

BAB I PENDAHULUAN

A. Latar Belakang Masalah

Masalah-masalah yang dihadapi negara-negara yang sedang berkembang pada umumnya termasuk Indonesia adalah ketenagakerjaan. Semakin kecilnya peluang pekerjaan disektor formal yang menampung tenaga kerja mendorong kegiatan/pekerjaan di sektor informal. Padahal jumlah penduduk usia produktif mencapai lebih dari 25% penduduk Indonesia, atau sekitar 50 juta dari jumlah tersebut. Hampir 1/3nya menganggur. Pada akhirnya sektor informal menjadi alternatif utama. Salah satu sektor informal yang banyak dilirik pada saat ini adalah Pedagang Kaki Lima (Rahayu, 2002: 1).

Pedagang kaki lima selalu muncul menempel pada pusat-pusat kegiatan-kegiatan yang sudah ada/jadi sebelumnya. Dengan harapan dapat menuai rejeki sebagai pendukung kegiatan-kegiatan inti. Pedagang kaki lima tumbuh hampir di semua tempat kosong yang dianggap strategis di sekitar pusat-pusat kegiatan tersebut (Rahayu, 2002: 1). Keberadaan pedagang kaki lima menempati atau berlokasi di sepanjang trotoar, sehingga tampak semrawut dan tidak teratur. Akibatnya para pejalan kaki merasa tidak nyaman. Untuk itu pemerintah kota perlu melakukan penertiban.

Sektor informal ini menjadi semakin banyak dan pekerjaan mereka meliputi perdagangan (pedagang kaki lima), jasa (reparasi, calo), industri (pangan, mebel), angkutan (becak, dokar, ojek), dan bangunan (tukang batu, tukang kayu). Bidang-bidang tersebut mudah dimasuki, hanya pengakuan pihak pemerintah masih pincang (Daldjoeni, 1985: 35).

Menurut Lee (1966), Todaro (1979), dan Titus (1982) bahwa motivasi seseorang untuk pindah adalah motif ekonomi. Motivasi tersebut berkembang karena adanya ketimpangan ekonomi antar daerah. Todaro menyebut motif utama tersebut sebagai pertimbangan ekonomi yang rasional. Mobilitas ke perkotaan mempunyai suatu harapan, yaitu memperoleh pekerjaan dan harapan memperoleh pendapatan yang lebih tinggi dari pada yang diperoleh di pedesaan. Dengan demikian, mobilitas desa-kota sekaligus mencerminkan adanya ketidakseimbangan antara kedua daerah tersebut. Oleh karena itu, arah pergerakan penduduk juga cenderung ke kota yang memiliki kekuatan-kekuatan yang besar sehingga diharapkan dapat memenuhi pamrih-pamrih ekonomi mereka (Mantra, 2000: 186).

Aktivitas perdagangan merupakan sebagian aktivitas yang dilakukan oleh pedagang kaki lima yang bergerak disektor informal yang menyediakan kebutuhan untuk konsumen. Membuat masyarakat dengan mudah mendapatkan barang atau jasa yang disediakan oleh pedagang makanan untuk dapat mereka konsumsi.

Aktivitas kelompok usaha kecil ini tidak bisa dipisahkan dalam pembangunan nasional yang mempunyai kedudukan, potensi, dan peranan dalam pembangunan nasional. Dalam hal ini yaitu tujuan pembangunan nasional pada umumnya dan tujuan pembangunan nasional pada khususnya yaitu dalam penciptaan suatu lapangan kerja.

Aktivitas perdagangan makanan yang terjadi mempunyai nilai positif dan nilai negatif. Nilai positif dari aktivitas perdagangan secara pasti dapat menciptakan suatu lapangan pekerjaan dari pengangguran yang ada. Para penganggur berusaha mencoba membuat suatu kerajinan, berwirausaha dengan modal sendiri. Nilai negatif dari keberadaan aktivitas perdagangan makanan terjadi saat berlangsungnya kegiatan tersebut yaitu mereka tidak memperhatikan kebersihan, keindahan, kerapian, dan keamanan lingkungan tempat mereka beraktivitas.

Keberadaan aktivitas perdagangan makanan dipengaruhi oleh aksesibilitas dan fasilitas. Aksesibilitas ini adalah suatu kemudahan untuk mencapai suatu tempat untuk memenuhi kebutuhan manusia. Aksesibilitas tersebut berupa keterjangkauan atau jarak tempuh, sarana transportasi, kondisi jalan dan sebagainya.

Fasilitas merupakan suatu kemudahan yang ada di suatu tempat sehingga pengunjung merasa nyaman. Kelengkapan fasilitas dapat mendorong adanya pertumbuhan penduduk yang mengakibatkan penduduk tersebut mampu untuk membangun suatu wilayah menjadi lebih berkembang. Fasilitas ini juga ada di Sekitar Jalan Kawasan Bandara Adi Sumarmo dengan tujuan agar para pengunjung tidak terlalu jauh untuk mendapatkan suatu pelayanan terhadap fasilitas yang mereka butuhkan.

Aktivitas perdagangan makanan yang berada di Sekitar Jalan Kawasan Bandara Adi Sumarmo terjadi karena adanya suatu daya tarik terhadap suatu pesawat oleh pengunjung yang tidak terbatas pada semua golongan umur. Hal tersebut didukung juga oleh keadaan alamnya yang nyaman. Pesawat tersebut dapat dijadikan sebagai salah satu pengetahuan anak tentang transportasi udara. Pengunjung ada juga yang hanya menikmati tinggal landasnya pesawat akan tetapi juga sengaja untuk menikmati makanan khas yang ada di Sekitar Jalan Kawasan Bandara Adi Sumarmo. Akan tetapi makanan yang banyak dikonsumsi oleh pengunjung mayoritas adalah makanan yang dijual oleh pedagang kaki lima yang sudah dikenal oleh masyarakat umum dengan harga yang relatif terjangkau. Untuk memenuhi kebutuhan akan makanan tersebut pedagang baik pedagang yang menempati rumah makan maupun pedagang kaki lima menyediakan kebutuhan makanan.

Perdagangan ini dipengaruhi oleh aksesibilitas dan fasilitas. Kelengkapan fasilitas dan aksesibilitas yang terdapat di suatu kawasan dapat mendorong adanya suatu perkembangan wilayah dari pedesaan menjadi sebuah kota akibat adanya pertumbuhan penduduk. Pertumbuhan penduduk ini diakibatkan adanya migrasi yang dilakukan penduduk untuk memenuhi kebutuhan hidupnya. Semakin banyak jumlah penduduk maka mereka membutuhkan fasilitas yang lebih. Aksesibilitas mendorong adanya keinginan penduduk untuk menetap pada suatu daerah.

Terdapat berbagai macam faktor penarik dan pendorong yang mempengaruhi keberadaan aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo. Faktor penarik dari aktivitas perdagangan ini dapat berupa adanya suatu daya tarik tersendiri akan wilayah atau kawasan ini. Faktor pendorong dari aktivitas perdagangan ini yaitu adanya suatu kebutuhan

yang harus dipenuhi oleh pedagang maupun pengunjung yang ada di Sekitar Jalan Kawasan Bandara Adi Sumarmo.

