

ABSTRAK

Sofyan Anam, **Analisis Pada Pedagang Daging Sapi (Studi Kasus Pasar Tradisional Tanah Merah, Bangkalan Penentuan Harga Madura)**. Di bawah bimbingan Dr. Sutikno, S.E., M.E.

penelitian bertujuan mengetahui dan memberikan gambaran informasi kepada pedagang daging dan konsumen terkait bagaimana penentuan harga daging ditingkat pedagang sapi di Pasar tradisional Tanah Merah Kabupaten Bangkalan. Metode yang digunakan dalam penelitian ini menggunakan analisis kualitatif deskriptif. Data yang digunakan dalam penelitian ini menggunakan data primer dan skunder, dengan focus penelitian kepada penentuan harga dengan melihat fenomena perbedaan harga yang terjadi di pada pedagang daging sapi di pasar tradisional Tanah Merah.

Hasil penelitian ini menunjukkan bahwa penentuan harga di pasar tradisional Tanah Merah, tidak ada kesepakatan mengenai harga di antara pedagang, dan adanya perbedaan harga yang terjadi dikarenakan faktor kedekatan serta biaya modal dan sosial masyarakat.

Kata Kunci : Perbedaan Harga, pedagang , konsumen, desa Tanah Merah

ABSTRACT

Sofyan Anam, Analysis of Beef Traders (Case Study of Tanah Merah Traditional Market, Bangkalan, Madura Price Determination). Under the guidance of Dr. Sutikno, S.E., M.E.

This study aims to find out and provide an overview of information to meat traders and consumers regarding how to determine the price of meat at the level of beef traders in the Tanah Merah traditional market, Bangkalan Regency. The method used in this study uses descriptive qualitative analysis. The data used in this study uses primary and secondary data, with the focus of research on price determination by looking at the phenomenon of price differences that occur in beef traders in the Tanah Merah traditional market.

The results of this study indicate that the determination of prices in the traditional Tanah Merah market, there is no agreement on prices between traders, and the price differences that occur due to proximity factors as well as capital and social costs of the community.

Keywords: Price difference, traders, consumers, Tanah Merah village

