

# UPAYA PKL (PEDAGANG KAKI LIMA) DALAM PEMENUHAN KEBUTUHAN HIDUP (Studi Kasus Di Pasar Pakis Kabupaten Malang)



Oleh: RAHAYU KUSUMA WARDHANI ( 04210004 )

Social Welfare

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Merchant of Cloister that is small trader which roadside sell like pavement, garden, veranda, resident house without permit is effort from government. This situation of course very is bothering road; street panoramic view panoramic beauty or hygiene despitefully difficult PKL also arranged and direlokasi. Effort live on to pass berjualan like PKL in fact lawful work, because this work have to elaborate to fulfill everyday requirement and continuity of life. Chosening work of fundamental PKL as profession non caused by economic crisis because have experienced work of sufficient PKL during and have so loved the work. Work as PKL really is becoming choice merchant of itself not because of situation constraint and condition embosoming. Growing of existing requirement and low earnings result more and more him far fulfilled of requirement of competent life. Many alternatif gone through by merchant to fulfill requirement of life in the middle of squeezing influence of and globalization of PHK one of them become merchant or worker various goods requirement of society by the side of as long as joint town as PKL.

Method which used in research descriptive type qualitative where event or occurrence perceived as well as depicting this phenomena. Study is to know effort of Pedagng Cloister in fulfilling requirement of life in ferny market. Research data obtained to three way of that is (1) Interview by researcher with a few merchant exist in Pakis market ( 2)Observasi atmosphere and condition of PKL market of pakis(3) Documentation by way of taking photo in research location.

Result of study indicate that most merchant which is sell alongside joint streets, effort to fulfill requirement of life among others a lot trade at the same time work peripheral like becoming courier, farming, making snack and others. Merchant of Cloister also often pilfer pavement and also in great roadside and cause rights consumer of street feel uncared loss also, PKL also make jam in roadway.

Pursuant to interview earn analysis various effort to fulfill requirement of everyday life two kinds of that is:

1.Effort to increase merchandise.

In improving its merchandise of PKL have to have some effort the merchandise sold by in society that is as follows.

a.Quality of merchandise have to nicely.

b.Service storey;level to buyer have to gratify.

c.Hygiene.

d.Goods price have to according to normal standart and not cheat buyer.

e. Quality and goods benefit have to goodness.

2.Effort To Increase Level Life.

Merchant of Cloister in fulfilling requirement of everyday life various effort besides becoming

merchant of following:

- a. Most merchant only berjualan mengandalkan.
- b. Giving service service like cleaning clothes , iron, ripe, baby sister.
- c. Paddy cultivation [in] rice field.
- d. Making snack at home.
- e. Opening other effort by opening rice booth street