Pedagang dan pengunjung memiliki berbagai macam karakteristik demografi dan sosial ekonomi. Keberadaan aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo memiliki latar belakang karakteristik. Karakteristik ini mencakup karakteristik pedagang dan pengunjung yang meliputi karakteristik demografi dan sosial ekonomi. Karakteristik demografi meliputi umur, jenis kelamin, daerah asal dan jumlah tanggungan keluarga. Karakteristik sosial ekonomi pedagang meliputi status perkawinan, tingkat pendidikan, tingkat pendapatan, status pekerjaan, jam kerja, hari kerja dan masa kerja, sedangkan karakteristik sosial ekonomi pengunjung meliputi status perkawinan, tingkat pendidikan, tingkat pendapatan dan pekerjaan pengunjung.

Jalan di sebelah selatan dari Kawasan Bandara Adi Sumarmo memiliki potensi untuk menjadi kawasan perdagangan. Hal ini diakibatkan jalan di kawasan ini menjadi penghubung antara dua daerah pertumbuhan ekonomi antara Pasar Mangu yang terletak di sebelah utara Kawasan Bandara Adi Sumarmo dan Pasar Colomadu yang terletak di sebelah selatan dari Bandara Adi Sumarmo. Karena pertemuan tersebut kawasan ini menjadi kawasan strategis yang didukung oleh kemudahan aksesibilitas dan fasilitas yang ada.. Dengan adanya daya tarik dari kawasan ini mengakibatkan kawasan ini ramai dengan pengunjung. Daya tarik ini berupa lingkungan alam yang masih terbuka dan daya tarik akan pesawat. Banyaknya pengunjung dimanfaatkan oleh para pedagang untuk berjualan di sekitar kawasan ini sehingga menciptakan lapangan kerja di sector informal bagi penduduk sekitar.

Berdasarkan uraian di atas, penulis ingin mengkaji tentang keberadaan aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo, dimana perdagangan makanan di kawasan tersebut mengalami perkembangan yang sangat pesat. Untuk itu penelitian ini mengambil judul **“KAJIAN KEBERADAAN AKTIVITAS PERDAGANGAN MAKANAN DI SEKITAR JALAN KAWASAN BANDARA ADI SUMARMO, KECAMATAN NGEMPLAK, KABUPATEN BOYOLALI TAHUN 2003-2007”**.

B. Perumusan Masalah

Berdasarkan pada latar belakang masalah maka dapat dirumuskan permasalahan sebagai berikut:

1. Mengapa aktivitas perdagangan makanan berada di Sekitar Jalan Kawasan Bandara Adi Sumarmo?
2. Apa saja faktor-faktor penarik dan pendorong yang mempengaruhi keberadaan aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo?
3. Bagaimana karakteristik demografi dan sosial ekonomi dari pedagang makanan dan pengunjung di Sekitar Jalan Kawasan Bandara Adi Sumarmo?
4. Bagaimana potensi perkembangan aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo?

C. Tujuan Penelitian

Berdasarkan pada perumusan masalah tersebut di atas maka tujuan penelitian adalah:

1. Untuk mengetahui adanya aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo.
2. Untuk mengetahui faktor-faktor penarik dan pendorong yang mempengaruhi adanya aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo.
3. Untuk mengetahui karakteristik demografi dan sosial ekonomi dari pedagang makanan dan pengunjung di Sekitar Jalan Kawasan Bandara Adi Sumarmo.
4. Untuk mengetahui potensi perkembangan aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo.

D. Manfaat Penelitian

Penelitian ini diharapkan dapat bermanfaat baik secara teoretis maupun praktis.

1. Manfaat Teoritis

Penelitian ini diharapkan dapat menjadi sarana pengembangan ilmu Geografi Sosial, yaitu dalam menambah pengetahuan tentang alasan keberadaan aktivitas perdagangan makanan, faktor-faktor penarik dan pendorong yang berpengaruh terhadap aktivitas perdagangan makanan, karakteristik demografi dan sosial ekonomi dari pedagang makanan dan pengunjung, dan potensi perkembangan keberadaan aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo.

2. Manfaat Praktis

Penelitian ini diharapkan dapat memberikan sumbangan bagi pemerintah daerah di Kabupaten Boyolali dalam perencanaan dan pembangunan di Sekitar Jalan Kawasan Bandara Adi Sumarmo khususnya sektor informal dimana menyangkut masalah kebersihan, keindahan, kerapian, dan keamanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo.

BAB II LANDASAN TEORI

D. Tinjauan Pustaka

Hal-hal yang berhubungan dengan masalah penelitian akan dibahas sebagai berikut:

1. Keberadaan Aktivitas Perdagangan

Beberapa kebutuhan dari penduduk secara individual hanya dapat dipenuhi oleh seringkali orang bertujuan untuk berbelanja, sedangkan orang-orang lain hanya dapat dijumpai pada waktu berbelanja itu. Karena itu maka berbagai jenis fungsi jasa, masing-masing dengan dasar tresholdnya memerlukan minimum jumlah penduduk yang memerlukannya (Daldjoeni, 1992: 21).

Kebutuhan penduduk dapat terpenuhi dengan berbelanja. Berbelanja ini adalah merupakan suatu aktivitas perdagangan. Dalam aktivitas ini berbagai macam pelayanan terhadap suatu barang maupun jasa itu tersedia, sehingga sering kali dijadikan sebagai suatu pusat kegiatan.

Keberadaan aktivitas perdagangan merupakan tempat dimana berbagai macam kegiatan perdagangan atau proses jual-beli itu berlangsung. Aktivitas perdagangan dapat terjadi di sembarang tempat dimana masyarakat itu berkumpul untuk melakukan suatu transaksi. Transaksi ini adalah jual-beli terhadap sesuatu baik berupa barang maupun jasa yang disediakan. Perdagangan ini menciptakan suatu lapangan kerja disektor informal. Penyedia layanan dalam perdagangan disebut pedagang atau penjual yang berperan sebagai produsen, sedangkan pemakai barang atau pengguna jasa disebut pembeli atau konsumen.

Pembeli yang berada di Sekitar Jalan Kawasan Bandara Adi Sumarmo pada umumnya adalah pengunjung. Mereka membeli sesuai dengan keinginan dan kebutuhan mereka untuk mendapatkan harga barang yang relatif lebih murah sering kali dilakukan tawar menawar. Barang yang mereka tawar berupa souvenir, makanan dan lain sebagainya yang ada dalam kemasan yang sering kali dibawa pulang sebagai oleh-oleh. Untuk mendapatkan barang-barang tersebut mereka cenderung mencari yang lebih dekat sehingga lebih mudah dijangkau oleh mereka yang membutuhkan pelayanan tersebut khususnya pengunjung.

1. Sektor Informal

Dalam analisis pekerja menurut status pekerjaan ada yang bertujuan untuk mengetahui status pekerjaan formal dan status pekerjaan informal. Pekerjaan pada status pekerjaan formal diasumsikan produktivitas kerja adalah lebih tinggi dari pada pekerjaan dengan status pekerjaan informal. Pendekatan informal dan formal menggunakan status pekerjaan dalam hubungannya dengan pendapatan/produktivitas tidak seluruhnya betul, akan tetapi cukup bermanfaat untuk melihat kesempatan kerja yang ada dengan produktivitas kerja meskipun sangat kasar.

