

RINGKASAN

Selada merupakan sayuran pelengkap makanan seperti *salad*, *hamburger* dan *sandwich*. Permintaan selada cukup tinggi baik di pasar swalayan, pasar tradisional, restoran dan hotel. Penelitian ini bertujuan untuk: (1) Mengetahui karakteristik pedagang pengecer dan konsumen selada di pasar tradisional Kota Purwokerto; (2) Mengetahui faktor-faktor yang mempengaruhi permintaan selada pada pedagang pengecer di pasar tradisional Kota Purwokerto dan (3) Menghitung elastisitas permintaan selada baik harga sendiri maupun harga produk substitusinya. Penelitian dilaksanakan bulan Agustus 2017 di pasar tradisional Kota Purwokerto Kabupaten Banyumas.

Metode penelitian yang digunakan adalah metode survei. Pengambilan sampel dengan teknik *sensus* dan *accidentally sampling*. Analisis yang digunakan yaitu analisis deskriptif, regresi linier berganda dan elastisitas permintaan. Hasil penelitian menunjukkan karakteristik pedagang pengecer selada di Kota Purwokerto didominasi oleh pedagang sayuran perempuan, usia 15 sampai dengan 64 tahun, pendidikan akhir SD, pembelian 12 kali per bulan, sudah berjualan sayuran selama 11 sampai dengan 20 tahun dan lokasi penjualan di Pasar Wage.

Karakteristik konsumen selada didominasi oleh konsumen ibu rumah tangga yang sebagian memiliki rumah makan, usia 15 sampai dengan 64 tahun, pendidikan akhir SMP, jumlah pendapatan konsumen lebih dari Rp6.000.000,00 per bulan, jumlah anggota keluarga satu sampai tiga orang dan frekuensi pembelian satu kali per bulan. Permintaan selada dipengaruhi oleh pendapatan keluarga, selera konsumen dan frekuensi pembelian konsumen. Elastisitas permintaan selada di Purwokerto sebesar 0,89 menunjukkan bahwa elastisitas permintaan selada bersifat inelastis. Elastisitas silang sebesar 0,30 menunjukkan bahwa kubis merupakan barang pengganti dari selada.

SUMMARY

Lettuce is a vegetable complementary foods such as salads, hamburgers and sandwiches. Lettuce demand is quite high both in supermarkets, traditional markets, restaurants and hotels. This study aims to: (1) To know the characteristics of traders and consumers of lettuce in traditional markets Purwokerto City; (2) To know the factors that influence lettuce demand at retailer in traditional market of Purwokerto City and (3) Calculate the elasticity of lettuce demand both own price and product price of substitution. The research was conducted in August 2017 in traditional market of Purwokerto City, Banyumas Regency.

The research method used is survey method. Sampling with census and accidentally sampling techniques. The analysis used is descriptive analysis, multiple linear regression and demand elasticity. The results showed that the characteristics of lettuce traders in Purwokerto City were dominated by female vegetable traders, ages 15 to 64 years, primary school education, purchasing 12 times per month, already selling vegetables for 11 to 20 years and location of the sale in Wage Market.

The characteristics of lettuce consumers are dominated by housewife consumers who are partly owned by restaurants, ages 15 to 64, junior high school education, total consumer income of more than Rp6,000,000.00 in the month, the number of family members of one to three people and a one-time purchase per month. Lettuce demand is influenced by family income, consumer tastes and the frequency of consumer purchases. The elasticity of lettuce demand in Purwokerto at 0.89 indicates that the elasticity of lettuce demand is inelastic. Cross elasticity of 0.30 indicates that cabbage is a substitute of lettuce.