

RINGKASAN

ROCHMAT ALDY PURNOMO NIM P2CA14015, “Analisis Dampak Ekonomi Relokasi Pedagang Kaki Lima ke Pratistha Harsa Purwokerto dan Strategi Pengembangannya”, Magister Ilmu Ekonomi, Universitas Jenderal Soedirman. Pembimbing Istiqomah, SE. M.Sc., Ph.D., dan Dr. Haryadi, M.Sc.

Penelitian ini bertujuan untuk menganalisis pendapatan, biaya, dan lingkungan sosial dari pedagang antara sebelum dan sesudah relokasi ke Pratistha Harsa serta strategi pengembangan Pratistha Harsa. Pengumpulan data menggunakan teknik wawancara, observasi dan studi pustaka. Adapun responden yang dipilih yaitu Kepala Pengelola Pratistha Harsa, Ketua Paguyuban Pratistha Harsa, pedagang kuliner Pratistha Harsa. Populasi pedagang yang direlokasi ke Pratistha Harsa sejumlah 65 orang pedagang dan sampel sebanyak 40 pedagang. Pemilihan sampel menggunakan *simple random sampling*. Penelitian ini menggunakan *analisis paired t test*, *Wilcoxon test*, *SWOT Matrix* dan *QSP Matrix*.

Hasil penelitian menunjukkan bahwa jumlah produksi sesudah relokasi lebih rendah, kemudian dari aspek omset penjualan dan pendapatan bersih tidak terdapat perbedaan antara sebelum dan sesudah relokasi ke Pratistha Harsa. Pada aspek biaya, terdapat kenaikan biaya sesudah relokasi ke Pratistha Harsa. Dalam aspek lingkungan sosial, terjadi kenaikan rata-rata dari persepsi pedagang tentang keamanan, kebersihan, penerangan dan kemudahan saat sebelum relokasi dan sesudah relokasi. Strategi pengembangan pusat kuliner Pratistha Harsa yang diperoleh dari Matrik SWOT dan Matrik QSP yaitu menggunakan Strategi *WT*, yaitu meminimalkan kelemahan dan menghindari ancaman eksternal.

Kata Kunci : relokasi pedagang kaki lima, strategi pengembangan, sektor informal

SUMMARY

ROCHMAT ALDY PURNOMO NIM P2CA14015, "Analysis of Economic Impact Informal Micro Bussiness Relocation to Pratistha Harsha Purwokerto and The Development Strategy", Master of Economic Sciences, Jenderal Soedirman University. Supervisor Istiqomah, SE. M.Sc., Ph.D., and Dr. Haryadi, M.Sc.

This study aimed to analyze income, expenses, and social environment of street vendors between before and after the relocation to Pratistha Harsha and to analysis Pratistha Harsha culinary development strategy. Collecting data is using interview, observation and literature study techniques. The respondents were selected namely Pratistha Harsha Chief Manager, Chairman of The Pratistha Harsha Society, Pratistha Harsha traders culinary. Population of street vendors who relocated to Pratistha Harsha are 65 peoples and sample are 40 seller respondents. Selection of the sample is using simple random sampling. This study is using paired t test analysis, test Wilxocon, SWOT Matrix, and QSP Matrix.

The results show that the amount of production is lower after the relocation, and sales turnover and net income are not different between before and after the relocation to Pratistha Harsha. In the aspect of cost, there are improvement after relocating to Pratistha Harsha. In the aspect of the social environment, an improvement in the average of the perception of traders about the safety, cleanliness, lighting and easiness of relocation before and after the relocation. The development strategy of Pratistha Harsha culinary obtained from SWOT Matrix and QSP Matrix is using WT Strategy, namely to minimize weaknesses and avoid external threats.

Keywords: informal micro bussiness relocation, development strategy, informal sector