Hampir dua pertiga dari pekerja yang ada produktivitas kerjanya rendah atau identik dengan pekerja miskin. Keadaan yang lebih menarik adalah tingginya

pekerja perempuan yang tidak dibayar (39 persen) atau hampir tiga perempat (70,9 persen) pekerja perempuan bekerja pada sektor informal sedangkan laki-laki juga relatif masih tinggi pula yakni 61,4 persen sebagai pekerja sektor informal (Mantra, 2000: 242-243).

Para penguasa sekarang semakin memperhatikan sektor informal dalam kegiatan ekonomi kota. Berbeda dengan sektor informal, kegiatan sektor informal ini bercirikan intensitas modal rendah, produktivitas rendah dan terdapatnya teknologi yang masih dicocokkan (Daldjoeni, 1985: 35).

Seseorang mengambil keputusan untuk melakukan mobilitas, diantaranya adalah *teori kebutuhan dan stress (need and stress)*. Setiap individu mempunyai kebutuhan yang perlu dipenuhi. Kebutuhan tersebut dapat berupa kebutuhan ekonomi, sosial, politik, dan psikologi. Apabila kebutuhan itu tidak dapat terpenuhi, terjadilah stress. Tinggi rendahnya stress yang dialami oleh individu berbanding terbalik dengan proporsi pemenuhan kebutuhan (Mantra, 2000: 178-179).

Ada dua akibat dari stress di atas, kalau stress seseorang tidak terlalu besar (masih dalam batas toleransi), orang tersebut tidak akan pindah. Dia tetap akan tinggal di daerah asal dan menyesuaikan kebutuhannya dengan keadaan lingkungan yang ada. Apabila stress yang diambil seseorang di luar batas toleransinya, orang tersebut mulai memikirkan untuk pindah ke daerah lain di tempat kebutuhannya dapat terpenuhi. Dengan ungkapan lain, seseorang akan pindah dari daerah yang mempunyai nilai kefaedahan wilayah (*place utility*) lebih rendah ke daerah yang mempunyai kefaedahan wilayah lebih tinggi dimana kebutuhannya dapat terpenuhi (Mantra, 2000: 179).

Pekerjaan sektor informal khususnya pedagang kaki lima seperti pedagang makanan yang berada di Sekitar Jalan Kawasan Bandara Adi Sumarmo diharapkan memiliki produktivitas kerja yang lebih tinggi, sehingga dapat memperoleh pendapatan yang lebih banyak. Lapangan kerja ini juga diharapkan dapat meningkatkan kemakmuran masyarakat. Pada pekerjaan sektor ini banyak didominasi oleh pekerja perempuan.

Pekerjaan sektor informal tersebut ciri kegiatannya tidak terorganisasi, tidak memiliki ijin, pola kegiatannya baik lokasi maupun jam kerjanya tidak tetap, unit usahanya mudah keluar masuk, teknologinya sederhana, modal yang digunakan cukup kecil, dan hasil produksinya banyak dikonsumsi oleh golongan masyarakat kecil sampai menengah.

Kegiatan dari pedagang makanan yang berusaha untuk memenuhi kebutuhan hidup, mereka melakukan mobilitas penduduk. keputusan tersebut diambil dalam upaya pemenuhan kebutuhan ekonomi.

Kebutuhan psikologi yang bertujuan untuk menghilangkan stress dilakukan oleh pengunjung. Pengunjung dalam pemenuhan kebutuhan tersebut membutuhkan sebuah pelayanan dari para pelaku yang ada di Sekitar Jalan Kawasan Bandara Adi Sumarmo baik berupa barang maupun jasa.

Pelayanan yang berupa jasa yaitu berupa keramahan, transportasi, kesehatan, pelayanan penjualan barang dagangan dan sebagainya. Pelayanan berupa barang yaitu fasilitas fisik yang disediakan di Sekitar Jalan Kawasan Bandara Adi Sumarmo.

Pedagang makanan yang ada di Sekitar Jalan Kawasan Bandara Adi Sumarmo ini memberikan pelayanan yang berupa jasa. Mereka melayani para pengunjung dengan menyediakan makanan yang mereka butuhkan dengan membuatnya sendiri dengan teknologi sederhana. Pedagang dengan aktivitas tersebut memperoleh penghasilan, sedangkan pengunjung mendapatkan pelayanan yang mereka butuhkan.

Kehadiran sektor informal ini mempunyai akibat yang sangat bertentangan yaitu akibat yang kurang baik dan akibat yang cukup baik. Akibat yang kurang baik yaitu apabila kebijaksanaan terhadap pelaku ekonomi sektor informal oleh pemerintah daerah tidak tepat sasaran maka akan terjadi kesemrawutan, mengurangi keindahan dan kebersihan kota. Akibat baiknya yaitu akan mengurangi jumlah pengangguran dan secara tidak langsung dapat mengurangi tingkat kriminalitas.

2. Pedagang atau Penjual

Pedagang makanan dan minuman yang biasa mangkal di pinggir jalan biasanya menjajakan produk dagangannya berasal dari hasil olahannya sendiri. Diantara mereka ada yang mengolah di rumah dan sebagian yang lain mengolahnya di tempat mangkal sambil menjajakan dagangannya. Seperti pedagang gorengan, es dogger, warung makan, gado-gado, tukang cendol, dll. Konsumen yang membeli biasanya langsung menyantapnya di tempat dan sebagian kecil membungkusnya. Keamanan makanan yang dikonsumsi para konsumen sangat tergantung pada pengetahuan pedagang tentang cara mengolah makanan dan cara menyajikannya (<http://www.pkpu.or.id>, 9 Juni 2008).

Pekerja sektor informal yaitu pedagang kaki lima khususnya pedagang makanan dapat dikatakan sebagai produsen, karena mereka membuat makanan dan minumannya sendiri yang dijual kepada konsumen. Para pedagang yang berada di pinggir jalan ini membutuhkan penyuluhan dan bimbingan mengenai lokasi atau keamanan tempat serta kebersihan tempat dan makanan yang mereka produksi.

Pekerja sektor informal tersebut yang berada di Sekitar Jalan Kawasan Bandara Adi Sumarmo berusaha untuk membuat barang dagangannya sendiri. Kebersihan dari pembuatan barang dagangan yang berupa makanan dan minuman tersebut dapat dilihat dalam pelayanan yang diberikan sehingga mendorong mereka untuk mencoba lagi. Keberhasilan para pedagang tersebut juga dapat dilihat dengan bagaimana mereka menghasilkan berbagai macam jenis makanan dengan cita rasa yang berbeda-beda, sehingga banyak disukai oleh para pembeli yaitu para pengunjung. Semakin banyak barang dagangan mereka yang laku semakin banyak juga keuntungan yang mereka dapatkan.

3. Pengunjung

Konsumen adalah seseorang atau sekelompok orang yang membeli suatu produk untuk dipakai sendiri dan tidak untuk dijual kembali. Jika tujuan pembelian produk tersebut tidak untuk dijual kembali (jawa: kulakan), maka dia disebut (pengecer) atau *distributor*. Pada masa sekarang ini bukan suatu rahasia lagi bahwa sebenarnya konsumen adalah raja sebenarnya, oleh karena itu sebagai produsen yang memiliki prinsip *holistic marketing* sudah seharusnya

memperhatikan semua yang menjadi hak-hak konsumen (<http://id.wikipedia.org/wiki/perdagangan>, 9 juni 2008).

