

ABSTRACT

PROFILE OF TRADERS IN THE WAY KARTINI LESEHAN KELURAHAN PALAPA CAPE CORAL SUB CENTER CITY BANDAR LAMPUNG 2015

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This study aimed to obtain information on the profile lesehan traders in Jalan Kartini Village Palapa district of Tanjung Karang, Bandar Lampung Center 2015. Pressure point in this research is the study of the origin of the source of venture capital, the educational background of entrepreneurs, local regulation, principal occupation businesses, workforce owned, earned income. This research uses descriptive method. The object of research is the merchant lesehan. Research subject: lesehan merchant. Data collected by observation, and structured interviews. The results showed that most of the sources of venture capital comes from private money traders lesehan actors. Education business owners as much as 46.67% are high school graduates. License issued by the City of Bandar Lampung has been owned by the merchant traders lesehan, which makes this venture as a principal occupation. Labor which every stall lesehan between 2-3 people. 60% of respondents earn more than Rp 2,400,000 / month.

Keywords: profile, traders, lesehan