

ABSTRACT

Dannu Agiel Septiano, Analysis of the Socioeconomic Impact of Relocation (Case Study of the Jombang Culinary Center). Under the guidance of Sumarto, S.E., M.E.

This study aims to analyze the impact of relocation on the socio-economic conditions of street vendors (PKL), specifically on aspects of income, trust, social networks, norms and reciprocity, and income aspects. Using qualitative methods, data were collected through interviews, field notes, and documentation. The results of the study indicate that the relocation of street vendors (PKL) to the Jombang Culinary Center not only impacts the economic aspects, but also the social aspects. Socially, relocation does not affect trust, social networks, and norms and reciprocity that function as social capital in the post-relocation adaptation process. Economically, relocation has the potential to improve the welfare of street vendors by increasing turnover and net income and reducing operational costs. However, the success of relocation is highly dependent on the readiness of the vendors to adapt to the new environment, their adaptability, support facilities, and the environmental conditions of the new location. Therefore, relocation is not only an effort to organize the city, but also a strategic opportunity for the development of sustainable street vendor businesses.

Keywords: Relocation, Street Vendors, SocioEconomics.

ABSTRAK

Dannu Agiel Septiano, Analisis Dampak Relokasi Terhadap Sosial Ekonomi (Studi Kasus Sentra Kuliner Jombang). Dibawah bimbingan Sumarto, S.E., M.E.

Penelitian ini bertujuan untuk menganalisis dampak relokasi terhadap kondisi sosial ekonomi PKL, khususnya pada aspek pendapatan, kepercayaan, jaringan sosial, norma dan timbal balik, dan aspek pendapatan. Dengan menggunakan metode kualitatif, data dikumpulkan melalui wawancara, catatan lapangan, dan dokumentasi. Hasil penelitian menunjukkan bahwa relokasi pedagang kaki lima (PKL) ke Sentra Kuliner Jombang tidak hanya berdampak pada aspek ekonomi, tetapi juga sosial. Secara sosial, relokasi tidak mempengaruhi kepercayaan, jaringan sosial, serta norma dan timbal balik yang berfungsi sebagai modal sosial dalam proses adaptasi pasca relokasi. Secara ekonomi, relokasi berpotensi meningkatkan kesejahteraan pedagang melalui peningkatan omzet dan pendapatan bersih serta pengurangan biaya operasional. Namun demikian, keberhasilan relokasi sangat bergantung pada kesiapan pedagang dalam beradaptasi pada lingkungan baru, kemampuan beradaptasi, dukungan fasilitas, serta kondisi lingkungan lokasi baru, sehingga relokasi tidak hanya menjadi upaya penataan kota, tetapi juga peluang strategi bagi pengembangan usaha PKL yang berkelanjutan.

Kata kunci : Relokasi, Pedagang Kaki Lima, Sosial Ekonomi.