Konsumen di Sekitar Jalan Kawasan Bandara Adi Sumarmo adalah pengunjung yang berada di suatu tempat untuk melakukan suatu aktivitas. Pengunjung membutuhkan suatu pelayanan baik berupa pelayanan barang maupun jasa. Sebagai imbalan terhadap pelayanan tersebut pengunjung memberikan pendapatan bagi penyedia layanan.

Penyedia layanan di sini selain petugas yang ada di Sekitar Jalan Kawasan Bandara Adi Sumarmo juga para pedagang. Pedagang makanan menyediakan makanan dan minuman yang mana makanan dan minuman tersebut adalah kebutuhan pokok yang harus dipenuhi setiap harinya.

Daya tarik barang konsumsi dalam perdagangan makanan terhadap pengunjung salah satunya dipengaruhi oleh tingginya kualitas rasa makanan dan kebersihan serta keramahan dalam melayani pembeli, sehingga semakin besar pembeli untuk dapat dilayani tanpa harus pergi jauh dari pusat kegiatan pengunjung. Hal ini merupakan salah satu kemudahan yang diberikan oleh pengelola di Kawasan Bandara Adi Sumarmo kepada pengunjung sehingga menarik pengunjung untuk datang kembali.

Keberadaan aktivitas perdagangan di Sekitar Jalan Kawasan Bandara Adi Sumarmo dimana anggota masyarakat berkumpul yaitu adanya pedagang dan pengunjung. Pedagang menyediakan segala kebutuhan yang diperlukan oleh pengunjung. Kebutuhan ini berupa kebutuhan barang dan jasa. Dengan menjual barang dan jasa mereka memperoleh imbalan berupa uang yang dapat digunakan untuk memenuhi kebutuhan hidup sehari-hari mereka.

2. Perdagangan Makanan

Perdagangan atau perniagaan adalah kegiatan tukar menukar barang atau jasa atau keduanya. Pada masa awal sebelum uang ditemukan, tukar menukar barang dinamakan barter yaitu menukar barang dengan barang. Pada masa modern perdagangan dilakukan dengan penukaran uang. Setiap barang dinilai dengan sejumlah uang. Pembeli akan menukar barang atau jasa dengan sejumlah uang (<http://id.wikipedia.org/wiki/perdagangan>, 9 juni 2008).

Perdagangan makanan merupakan suatu kegiatan tukar menukar barang yang berupa makanan dan atau minuman yang disediakan oleh penjual dengan uang oleh pembeli. Para pedagang lebih cenderung menjual makanan karena makanan merupakan suatu kebutuhan pokok yang harus dipenuhi setiap harinya.

Kebutuhan manusia ada dua yaitu produktif dan konsumtif. Keberadaan aktivitas perdagangan makanan, kegiatan produktif dilakukan oleh penjual, sedangkan kegiatan konsumtif dilakukan oleh pengunjung.

Kegiatan produktif pedagang dengan menjual makanan baik makanan kemasan maupun makanan yang dibuat sendiri oleh pedagang. Kegiatan ini bergerak disektor informal dengan tujuan mendapatkan penghasilan untuk memenuhi kebutuhan hidupnya.

Kegiatan pedagang memberikan pelayanan berupa barang dan jasa. Pelayanan berupa barang tersebut berupa barang dagangan yang dijual misal makanan, sedangkan pelayanan jasa berupa keramahan dalam melayani pembeli atau pengunjung.

Kegiatan konsumtif dilakukan oleh pengunjung. Di Sekitar Jalan Kawasan Bandara Adi Sumarmo mereka memenuhi kebutuhan psikologi yang mereka butuhkan. Untuk memenuhi kebutuhan tersebut mereka membutuhkan suatu pelayanan dan kenyamanan di kawasan tersebut.

Keberadaan aktivitas perdagangan makanan yaitu tempat dimana adanya kegiatan tukar menukar barang dan jasa yang berupa makanan dengan uang sebagai imbalan jasa yang diberikan. Uang tersebut digunakan untuk memenuhi kebutuhan pedagang makanan.

3. Faktor-faktor Kawasan Perdagangan

1. Aksesibilitas

a. Jarak

Jarak adalah angka yang menunjukkan seberapa jauh suatu benda dengan benda yang lainnya melalui suatu lintasan. Jarak yang ditempuh oleh kendaraan biasanya ditunjukkan dalam odometer. Orang atau obyek dengan jarak antara titik satu dengan lainnya. (<http://id.wikipedia.org/wiki/jarak>, 17 Juni 2009).

Jarak dalam penelitian ini adalah dimana pedagang dan pengunjung menempuh jarak untuk sampai di Sekitar Jalan Kawasan Bandara Adi Sumarmo. Hal ini menunjukkan jauh dekatnya jarak yang mereka tempuh. Semakin dekat jarak yang mereka tempuh kemungkinan mereka untuk datang semakin sering sebaliknya semakin jauh jarak yang mereka tempuh maka semakin jarang mereka datang di Sekitar Jalan Kawasan Bandara Adi Sumarmo.

Jarak yang semakin dekat dengan pusat ibu kota kabupaten juga mempengaruhi adanya perkembangan wilayah. Semakin dekat dengan pusat ibu kota kabupaten maka perkembangan wilayahnya akan semakin diperhatikan oleh pemerintah, sebaliknya semakin jauh maka kurang adanya perhatian terhadap perkembangan wilayah tersebut. Hal ini juga berkaitan dengan kelengkapan fasilitas, semakin dekat kelengkapan fasilitaspun terpenuhi. Begitu juga dengan perkembangan perdagangan di Sekitar Jalan Kawasan Bandara Adi Sumarmo.

b. Kondisi Jalan

Jalan merupakan suatu lintasan dimana sarana transportasi itu lewat. Kondisi jalan yang baik akan membuat kelancaran dalam arus transportasi, semakin kondisi jalan itu baik maka penduduk akan sering lewat karena lancarnya arus tersebut sebaliknya kondisi jalan yang semakin jelek penduduk akan semakin jarang untuk lewat di jalan tersebut.

c. Sarana Transportasi

Transportasi adalah pemindahan manusia atau barang dari suatu tempat ke tempat lain dengan menggunakan sebuah wahana yang digerakkan oleh manusia atau mesin. Transportasi digunakan untuk memudahkan manusia dalam melakukan aktivitas sehari-hari. Di negara maju, mereka menggunakan kereta bawah tanah (subway) dan taksi. Penduduk di sana jarang yang mempunyai kendaraan pribadi karena mereka sebagian besar menggunakan angkutan umum sebagai sarana transportasi mereka. Transportasi darat yang digunakan adalah mobil, bus, atau pun sepeda motor yang lazim digunakan oleh masyarakat. Sarana transportasi untuk rekreasi ataupun sarana di perkampungan baik di kota maupun

di desa pada umumnya adalah sepeda, bacak, bemo, heliack, dan delman (<http://id.wikipedia.org/wiki/transportasi>, 17 Juni 2009).

