

ABSTRAK

Skripsi dengan judul “Analisis Keberadaan Minimarket Terhadap Keberlangsungan Usaha Warung Tradisional (Studi Kasus di Kecamatan Talun Kabupaten Blitar)” ditulis oleh Dewi Rahmatunisa NIM 12402183065 pembimbing Prof. Dr. Iffatin Nur, M.Ag.

Pertumbuhan pasar modern di Indonesia khususnya minimarket yang semakin pesat berpotensi menimbulkan dampak negatif bagi usaha masyarakat. Keberadaan minimarket ditengah lingkungan masyarakat memunculkan kekhawatiran bagi usaha warung tradisional. Kehadiran minimarket yang semakin banyak dapat memunculkan persaingan usaha yang tidak adil dengan usaha warung tradisional karena keduanya sama-sama menjual barang kebutuhan sehari-hari. Jumlah keuntungan, omset penjualan dan jumlah pembeli warung tradisional yang mengalami perubahan setelah adanya minimarket. Berdasarkan alasan tersebut, peneliti tertarik untuk menganalisis keberadaan minimarket terhadap keberlangsungan usaha warung tradisional (studi kasus di Kecamatan Talun Kabupaten Blitar).

Penelitian ini bertujuan untuk 1) mengetahui pendapat pemilik warung tradisional terhadap keberadaan minimarket disekitar tempat mereka berjualan, 2) mengetahui perubahan keberlangsungan usaha warung tradisional sebelum dan sesudah adanya minimarket, 3) mengetahui upaya yang dilakukan pemilik warung tradisional untuk mempertahankan keberlangsungan usahanya ditengah keberadaan minimarket.

Penelitian ini menggunakan jenis penelitian kualitatif deskriptif. Dengan menggunakan data primer dan sekunder, data primer di dapatkan dari hasil wawancara mendalam, observasi serta dokumentasi. Untuk data sekunder, diperoleh dari jurnal-jurnal serta sumber lain yang relevan. Terdapat 15 responden pemilik warung tradisional serta 4 responden staf minimarket di Kecamatan Talun yang menjadi objek penelitian. Teknik analisis data yang digunakan meliputi tiga hal yakni tahap reduksi data, penyajian data dan menarik kesimpulan. Pengecekan keabsahan data menggunakan triangulasi dan pengecekan dengan teman sejawat.

Hasil penelitian menunjukkan bahwa sebagian besar pemilik warung tradisional memberikan tanggapan negatif terhadap adanya minimarket disekitar mereka berjualan. Keberadaan minimarket berdampak negatif terhadap tingkat keuntungan, omset penjualan, dan jumlah pembeli warung tradisional. Terdapat sebagian pemilik warung tradisional yang berupaya untuk mempertahankan usahanya dengan melakukan upaya secara fisik maupun nonfisik, namun juga ada beberapa yang memilih untuk berjualan dengan cara yang selama ini telah mereka lakukan.

Kata kunci: Jumlah Pembeli, Keuntungan, Minimarket, Omset, Warung Tradisional

ABSTRACT

Thesis with the title "Analysis of the Existence of Minimarkets on the Sustainability of Traditional Stall Business (Case Study in Talun District, Blitar Regency)" was written by Dewi Rahmatunisa NIM 12402183065 supervisor Prof. Dr. Iffatin Nur, M.Ag.

The rapid growth of modern markets in Indonesia, especially minimarkets, has the potential to have a negative impact on people's businesses. The existence of minimarkets in the community has raised concerns for traditional warung businesses. The presence of more and more minimarkets can lead to unfair business competition with traditional warung businesses because they both sell daily necessities. The number of profits, sales turnover and the number of buyers of traditional stalls have changed after the minimarket. Based on these reasons, researchers are interested in analyzing the existence of minimarkets on the sustainability of traditional warung businesses (a case study in Talun District, Blitar Regency).

This study aims to 1) find out the opinions of traditional stall owners on the existence of minimarkets around where they sell, 2) find out changes in the sustainability of traditional stall businesses before and after the minimarket, 3) find out the efforts made by traditional stall owners to maintain their business continuity amid the existence of minimarkets.

This research uses descriptive qualitative research. By using primary and secondary data, primary data is obtained from the results of in-depth interviews, observations and documentation. For secondary data, obtained from journals and other relevant sources. There were 15 respondents who owned traditional stalls and 4 respondents who were minimarket staff in Talun District who were the objects of research. The data analysis technique used includes three things, namely the data reduction stage, data presentation and drawing conclusions. Checking the validity of the data using triangulation and checking with peers.

The results showed that most of the owners of traditional stalls gave a negative response to the existence of minimarkets around them. The existence of minimarkets has a negative impact on the level of profit, sales turnover, and the number of buyers of traditional stalls. There are some owners of traditional stalls who try to maintain their business by making physical and non-physical efforts, but there are also some who choose to sell in the way they have been doing so far

Keywords: Number of Buyers, Profit, Minimarket, Turnover, Traditional Warung