

DAMPAK KEBERADAAN PASAR MODERN PENJUAL DAGING AYAM TERHADAP PENDAPATAN PENJUALAN DAGING AYAM PASAR TRADISIONAL DI BANDAR LAMPUNG

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RINGKASAN

Penelitian ini bertujuan untuk menganalisis Dampak Keberadaan Pasar Modern Penjual Daging Ayam Terhadap Pendapatan Penjualan Daging Ayam Pasar Tradisional di Bandar Lampung. Responden penelitian yang digunakan dalam penelitian ini adalah penjual ayam di pasar modern, pasar tradisional dan konsumen di kota Bandar Lampung. Dengan jumlah responden 150 orang. Terdiri dari 50 responden pedagang ayam tradisional, 50 responden pedagang ayam modern dan 25 responden konsumen pada pedagang ayam tradisional serta 25 responden konsumen pada pedagang ayam modern. Analisis data pada penelitian ini menggunakan analisis deskriptif kualitatif. Mendapatkan hasil kesimpulan bahwa adanya pasar modern penjual daging ayam memberikan dampak yang signifikan sebesar 27% terhadap tingkat pendapatan penjual daging ayam di pasar tradisional.

Kata Kunci : Daging ayam, penjual, pembeli, dan pasar

THE IMPACT OF MODERN CHICKEN MARKET ON TRADITIONAL MARKET CHICKEN SALES REVENUE IN BANDAR LAMPUNG

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ABSTRACT

This study aims to analyze the impact of the existence of modern market chicken meat sellers on the income of traditional market chicken meat sales in Bandar Lampung. The research respondents used in this study were chicken sellers in modern markets, traditional markets and consumers in Bandar Lampung city. With the number of respondents 150 people. Consisting of 50 respondents of traditional chicken traders, 50 respondents of modern chicken traders and 25 consumer respondents at traditional chicken traders and 25 consumer respondents at modern chicken traders. Data analysis in this study using descriptive skinative analysis. Getting the results of the conclusion that the existence of a modern market for chicken meat sellers has a significant impact of 27% on the income level of chicken meat sellers in traditional markets.

Keywords : Chicken meat, sellers, buyers, and markets