ABSTRACT

RESPONSE OF SOCIETY IN PALEMBANG CITY OF MOVING THE SIDEWALK TRADER OF 16 ILIR MARKET TO RETAIL JAKABARING MARKET

By

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Market is a place of society fill, included the society of Palembang City. The market in this city is very fast growth and have full the corner of Palembang City with 22 markets in this city. The biggest market is 16 Ilir Market have 1.283m². Looking for condition the market has growth make the trader sell their product in this place, however the building was prepare by Palembang City Government did not enough for accommodate the sidewalk trader. The trader not be accommodate has make dirty place in the 16 Ilir Market and specially at under Ampera Bridge. Looking for condition, Palembang City Government have initiative for moving the sidewalk trader to a new market who called Retail Market of Jakabaring. The moving of sidewalk trader has appeared a reaction from anyone.

The matter of this research was how respons of society in Palembang City of moving sidewalk trader of 16 Ilir Market to Retail Jakabaring? The direction of this research was to know response of society in Palembang City of moving the sidewalk trader of 16 Ilir Market to Retail Jakabaring Market. The item that
measured from this research was a response of society that able to know from cognitive, affective, and conative aspect.

This research used the method of descriptive research. Population in this research was society in Palembang City has had age 17 to 57 years old. The sample will fixed by using Yamane Formula and then 100 persons that taken by Purposive Sampling. The method of collective data used was questioners, interviews, and documentations. Data processing of method that used was editing, tabulating and coding. The method of data analyze that used was a quantitative analyze by showing data used single table.

The result of the research was able know from aspect cognitive 100 respondents, in fact 45% respondents have had good knowledge to a moving the sidewalk trader of 16 Ilir Market to Retail Jakabaring Market. From affective aspect 68% respondents chose pro in responding a moving the sidewalk trader of 16 Ilir Market to Retail Jakabaring Market, while from conative 47% respondents were very positive attitude in response a moving the sidewalk trader of 16 Ilir Market to Retail Jakabaring Market.