2. Fasilitas

Fasilitas dari bahasa Belanda, *faciliteit*, adalah prasarana atau wahana untuk melakukan atau mempermudah sesuatu. Fasilitas biasa pula dianggap sebagai suatu alat. Fasilitas biasanya dihubungkan dalam pemenuhan suatu prasarana umum yang terdapat dalam suatu perusahaan atau pun organisasi tertentu (<http://id.wikipedia.org/wiki/fasilitas>, 17 Juni 2009).

Fasilitas di Sekitar Jalan Kawasan Bandara Adi Sumarmo dalam aktivitas perdagangan juga dibutuhkan agar pedagang dan pengunjung mudah melakukan sesuatu yang mereka harapkan. Fasilitas ini akan membuat mereka nyaman dan berada di kawasan ini lebih lama. Kelengkapan fasilitas ini dapat mendorong adanya perkembangan wilayah yang semakin cepat.

4. Karakteristik Pedagang dan Pengunjung

Pedagang dan pengunjung di Sekitar Jalan Kawasan Bandara Adi Sumarmo memiliki latar belakang karakteristik yang berbeda. Karakteristik ini meliputi karakteristik demografi dan sosial ekonomi. Karakteristik demografi pedagang dan pengunjung meliputi umur, jenis kelamin, daerah asal dan jumlah tanggungan keluarga. Karakteristik sosial ekonomi pedagang meliputi status perkawinan, tingkat pendidikan, tingkat pendapatan, status pekerjaan, jam kerja, hari kerja dan masa kerja, sedangkan karakteristik pengunjung meliputi status perkawinan, tingkat pendidikan, tingkat pendapatan dan pekerjaan pengunjung.

1. Karakteristik Demografi

Karakteristik demografi merupakan sesuatu yang menggambarkan tentang keadaan penduduk yang menjelaskan tentang identitas penduduk atau kelompok penduduk yang bersangkutan. Karakteristik demografi ini untuk pedagang dan pengunjung. Dari masing-masing karakteristik akan dijelaskan sebagai berikut:

a. Umur

Umur merupakan karakteristik penduduk yang pokok. Struktur ini mempunyai pengaruh penting baik terhadap tingkah laku demografis maupun sosial ekonomi (Nurdin, dalam Wirosuhardjo, 1981: 20). Yang dimaksud umur tunggal adalah umur seseorang yang dihitung berdasarkan hari ulang tahun terakhir (Nurdin, dalam Wirosuhardjo, 1981: 25).

Data ini digunakan untuk mengetahui usia dari pedagang dan pengunjung yang ada di Sekitar Jalan Kawasan Bandara Adi Sumarmo. Dalam penelitian ini umur ditentukan menurut pengakuan responden.

b. Jenis Kelamin

Jenis kelamin merupakan karakteristik penduduk yang paling pokok (Nurdin dalam Wirosuhardjo, 1981: 20). Sektor perdagangan dan industri pengolahan lebih didominasi oleh pekerja perempuan dari pada laki-laki (Mantra, 2000: 239). Jenis kelamin yang dimaksud disini adalah jenis kelamin dari responden yaitu laki-laki dan perempuan.

c. Daerah Asal

Data mengenai daerah asal dan lamanya tinggal di kota sangat penting untuk menentukan golongan migran dan non migran. Yang dimaksud daerah asal adalah tempat dimana responden atau kepala rumah tangga dilahirkan (Akbar,

dalam Sumadi dan Evers, 1982: 123). Daerah asal dalam penelitian ini yang dimaksud adalah tempat dimana responden dilahirkan.

d. Jumlah Tanggungan Keluarga

Rumah tangga biasanya adalah seseorang atau sekelompok orang yang mendiami sebagian atau seluruh bangunan fisik/sensus, dan biasanya tinggal bersama serta makan dari satu dapur. Yang dimaksud makan dikelola bersama-sama menjadi satu (Mantra, 2000: 16).

Dalam penelitian ini, jumlah tanggungan keluarga adalah jumlah orang yang hidupnya ditanggung oleh kepala rumah tangga yang tidak terbatas pada suami, istri dan anak saja tetapi meliputi orang yang ikut tinggal dan menggantungkan hidupnya pada pendapatan rumah tangga dari responden.

2. Karakteristik Sosial Ekonomi

Karakteristik sosial ekonomi merupakan suatu ciri khas dari kondisi sosial yang ada di masyarakat serta keadaan ekonomi masyarakat. Dari masing-masing karakteristik sosial ekonomi akan dijelaskan sebagai berikut:

a. Status Perkawinan

Sesuai dengan kategori yang diberikan Perserikatan Bangsa-Bangsa (PBB), hampir di setiap Negara di dunia ini diketahui ada empat jenis status perkawinan yang erat kaitannya dengan tingkah laku manusia hukum, agama, dan kebudayaan yaitu belum kawin, kawin, janda, dan cerai (Abdurahman, dalam Wirosuhardjo, 1981: 146).

Status perkawinan dalam penelitian ini untuk pedagang dan pengunjung. Status perkawinan di sini dibedakan menjadi tiga yaitu belum kawin, kawin dan cerai (duda atau janda) dari responden.

b. Tingkat Pendidikan

Gagasan bahwa pendidikan adalah sama dengan belajar, entah di mana, bagaimana, bilakah berlangsung pelajaran itu. Dengan definisi ini maka pendidikan jelaslah merupakan suatu proses yang bersinambung, mulai dari anak kecil sampai pada waktu dewasa, dan karena itu jelas sekali memerlukan beragam-ragam cara-cara dan sumber-sumber. Untuk keperluan analisa dan sesuai dengan kenyataan umum, dibedakan tiga macam pendidikan (Coombs, 1985: 9).

Menurut Coombs (1989: 9), pendidikan dibagi menjadi tiga yaitu:

1) Pendidikan Informal

Pendidikan informal merupakan proses pendidikan yang berlangsung seumur hidup bagi setiap orang dalam mencari dan menghimpun pengetahuan, keterampilan, sikap dan pengertian yang diperoleh dari pengalaman sehari-hari dan dari pengaruh lingkungan, di rumah, pada waktu kerja, pada waktu bermain, dari teladan, dan perilaku kaum kerabat dan sahabat, dari perjalanan, pembacaan, koran, dan buku, mendengar radio, atau melihat televisi dan film. Pada umumnya pendidikan informal ini tiada berorganisasi dan seringkali kurang sistematis pula, namun ia merupakan sumber terbesar dari segala apa yang dipelajari setiap orang seumur hidupnya sekalipun bagi seorang yang “berpendidikan tinggi”.

2) Pendidikan Formal

Pendidikan formal merupakan “sistem pendidikan” yang sangat dilembagakan, bertahap kronologis dan bertata-tingkat, mulai dari sekolah dasar sampai pada tingkat-tingkat tertinggi pendidikan universitas.

