

RINGKASAN

Penelitian ini berjudul "ANALISIS BIAYA DAN PENDAPATAN PEDAGANG PAKAIAN DI PASAR KARANGLEWAS DAN PASAR WAGE KABUPATEN BANYUMAS". Tujuan penelitian ini adalah untuk mengetahui perbedaan antara biaya total pedagang pakaian di Pasar Kliwon Karanglewas dengan biaya total pedagang pakaian di Pasar Wage Purwokerto, dan untuk mengetahui pendapatan bersih pedagang pakaian di Pasar Kliwon Karanglewas dengan pendapatan bersih pedagang pakaian di Pasar Wage Purwokerto Kabupaten Banyumas. Jenis penelitian ini adalah deskriptif komparatif dengan menggunakan metode survei. Metode pengambilan sampel menggunakan sampling jenuh yaitu sebanyak 28 pedagang pakaian Pasar Kliwon Karanglewas, dan 50 pedagang pakaian Pasar Wage Purwokerto. Selanjutnya, teknik analisis data menggunakan analisis tabulasi berdasarkan penghitungan biaya dan pendapatan pedagang pakaian di Pasar Kliwon Karanglewas maupun pedagang pakaian di Pasar Wage Purwokerto Kabupaten Banyumas.

Berdasarkan hasil analisis data, dapat diambil kesimpulan bahwa terdapat perbedaan yang nyata antara biaya total pedagang pakaian di Pasar Kliwon Karanglewas dengan biaya total pedagang pakaian di Pasar Wage Purwokerto Kabupaten Banyumas, dan terdapat perbedaan yang nyata antara pendapatan bersih pedagang pakaian di Pasar Kliwon Karanglewas dengan pendapatan bersih pedagang pakaian di Pasar Wage Purwokerto Kabupaten Banyumas. Mengacu pada kesimpulan tersebut, maka dapat diimplikasikan bahwa pedagang perlu memperhitungkan untuk meningkatkan harga jual pakaian yang dapat meningkatkan pendapatan dengan tetap memperhatikan daya beli masyarakat. Selain itu, para pedagang pakaian di Pasar Kliwon Karanglewas dan Pasar Wage Purwokerto juga perlu mempertimbangkan untuk mencari pekerjaan sampingan guna menambah pendapatan keluarga.

Kata Kunci: Biaya dan Pendapatan Bersih Pedagang Pakaian

SUMMARY

This research was entitled “THE COST AND NET INCOME ANALYSIS OF DRAPERS AT KARANGLEWAS AND WAGE TRADITIONAL MARKETS IN BANYUMAS REGENCY”. Aims of this research were to find out the total cost of drapers at Kliwon traditional market in Karanglewas and total cost of drapers at Wage traditional market in Purwokerto, and to find out the net income of drapers at Kliwon traditional market in Karanglewas and net income of drapers at Wage traditional market in Purwokerto Banyumas Regency. Type of this research was descriptive comparative analysis by using survey method. Sampling method within study uses total sampling with sample size of 28 drapers of Kliwon traditional market in Karanglewas, and 50 drapers of Wage traditional market in Purwokerto. Furthermore, technique data analysis of this study uses tabulation analysis based on the calculation results of cost and net income of drapers at Kliwon traditional market in Karanglewas as well as drapers of Wage traditional market in Purwokerto, Banyumas Regency.

Based on the analysis results, it could be concluded that there was a significant difference between total cost of drapers at Kliwon traditional market in Karanglewas and total cost of drapers at Wage traditional market in Purwokerto, and so there was a significant difference between net income of drapers at Kliwon traditional market in Karanglewas and net income of drapers at Wage traditional market in Purwokerto. Refers to these conclusion, it could be implied that drapers of Kliwon traditional market in Karanglewas and Wage traditional markets in Purwokerto, Banyumas Regency need to increase the price of clothing which can increase revenue while still pay attention on the people’s purchasing power. In addition, drapers at Kliwon traditional market in Karanglewas and drapers at Wage traditional markets in Purwokerto, Banyumas Regency were also need to be able to seek the second job to increase their family income.

Keywords: Costs and Net Income of Drapers