

ABSTRAK

Skripsi yang berjudul “Identitas Sosial Pedagang Perempuan di Pasar Ngunut Tulungagung menurut Henri Tajfel” ditulis oleh Dilla Khusniatul Zairoh, NIM. 126309203125, Fakultas Ushuluddin Adab dan Dakwah, Program Studi Sosiologi Agama, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Pembimbing Dr. Mulia Ardi, M.Phil.

Penelitian ini dilatarbelakangi identitas sosial pedagang perempuan di Pasar Ngunut Tulungagung melalui perspektif teori identitas sosial yang dikemukakan oleh Henri Tajfel. Latar belakang penelitian ini berfokus pada peran penting pedagang perempuan dalam ekonomi informal, di mana mereka tidak hanya berfungsi sebagai penyedia barang, tetapi juga sebagai agen perubahan sosial yang menghadapi berbagai tantangan.

Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif, dengan pengumpulan data melalui wawancara mendalam dan observasi partisipatif, terhadap beberapa pedagang perempuan dipasar Ngunut Tulungagung. Adapun tujuan penelitian ini adalah 1) Mengetahui identitas sosial pedagang perempuan dipasar Ngunut Tulungagung 2) Untuk mengetahui analisis identitas sosial pedagang perempuan dipasar Ngunut Tulungagung menurut Henri Tajfel.

Hasil penelitian menunjukkan bahwa Identitas ini juga memengaruhi kehidupan ekonomi mereka, seperti penguatan ekonomi keluarga, peningkatan kepercayaan diri, dan kemandirian. Serta identitas sosial membentuk interaksi sosial mereka dengan pedagang yang lain. Solidaritas antar pedagang perempuan, baik dalam bentuk dukungan ekonomi maupun sosial, memperkuat posisi mereka dalam pasar dan meningkatkan kualitas hidup mereka secara keseluruhan, dan juga identitas sosial pedagang perempuan di pasar ini terbentuk melalui tiga proses utama menurut Tajfel, yaitu 1) Kategori sosial 2) Identifikasi sosial 3) Perbandingan sosial.

Kata Kunci: Identitas Sosial, Pedagang Perempuan, Pasar Ngunut, Solidaritas.

ABSTRACT

Thesis is titled "Social Identity of Women's Merchants in the Ngunut Tulungagung Market According to Henri Tajfel" written by Dilla Khusniatul Zairoh, NIM. 126309203125, Faculty of Ushuluddin Adab and Dakwah, Program of Sociology of Religion, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Preceptor Dr. Mulia Ardi, M.Phil.

This research is based on the social identity of women's traders in the Ngunut Tulungagung market through the perspective of the social identity theory presented by Henri Tajfel. The background of this study focuses on the role of women's merchants in informal economy, where they do not only serve as a provider of goods, but also as a social change agent facing various challenges.

The method used in this research is a qualitative approach, with data collection through in-depth interviews and participatory observations, against some women traders are battled by the Ngunut Tulungagung. The purpose of this study is 1) knowing the social identity of women's traders in Ngunut Tulungagung market 2) To determine the analysis of social identity of women's traders in Ngunut Tulungagung market according to Henri Tajfel.

The results showed that this identity also affects their economic life, such as the strengthening of the family economy, increased confidence, and independence. As well as social identities form their social interaction with other traders. Solidarity between women's merchants, both in the form of economic and social support, strengthen their position in the market and improve the quality of their lives as a whole, and also the social identity of women's traders in this market is formed through three main processes according to Tajfel, 1) Social category 2) Social identification 3) Social comparisons.

Keywords: Social Identity, Female Merchant, Ngunut Market, Solidarity.