3) **Pendidikan Non-Formal**

Pendidikan non-formal merupakan kegiatan pendidikan berorganisasi yang sistematis, yang berlangsung di luar kerangka sistem pendidikan formal untuk menyediakan pelajaran tertentu kepada kelompok-kelompok penduduk tertentu, baik dari golongan dewasa maupun remaja. Pendidikan non-formal ini juga meliputi usaha penyuluhan pertanian, dan pelatihan kaum petani, program “melek aksara” bagi kaum dewasa, pelatihan keterampilan kerja yang diselenggarakan di luar sistem pendidikan formal, serta juga “klub” remaja dengan tujuan pendidikan, dan berbagai program pembinaan masyarakat dalam bidang kesehatan, gizi, keluarga berencana, koperasi, dan lain sebagainya.

Dalam penelitian ini yang dimaksud adalah tingkat pendidikan formal responden di Sekitar Jalan Kawasan Bandara Adi Sumarmo yang digolongkan dari tidak sekolah, Taman Kanak-Kanak, Sekolah Dasar, Sekolah Menengah Pertama, Sekolah Menengah Atas dan Perguruan Tinggi.

c. **Tingkat Pendapatan**

Menurut Mantra (2000: 236), jumlah angkatan kerja yang bekerja biasanya dipandang sebagai jumlah kesempatan kerja yang tersedia di suatu wilayah. Dalam pengertian ‘kesempatan kerja’ tidaklah sama dengan “lapangan kerja yang masih terbuka”. Seperti yang telah disebutkan yang dimaksud dengan “”bekerja” ialah selama seminggu melakukan pekerjaan dengan maksud memperoleh atau membantu memperoleh penghasilan atau keuntungan dan lamanya bekerja paling sedikit satu jam dalam sehari.

Manusia dalam memenuhi kebutuhan hidup melakukan berbagai macam aktivitas dengan berbagai tujuan. Salah satunya adalah untuk memperoleh pendapatan. Pendapatan bagi seorang pedagang merupakan sumber penghidupan.

Sumber pendapatan akan memungkinkan seseorang memenuhi kebutuhan atau keinginannya. Semakin besar pendapatan yang diperoleh akan lebih mudah untuk memenuhi kebutuhan, terutama kebutuhan pokok dan dapat mengalihkan kelebihan pendapatannya untuk kepentingan lain. Pendapatan dalam penelitian ini diperkirakan dari penghasilan yang diperoleh responden selama satu bulan.

d. **Status Pekerjaan**

Menurut Mantra (2000: 329), status pekerjaan dikelompokkan berdasarkan atas cara melakukan usaha yang sedang atau pernah dilakukan termasuk golongan pekerja atau orang-orang yang sedang mencari pekerjaan atau pernah bekerja. Lebih lanjut Mantra menjelaskan status yang dibedakan:

- 1) Berusaha sendiri tanpa bantuan orang lain, yang termasuk dalam kelompok ini adalah becak yang membawa becaknya atas resiko sendiri, sopir taksi yang membawa mobil atas resiko sendiri, penjual yang menggunakan modal sendiri dan tidak dibantu dengan tenaga keluarga, dan kuli-kuli pasar yang tidak mempunyai majikan.
- 2) Berusaha dengan dibantu anggota rumah tangga dan buruh tidak tetap, yang termasuk kelompok ini adalah pengusaha warung makan yang dibantu keluarga, penjaja keliling yang dibantu keluarga atau dibantu buruh tidak tetap, petani yang mengusahakan tanah sendiri dengan dibantu anggota keluarga atau sewaktu-waktu menggunakan buruh tidak tetap.

- 3) Berusaha buruh tidak tetap, buruh dan karyawan bekerja pada seorang majikan yang hanya diberi upah jika ada pekerjaan.
- 4) Berusaha dengan buruh tetap, pengusaha yang mempekerjakan buruh tetap dibayar tanpa memperhatikan ada kegiatan apa tidak.

Dalam penelitian ini status pekerjaan untuk pedagang digolongkan menjadi tiga yaitu berusaha sendiri, berusaha dengan dibantu oleh keluarga atau buruh dan berusaha buruh.

f. Jam Kerja Pedagang

Menurut Mantra (2000: 233) jam kerja normal yang dipakai adalah 35 jam seminggu, namun sejak tahun 1990 jam kerja normal ada yang menggunakan 38 jam, ada pula yang menggunakan 40 jam.

Jam kerja sangat berpengaruh terhadap penghasilan bagi para pekerja informal yang tidak begitu mensyaratkan pendidikan dan keterampilan khusus seperti pedagang. Semakin banyak jumlah jam kerja untuk membuka usaha kemungkinan untuk melayani konsumen atau pembeli semakin besar pula sehingga pendapatan yang diperoleh akan semakin bertambah.

Jam kerja dalam penelitian ini adalah banyaknya waktu yang dipergunakan seorang pedagang untuk bekerja. Jam kerja pedagang di Kawasan Bandara Adi Sumarmo yaitu mulai dari pedagang itu datang untuk berjualan sampai mereka meninggalkan tempat mereka berjualan dalam waktu satu hari.

g. Hari Kerja Pedagang

Menurut Usman (1979: 30) adalah suatu proses kerja dilakukan dengan partisipasi seseorang dengan maksud untuk memenuhi kebutuhan hidup sehari-hari (Usman, dalam Sumardi dan Dieter Evers, 1979: 30). Untuk memenuhi kebutuhan dengan cara bekerja setiap hari menurut lapangan pekerjaannya.

Pada lapangan kerja informal tidak ada ketentuan yang mengikat mengenai hari kerja. Bahkan pada hari liburpun mereka tetap bekerja, mereka sendiri yang menentukan waktu kerja bagi diri mereka sendiri. Apabila sepi jumlah dagangan dikurangi dan pada hari yang diperkirakan ramai pengunjung maka pedagang menambah barang dagangannya.

Dalam penelitian ini yang dimaksud adalah hari kerja pedagang untuk berjualan. Hari kerja pedagang dibedakan menjadi tiga yaitu hari libur, kadang-kadang dan hari kerja.

h. Masa Kerja Pedagang

Masa kerja adalah berapa lama seorang pekerja menekuni pekerjaannya yang dapat dihitung berdasarkan tahun. Masa kerja erat kaitannya dengan pengalaman, dimana masa kerja atau pengalaman cukup lama maka seseorang dengan sendirinya dapat meningkatkan kemampuan kerja. Begitu juga dengan banyaknya tantangan dan kesulitan yang dihadapi biasanya makin cepat pula pengembangan kemampuan dan ketrampilan dalam berdagang.

Dalam penelitian ini yang dimaksud masa kerja pedagang adalah sejak pedagang mulai berdagang di Kawasan Bandara Adi Sumarmo.

i. Pekerjaan Pengunjung

Semua orang menghendaki untuk memiliki jenis pekerjaan yang bergensi, dan dengan jenis pekerjaan itu penghasilan rizki yang melimpah, dan syukur kalau dengan pekerjaan itu pula bisa menolong kehidupan orang banyak. Di bidang pemerintahan, orang kepingin menjadi Camat, Bupati, Gubernur, Mentri, bahkan juga Presiden. Di bidang politik, orang kepingin menjadi pimpinan partai politik, anggota DPRD, dan bahkan DPR pusat. Di bidang wirausaha, orang berkeinginan menjadi pimpinan perusahaan besar, direktur BUMN dan apa saja. Posisi seperti itu dianggap mulia, bergensi dan dihormati orang sekaligus mendatangkan rizki. (<http://www.uin-malang.ac.id/index.php?option=comcontent&view=article&id=502:22-12-2008&caid=25:artikel-rektor>, 19 Juni 2009)

Pengunjung memiliki berbagai macam pekerjaan yang berbeda-beda mulai dari tingkatan umur paling rendah. Pekerjaan ini memberikan pendapatan bagi masyarakat. Ada pula mereka yang tidak bekerja yang disebut penganggur. Pekerjaan pengunjung dalam penelitian ini dibedakan menjadi pelajar/mahasiswa, PNS, wiraswasta, dan karyawan swasta.

