

## **ABSTRAK**

### **DAMPAK KETIDAKSESUAIAN LOKASI PASAR TRADISIONAL TERHADAP KONDISI SOSIAL EKONOMI PENDUDUK DI KELURAHAN TELUKBETUNG KECAMATAN TELUK BETUNG SELATAN BANDAR LAMPUNG**

**Oleh**

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Penelitian ini bertujuan untuk menganalisis dampak positif dan negatif yang dirasakan oleh kepala keluarga (KK) di Kelurahan Teluk Betung, yang ditimbulkan dari ketidaksesuaian lokasi berdirinya Pasar Tradisional di Kelurahan Teluk Betung, Kecamatan Teluk Betung Selatan Bandar Lampung pada tahun 2015. Penelitian ini menggunakan metode deskriptif. Data dikumpulkan dengan menggunakan kuesioner, observasi, dan dokumentasi. Teknik analisis data menggunakan tabel silang.

Hasil penelitian menunjukkan ketidaksesuaian lokasi pasar tradisional berdampak positif dan negatif. Dampak positif antara lain: (1) sebagian besar (80,0 persen) KK menyatakan kesempatan kerja meningkat, (2) status pekerjaan KK terbanyak (46,6 persen) adalah berusaha sendiri, dan (3) sebagian besar (56,6 persen) KK berpendapatan lebih tinggi. Adapun dampak negatif antara lain, (1) sebagian besar (73,3 persen) KK menyatakan kondisi lingkungan kotor dengan banyaknya tumpukan sampah, dan (2) sebagian besar (58,3 persen) KK menyatakan kemacetan lalu lintas sering terjadi.

Kata kunci: dampak, ketidaksesuaian, lokasi, pasar tradisional, kondisi sosial ekonomi.

## **ABSTRACK**

### **THE EFFECT OF INCOMPABILITY OF TRADITIONAL MARKET ESTABLISHMENT TOWARD THE ECONOMY SOCIAL CONDITION OF THE CITIZEN OF TELUK BETUNG SELATAN BANDAR LAMPUNG**

**By**

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The purpose of this study is to analyze wheather any positive and negative effect are felt by the head of family at the Teluk Betung village. Which is caused by the incompatibility of traditional market establishment in the Teluk Betung Selatan Bandar Lampung at 2015. The study used a descriptive method. The research used the questionnaires, observation, and documentation in the data collection method. The data analysis technique is using cross tabbs.

The result of study showed that there were positive and negative effects of the incompatibility of traditional market establishment. The positive effects showed: (1) 80,0 percent head of family said that the chance of working is increased, (2) 46,6 percent head of family said that the highest status of working is entrepreneurship, and (3) 56,6 percent head of family got higher income. Even the negative effects are, (1) 73,3 percent of the head of family said that the condition of environment were dirty is caused by the pile of trash, and (2) 58,3 percent of the head of family said the traffic jam were often happened.

Key words: economy social condition, effects, incompatibility, location, traditional market.