to traders who diligently pay on time. Javanese moneylenders provides a lot of leeway time for traders who are often late paying the moneylenders. While the Chinese moneylenders have a gift in the form of a parcel to the trader who has long been his customers. The existence of moneylenders in traditional markets is actually needed by market traders who sometimes just acquire a small profit and facing difficulties in getting (modal). Loans from moneylender which can be liquidated anytime make the traders feel free to continue to run its business anytime. Even though the government banks now is coming into the market, but they were not able to effectively move the market economy cycle, as market traders had difficulties in borrowing money from the bank because of the complicated process.