5. Potensi Perkembangan Kawasan Perdagangan di Bandara

Menurut Susiyanti (2002:201) kawasan perdagangan sebagai pusat perdagangan utama kota yang saat ini menghadapi persoalan ketidakmerataan vitalitas dan penataan yang tidak jelas semakin diabaikan dan kekumuhan semakin terjadi, sehingga kawasan ini semakin terperosok dalam ketidakjelasan. Untuk mengatasi persoalan-persoalan tersebut, diperlukan strategi perancangan untuk meningkatkan kembali vitalitas dan citra kawasan perdagangan sebagai perpaduan unsur tradisional dan modern. Tujuan merumuskan strategi perancangan untuk meningkatkan vitalitas agar tercipta kawasan yang aman, nyaman dan menarik, dan menyenangkan bagi pengguna kawasan. Strategi perancangan tersebut dirumuskan berdasarkan norma-norma strategi revitalitas, penilaian vitalitas kawasan dan faktor penyebab penurunan vitalitas kawasan.

Norma-norma revitalitas perancangan kawasan terdiri dari kriteria penilaian vitalitas, kriteria perancangan, faktor-faktor penyebab penurunan vitalitas dan pendekatan revitalitas. Faktor-faktor penyebab adanya persoalan vitalitas tersebut lebih dititikberatkan pada aspek perancangan, kenyamanan, keamanan, keselamatan, dan kesenangan bagi pengguna kawasan keseluruhan (<http://digilib.itb.ac.id/gdl.php?mod=browse&op=read&id=jbptitbpp-gdl-s2-2002-farmaarias-1744>, 19 Juni 2009).

PT (PERSERO) ANGKASA PURA I menjalankan usaha dengan komitmen untuk terus tumbuh secara wajar, dengan tetap berusaha menjadi partner pemerintah dalam peningkatan ekonomi nasional, tanggap terhadap lingkungan sekitar bandara dan menjadikan karyawan sebagai asset perusahaan yang dapat mengembangkan komitmen dibidang kebandaraan (<http://www.angkasapuraI.co.id/indo/indexI.htm>, 30 Mei 2009).

Sasaran perusahaan tanggap dan berperan secara aktif bagi pembangunan ekonomi secara makro di dalam dan sekitar bandar udara melalui pengembangan pengusaha kecil dan koperasi, pengembangan kebudayaan, dan lain-lain (<http://www.angkasapuraI.co.id/indo/indexI.htm>, 30 Mei 2009)

Pengembangan di Sekitar Jalan Kawasan Bandara Adi Sumarmo dalam peningkatan ekonomi nasional. Hal ini dilakukan dengan penyediaan tempat

untuk para pedagang kaki lima untuk berjualan. Tempat untuk aktivitas pedagang ini harus ada pengaturan dari pihak pemerintah sendiri sehingga tidak mengganggu arus transportasi. Penyewaan tempat untuk berjualan Pedagang Kaki Lima sangat dibutuhkan karena adanya kebutuhan yang harus dilayani, hal ini dapat menarik bertambahnya pengunjung. Dengan didukung adanya pengembangan budaya setelah dijadikan bandara internasional akan lebih membutuhkan adanya pelayanan yang lebih dengan diikuti semakin banyaknya pengunjung yang datang.

Ramainya Sekitar Jalan Kawasan Bandara Adi Sumarmo selain dekat dengan asrama pemberangkatan haji juga dekat dengan kota Surakarta yang memiliki banyak pilihan sebagai tempat wisata. Tempat ini mendorong orang untuk datang dari berbagai daerah sehingga mereka ada yang menggunakan sarana transportasi udara yaitu pesawat.



D. Hasil Penelitian yang Relevan

Tabel 1. Hasil Penelitian yang Relevan

No	Nama Peneliti	Judul Penelitian	Tujuan Penelitian	Analisis Data	Hasil Penelitian
1	Dinar Natalin Puspitasari (2006)	Studi Karakteristik Pedagang Kaki Lima di Kecamatan Sragen Kabupaten Sragen (Skripsi)	Untuk mengetahui karakteristik pedagang kaki lima di Kecamatan Sragen Kabupaten Sragen	Analisis tabel frekuensi dan tabel silang	Pedagang kaki lima didominasi oleh laki-laki, mengelompok pada usia 31-40 tahun, mayoritas telah menikah, tanggungan keluarga 3-5 orang, berasal dari dalam kota, tingkat pendidikan mereka tidak tamat SD, tamat SD dan tamat SMP, merupakan pekerjaan pokok, mayoritas jenis usaha mereka adalah non makanan, mereka memilih daerah yang strategis seperti di Jalan Raya Sukowati, jam kerja mereka berkisar antara 6-10 jam perhari dengan masa kerja 5-9 tahun dan mempunyai modal harian Rp 51.000,00-Rp 100.000,00, pendapatan antara Rp 401.000,00-Rp 700.000,00 perbulan
2	Sudaryati (2003)	Studi Karakteristik dan Pola Kerja Pedagang Kaki Lima di Kampus Universitas Sebelas Maret Surakarta (Skripsi)	Untuk mengetahui karakteristik dan pola kerja pedagang kaki lima di Kampus Universitas Sebelas Maret Surakarta	Analisis tabel frekuensi dan tabel silang	Pedagang kaki lima didominasi kaum laki-laki, mengelompok pada usia produktif, kebanyakan dari mereka berstatus menikah dengan jumlah tanggungan keluarga 2-5 orang, 54% pedagang dari kota Surakarta dan 46% dari luar kota Surakarta, mayoritas berpendidikan menengah (SMP-SMA), 88% dari responden sebagai pekerjaan tetap, sebagian besar modal harian rata-rata Rp 51.000,00 - Rp 100.000,00, mereka berpendapatan menengah yaitu antara Rp 450.000,00 - Rp 900.000,00, pedagang kaki lima sebagai pekerjaan pokok atau sampingan mengelompok pada pendapatan sedang (Rp 451.000,00 - Rp 900.000,00) jam kerja 5-12 jam perhari.
3	Fitriyani Nur Hidayati (2003)	Pembinaan, Penataan dan Penertiban PKL di Kawasan Jl. Jendral Sudirman Kota Salatiga (Skripsi)	Untuk mengetahui bagaimana proses pembinaan, penataan, dan penertiban PKL di Salatiga dan mengetahui kendala-kendala yang dihadapi	Analisis tabel frekuensi dan tabel silang	Pembinaan dilakukan secara langsung <i>door to door</i> dan <i>face to face</i> pada proses penataan PKL diharuskan membatasi luas tempat usaha, menggunakan tenda bongkar pasang, dan barang dagangannya harus dibawa pulang, penertiban dilakukan terhadap PKL yang menempati fasilitas umum. Kendala utama yang dihadapi oleh Dinas Pasar dan PKL adalah sikap PKL yang membandel dan sering melanggar peraturan, sedangkan dari Dinas Pasar dan PKL ditemukan adanya arogansi aparat dalam melaksanakan tugas dilapangan
4	Peneliti	Kajian Keberadaan Aktivitas Perdagangan Makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo (Skripsi)	Untuk mengetahui alasan keberadaan aktivitas perdagangan makanan, faktor-faktor penarik dan pendorong yang berpengaruh terhadap keberadaan aktivitas perdagangan makanan, karakteristik pedagang makanan dan pengunjung, dan potensi perkembangan aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo.	Analisis tabel frekuensi, tabel silang, analisis scoring, dan analisis SWOT	

