

**KAJIAN PERSEPSI DAN PREFERENSI
PEDAGANG KAKI LIMA TAMAN KOTA TERHADAP
RENCANA PEMINDAHAN KE TAMAN DI TUK BUNTUNG KOTA CEPU**

TESIS

Disusun Dalam Rangka Memenuhi Persyaratan
Program Studi Magister Perencanaan Pembangunan Wilayah Dan Kota

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ABSTRACT

Downtown Park as a public space in Cepu City was planning to build at the secondary collection road class of Tuk Buntung region by district government of Blora, Central Java province, at the coming end of the year 2004. As a 3rd stage park building in Cepu City, Tuk Buntung Park will be a new place for all hawkers moving from downtown first stage park, in the framework of Tuk Buntung region plan. The main reasons why they were planned to move is because the district government willing to manage and organize them at Tuk Buntung Park in order to avoid the overload activity at the primary collection road class surround it. And then to keep the downtown first stage park as its local facility for community recreation and sport function at Cepu City, also as its to keep not to infringe the district law # 6/1990 for Kebersihan, Ketertiban, dan Keindahan dalam Wilayah Kabupaten Daerah Tingkat II Blora. It is very important to know and to understand the hawkers' willingness to move starting from their perception and preference, and so do to the correlation between willingness with character and activity of them.

These research goals are to find out the hawkers' perception and preference in order to see their willingness of moving, and to find out the correlation between their willingness with characteristics and activities. The research objectives are to identify the existing of Downtown Park of Cepu City, to identify the existing of Tuk Buntung region, to identify both characteristics and activities of the hawkers, analysis of perception and preference of the hawkers, and analysis of the correlation between the hawkers' willingness with their characteristics and activities.

This qualitative descriptive research took 84 respondents as its sample represented proportionally to the entire hawkers at the downtown first stage park onto its specification of merchandise physical structure. Distribution frequency analysis used to find out their perception and preference, so that the cross-tabulation analysis method used to search the correlation between their willingness to move with characteristics and activities.

More than 75% of respondents' priority choice for the downtown first stage park as a very eligible and strategic place for merchandising. Moreover, 48 respondents (57.14%) willing not to move, 30 respondents (35.72%) willingly to move, and 6 respondents (07.14%) have no answer/blank. And so far as to know that there are no correlation can explained an inter-connection between respondents' willingness to move with their character and activity, which indicated by the entire of contingency coefficient point close to null ($Cc \approx 0$ or $0 < Cc < 1$). The finding, almost part of them known as the fact that their existing without organized would gradually being a bad view at the Downtown Park and a bad traffic factor at the primary collection road class of Cepu-Randublatung/RSU. Finally, all the hawkers at the Downtown Park have to be conscious that their existing in Downtown Park, by the law, is out of plan. In addition, they always have to be ready to move anytime when the local government plans for moving all of their activities to the Park of Tuk Buntung.