

ABSTRACT

THE TRADERS BEHAVIOR OF UNIT II MARKET BANJAR AGUNG AGUNG SUB DISTRICT TULANG BAWANG REGENCY IN THE IMPLEMENTATION OF RELOCATION POLICY

By

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This research was conducted in unit II market Banjar Agung Sub District Tulang Bawang Regency. In the effort to build the clean regency, orderly and beautiful, the Tulang Bawang Government wants to build a modern market aims to enhance the regional development by locating the existing traders. But the desire of Tulang Bawang Government reap the constraints, it is the refusal which done by the traders of Unit II Market.

The purpose of this research is to find out the traders behavior of Unit II Market Banjar Agung Sub District Tulang Bawang Regency in the implementation of relocation policy. The research type used is a descriptive based on the quantitative data. The samples in this study are 92 respondents, while the sampling method used is a sample calculation formula according to Burhan Bungin.

The result of this research indicates that the traders behavior of Unit II Market Banjar Agung Sub District Tulang Bawang Regency in the implementation of relocation policy have a negative behavior, which rejected the plan of Tulang Bawang Regency Government who wants to change the traditional market into a

modern market. it is based on the factors that affect the behavior, such as education, age and economic. traders feel income will be reduced if the construction of a modern marker is still under contruction. than the temporary shelter provided is appropriate and the treder feel the support of the Governor of Lampung. The description of traders categories who accept are 34.78% of the respondents, the categories of traders who rejected are 61.59% of respondents, and 3.26% of respondents who do not accept and do not reject the policiy or neutral towards the relocation policy. Education was able to influence a person's behavior. When the higher education level of opposition to the relocation policy will be higher as well. The traders rejected to be relocated due to a sudden plan, investors are not transparent appointment, bad record on investors, the price is too expensive, the development of capital from money traders and the existence of the right to use the building which is valid until 2014, 2019 and 2024.

Keywords: Traders Behavior, Relocation