

ABSTRAK
DAMPAK SOSIAL EKONOMI KEBERADAAN MINIMARKET
TERHADAP KEBERLANJUTAN USAHA PEMILIK TOKO
KELONTONG TRADISIONAL DI DESA BANDAR AGUNG,
KECAMATAN BANDAR SRIBHAWONO, KABUPATEN LAMPUNG
TIMUR

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Penelitian ini bertujuan untuk menganalisis dampak sosial ekonomi keberadaan minimarket terhadap keberlanjutan usaha toko kelontong tradisional di Desa Bandar Agung, Kecamatan Bandar Sribhawono, Kabupaten Lampung Timur, serta mengidentifikasi strategi yang dilakukan pemilik toko kelontong dalam menghadapi persaingan. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan fenomenologi untuk memahami secara mendalam bagaimana pelaku usaha toko kelontong merespons dan menyesuaikan diri terhadap keberadaan minimarket. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi, dengan informan terdiri dari pemilik toko kelontong dan masyarakat sebagai konsumen. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa keberadaan minimarket berdampak pada penurunan omzet dan meningkatnya persaingan usaha toko kelontong. Namun, minimarket bukan satu-satunya penyebab berkurangnya keuntungan, melainkan menjadi pemicu perubahan pola konsumsi masyarakat dan dinamika pasar lokal. Secara sosial, terjadi perubahan pola interaksi, meskipun toko kelontong tetap mempertahankan kedekatan melalui hubungan personal dan sistem pembayaran fleksibel. Dalam perspektif teori hibriditas Homi K. Bhabha, fenomena ini menunjukkan adanya negosiasi antara praktik ekonomi modern dan tradisional, sehingga masyarakat membentuk pola konsumsi yang bersifat hibrid. Dengan demikian, keberlanjutan toko kelontong ditentukan oleh kemampuan beradaptasi secara ekonomi sekaligus mempertahankan peran sosialnya di tengah perubahan pasar desa.

Kata Kunci: toko kelontong tradisional, minimarket, dampak sosial ekonomi, strategi bertahan

ABSTRACT

SOCIO-ECONOMIC IMPACT OF MINIMARKET EXISTENCE ON THE SUSTAINABILITY OF TRADITIONAL GROCERY STORE OWNERS IN BANDAR AGUNG VILLAGE, BANDAR SRIBHAWONO DISTRICT, EAST LAMPUNG REGENCY

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This study aims to analyze the socio-economic impact of minimarkets on the sustainability of traditional grocery stores in Bandar Agung Village, Bandar Sribhawono District, East Lampung Regency, and to identify strategies employed by grocery store owners in facing competition. This study employed a descriptive qualitative method with a phenomenological approach to deeply understand how grocery store owners respond to and adapt to the presence of minimarkets. Data collection techniques included interviews, observation, and documentation, with informants consisting of grocery store owners and community members as consumers. Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing. The results indicate that the presence of minimarkets has resulted in decreased turnover and increased competition among grocery stores. However, minimarkets are not the sole cause of reduced profits; they also trigger changes in community consumption patterns and local market dynamics. Socially, interaction patterns have changed, although grocery stores maintain close relationships through personal relationships and flexible payment systems. From the perspective of Homi K. Bhabha's hybridity theory, this phenomenon demonstrates a negotiation between modern and traditional economic practices, resulting in the formation of hybrid consumption patterns. Thus, the sustainability of a grocery store is determined by its ability to adapt economically while maintaining its social role amidst changes in the village market.

Keywords: *traditional grocery stores, minimarkets, socio-economic impacts, defensive strategy*