ABSTRACT

THE INFLUENCE OF BATU AKIK TREND
(Study of the trader and craftsman of Batu Akik in Tengah Market)

(Skripsi)

By

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This research aims to analyze the influence of Batu Akik Trend in the society nowadays. This research use the qualitative method in doing the analysis and focus to the society who use the Batu Akik as a business opportunity and the people who move as a trader and craftsman. The informant of this research is the trader and the craftsman itself in Tengah Market with 6 people and already fulfill the criteria as the requirements. The data source of this research taken by the researcher from deep interview with the informant. And also strengthened with the documentation and bibliography research. The technic analysis data which is used by this research is the qualitative method, there are reductive data, presentation data, and verification data. The result of this analysis gives a lot of informations to the researcher. Therefore, the researcher can see the influence that appeared because of Batu Akik Trend which become the background of the informant change his profession as a trader and craftsman of Batu Akik. The impacts of this trend also happened to the economic, social, and environment. For economic impact, the increasing of earning money also happened therefore the primary and secondary needs can be fulfilled. Social impact, improvement of social status happened in the society. And for the environment impact, environment damage happened because of the illegal logging happen continuously and causes of natural disaster.

Keywords : Change of profession, Batu Akik