

STRATEGI PEDAGANG KAKI LIMA DALAM MEMPERTAHANKAN HIDUP (STUDI TENTANG STRATEGI PEDAGANG KAKI LIMA DALAM MEMPERTAHANKAN HIDUP DI SEKITAR PASAR NGEMLAK KABUPATEN TULUNGAGUNG)



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Dibuat: 2009-05-26 , dengan 3 file(s).

Keywords: Strategi, Pedagang kaki lima

ABSTRACT

In the effort to sustain live many seeker job get severance of job relations. Include to informal sector they are become the vendor. In Tulungagung regency sufficient a lot of labor force get severance of job relations and small trader roll up a mat from more and more increase. The vendor trader at same strategic corner in Tulungagung Regency.

From the beginning a lot of vendor trade at Tulungagung town square, but tree years ago the town square cleaned from vendor. The vendor relocation to nort side of Tulungagung. This matter appear because back side relocation is near temporary garbage disposal a part of vendor decide to move place around Ngeemplak market. Has been many vendor. This matter become relocation of trader eash other isn t good because often happen place struggle and costumers. With the problem as new comers, the new vendor must have strategics. To get costumers and depend trade around Ngeemplak market.

Method used by researcher is qualitative descriptive research, where with descriptive research, researcher can describe systematic factual and accurate about the fact of phenomenon that get research. In this research, researcher we Snow ball Sampling technic. Snow Ball Sampling is technic take sample of data. Source, in beginning little number, after a long time be large. This thing complete the data satisfy, so researcher look for people that can use as data source. In use teory researcher use necessity of Maslow Teory.

In general meaning of the vendor strategy in sustain live is how the vendor strategys. Effort for vendor depend in middle a group that has same purpose that sustain live.

In general this research result is in electron place vendor is not important relation to old vendor, the most important the place is strategic. For can depend around Ngeemplak market tax payment must do because with tax will get security from market side. Middle of indeterminate income as vendor, other trade is the support in sustain live.