

ABSTRAK

DAMPAK KEBERADAAN UKM *MOMENT* TERHADAP KEBERLANGSUNGAN EKONOMI PEDAGANG NON-PANGAN PASAR TRADISIONAL: ANALISIS STRUKTURASI SOSIAL DI KECAMATAN SIDOMULYO LAMPUNG SELATAN

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Kehadiran UKM *Moment* Sidomulyo sebagai pasar modern lokasi di Kecamatan Sidomulyo dianggap membuat dampak terhadap kondisi ekonomi dan sosial pedagang non-pangan di Pasar Tradisional Sidomulyo. Penelitian ini bertujuan menganalisis dampak keberadaan UKM *Moment* terhadap keberlangsungan ekonomi pedagang non-pangan dan strategi adaptasi yang mereka lakukan dalam perspektif teori strukturasi sosial Anthony Giddes. Teori ini menjelaskan hubungan timbal balik antara struktur dan agensi (*Duality Of Structure*), di mana pedagang dipahami sebagai agen aktif yang merespon perubahan struktur ekonomi lokal. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Lokasi penelitian berada di Pasar Tradisional Sidomulyo, Kecamatan Sidomulyo, Lampung selatan. Data dikumpulkan melalui wawancara, observasi dan dokumentasi, kemudian analisis melalui pengumpulan data, reduksi data, display data dan triangulasi sumber untuk memastikan kredibilitas temuan. Hasil penelitian menunjukkan keberadaan UKM *Moment* Sidomulyo berdampak pada penurunan pendapatan, berkurangnya jumlah konsumen, dan perubahan pola interaksi sosial antara pedagang dan konsumen. Perpindahan konsumen ke UKM *Moment* Sidomulyo dipengaruhi oleh faktor kenyamanan berbelanja, kelengkapan barang, dan kepastian harga yang di tawarkan. Sebagai respon terhadap kondisi tersebut, pedagang non-pangan menerapkan berbagai strategi adaptasi, seperti strategi produk, promosi, harga, sarana prasarana serta pelayanan kepada konsumen. Dalam persepektik teori strukturasi, keberlangsungan ekonomi pedagang terbentuk melalui interaksi dinamis antara struktur pasar modern dan tindakan sosial para pedagang non-pangan dalam mempertahankan usahanya.

Kata kunci: Pasar Modern, Pasar Tradisional, Pedagang Non-Pangan, Keberlangsungan Ekonomi, Stukturasi Sosial

ABSTRACT

THE IMPACT OF THE EXISTENCE OF SME MOMENT ON THE ECONOMIC SUSTAINABILITY OF NON-FOOD TRADERS IN TRADITIONAL MARKETS: ANALYSIS OF SOCIAL STRUCTURATION IN SIDOMULYO DISTRICT, SOUTH LAMPUNG

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The presence of UKM Moment Sidomulyo as a modern market location in Sidomulyo District is considered to have an impact on the economic and social conditions of non-food traders in the Sidomulyo Traditional Market. This study aims to analyze the impact of the existence of UKM Moment on the economic sustainability of non-food traders and their adaptation strategies from the perspective of Anthony Giddes' social structuration theory. This theory explains the reciprocal relationship between structure and agency (Duality of Structure), where traders are understood as active agents who respond to changes in the local economic structure. This study uses a qualitative approach with descriptive methods. The research location is at the Sidomulyo Traditional Market, Sidomulyo District, South Lampung. Data were collected through interviews, observation and documentation, then analyzed through data collection, data reduction, data display and source triangulation to ensure the credibility of the findings. The results show that the presence of UKM Moment Sidomulyo has an impact on decreasing income, decreasing the number of consumers, and changing patterns of social interaction between traders and consumers. Consumers' shifts to UKM Moment Sidomulyo are influenced by factors such as shopping convenience, completeness of goods, and certainty of prices offered. In response to these conditions, non-food traders implement various adaptation strategies, such as product strategies, promotions, pricing, and infrastructure for consumer services. From the perspective of structuration theory, the economic sustainability of traders is formed through the dynamic interaction between modern market structures and the social actions of non-food traders in maintaining their businesses.

Keywords: *Modern Market, Traditional Market, Non-Food Vendors, Economic Sustainability, Social Structuring.*