

PERSEPSI PEDAGANG PASAR TRADISIONAL BANYUASRI SETELAH RELOKASI

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ABSTRAK

Riset ini bermanfaat buat ketahui persepsi pedagang pasar tradisional Banyuasri sesudah relokasi ditinjau dari dimensi penginderaan(sensasi), atensi, interpretasi. Riset ini tergolong jenis riset deskriptif kualitatif, dengan subjek riset yakni pedagang di pasar tradisional Banyuasri dengan jumlah objek sebanyak 18 responden. Kuesioner dan wawancara dipakai buat metode perangkuman data. Sesudah data terkumpul maka dipakai teknik analisis deskriptif buat mendeskripsi persepsi pedagang pasar tradisional Banyuasri setelah relokasi. Perolehan riset mengatakan kalau sebagian besar pedagang mengalami penurunan pada pendapatan setelah pasar tradisonal Banyuasri di relokasi. Kesimpulan dalam penelitian ini ialah penghasilan penjual rerata lebih tinggi saat sebelum diperbaiki dikarenakan warga lebih senang belanja di pasar banyuari buat kebutuhan tiap harinya ataupun belanja buat dijual ulang.

Kata Kunci : Persepsi, Pedagang

***TRADERS' PERCEPTIONS IN BANYUASRI TRADITIONAL MARKETS
AFTER RELOCATION***

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ABSTRACT

This research is useful for knowing the perceptions of Banyuasri traditional market traders after relocation in terms of the dimensions of sensing (sensation), attention, interpretation. This research is classified as a qualitative descriptive research type, with research subjects namely traders in Banyuasri traditional markets with a total of 18 respondents. Questionnaires and interviews are used for data summary methods. After the data was collected, descriptive analysis techniques were used to describe the perceptions of Banyuasri traditional market traders after relocation. Research findings show that most traders have experienced a decline in income after the Banyuasri traditional market was relocated. The conclusion in this study is that the average seller's income was higher before it was repaired because residents prefer to shop at the Banyuari market for their daily needs or shop for resale.

Keywords: Perception, Traders