C. JURNAL INTERNATIONAL

Re-examining Uganda's trade elasticities using cointegration and Error Correction Models

Kenneth Alpha Egesa

Abstract

Uganda's trade data indicates both an increase in the volume of trade as well as commodity shifts with the share of agriculture exports falling and oil imports rising in the post trade liberalization period. These developments beg the question on the evolution of the trade elasticities and the policy choices for consolidating the gains from increased trade. Using cointegration and error correction models, trade elasticities are estimated for aggregate as well as commodity sub-groups. The long-run regression estimates showed low responsiveness of agricultural exports to both price and exchange rate developments compared to aggregate exports comprised of a large share of nonagricultural commodities. However, agricultural exports showed more responsiveness to changes in trading partners' income compared to aggregate exports. For imports, oil imports were more responsive to both price and income changes compared to both aggregate and non-oil imports. It was not possible to discern from the results a significant exchange rate effect on imports. The results suggest that Uganda's potential policy options for harnessing gains from trade liberalization include promoting value addition among agricultural exports as well as promoting stability in domestic prices and the exchange rate.

I INTRODUCTION

Since the mid 90's, Uganda has had accelerated growth in trade with the rest of the world as indicated by the increase in the ratio of exports to GDP and imports to GDP. These ratios have risen from an average of 8.69 percent in the first half of the 1990's to an average of 8.85 percent during the second half for exports and from an average of 8.08 percent to an average of 9.98 percent for private sector imports over the same period. While this is indicative of the openness of the economy, it poses questions on what the key drivers for growth in trade are. One way to answer this question is to combine estimates of trade elasticities and corresponding changes in the respective explanatory variables to identify the main drivers of trade growth. Trade elasticities are important for both international economic policy analysis and economic forecasting. In Uganda's economy, like other small open economies, trade elasticities have implications for policy response. For instance, the extent of the welfare effects of trade liberalization and the impacts of exchange rate changes on trade volume, trade prices and on external balances (exchange pass through effects) all depend on respective trade elasticities. Recent exchange rate developments have posed a number of policy challenges in regard to BOU's monetary policy objective of fostering price stability. Some of the challenges stemmed from increased exchange rate volatility amid a strong appreciation of the local unit. These developments opened the debate on the effect exchange rate developments on both exports and imports and the implications for the current account of the balance of payments as well as future exchange rate developments. The debate was also heightened by the subtle manner in which exporters reacted to the exchange rate developments posing questions on what role price developments were playing in terms of cushioning trade performance against exchange rate shocks. The conjectural evidence suggests that the effect of exchange rate volatility and appreciation on exports may have been subdued

by improving international prices for Uganda's exports commodities. In addition, the Euro and British Pound appreciation against the US dollar boosted export earnings from the Euro Area. In terms of imports, there have been oil price shocks, exchange rate appreciation and demand effects. Nonetheless, it is not clear what contribution to trade growth has been made by each of the identified factors. The only empirical study that was undertaken on how different factors affect trade growth was by Abuka and Ddamulira (1996) and covered the period 1987-1996. The study showed real incomes as well as foreign exchange earnings as key drivers of import growth. However, current trade data indicates shifts in terms of commodity breakdown with the share of agricultural exports falling relative to manufactured products while oil imports have increased relative to non-oil imports. The changing structure of exports has been partly driven by developments within the region. Increased demand for manufactured products by Democratic Republic of Congo, Southern Sudan and Rwanda has spurred trade activity at the borders with increased growth for imported inputs. Electricity shortfalls partly offset by the use of thermal energy have kept oil import growth buoyant. These developments generally along with the increase in investment capital flows (both short-term and long term) following the liberalization of the capital account in 1997 have had positive shocks on Uganda's trade with the rest of the World. A review of export and import elasticities at both an aggregate and commodity group level would therefore provide insights for policy makers on how trade has been affected by the various policies pursued over the period. In addition, the results are also expected to provide policy formulators with indications of potential effect of different policies on external trade.

1.1 Objectives

The key objective of the study is to re-examine the trade elasticities for Uganda at both the aggregate level as well as for the major commodity groups. The specific objectives are as follows:

- Estimate export elasticities;
- Estimate import elasticities;
- Examine the implications of the trade elasticities on the volume of trade; and
- Draw policy implications from the findings.

In the Section that follows, a review of the macroeconomic performance of the country is provided with emphasis placed on external sector performance. Section III provides a review of the available literature and Section IV provides a description of the methodology, data and results obtained. Section V discusses the results and concludes.

II MACROECONOMIC DEVELOPMENTS

The policy environment has shaped macroeconomic developments since 1981. The first period, which is between 1981 and 1986, was characterized by serious domestic and external constraints. Inflation was in double digits (average of 86.9%), and there was insecurity in several parts of the country constraining production to an average real GDP growth of 1.9 percent per annum. At the external sector level there was a shortage of capital inflows. On average there was a net repatriation of capital to the external sector equivalent to 0.7 percent per annum. Nonetheless, the high level of exchange rate depreciation at an average of 87.4 percent as well as the favourable terms of trade at the time supported merchandise exports and suppressed merchandise imports to 12.9 percent and 10.8 percent of GDP respectively. The second period covers the years from 1987 to 1992 during which the government pursued a structural adjustment programme supported

by the IMF and World Bank. This period, which can be referred to, as a “post conflict recovery phase” was boosted by improved security in most parts of the country and was typified by high growth with real GDP growth tripling to an annual average of 6.0 percent compared to the previous period. However, inflation remained high and in double digits at an average annual rate of 95.2 percent. There were increases in both donor grants and loans as demonstrated by the rise in the share of current transfers and the capital and financial account balances to GDP to 11.1 percent and 4.9 percent respectively. Merchandise exports declined to an annual average of 7.4 percent following the deterioration in the terms of trade to an annual average of 103.4 percent despite the slight improvement in export prices. The increase in real incomes and large reconstruction expenses by government, which were largely financed by external financing from donors as well as the reduction in prices and increased incomes, resulted in an increase in merchandise imports to 15.7 percent of GDP. Subsequently, the current account deficit rose to 6.1 percent of GDP. These developments resulted in a large depreciation of the domestic currency. The third phase was between 1993 and 1997 during which a number of stabilization and reform policies were conducted. During this period a number of key trade and financial sector policies were undertaken backed by both political will as well as donors and the international community. Real GDP growth continued to increase and was at an annual average of 6.9 percent. The reforms to the financial sector were successful in bringing down inflation to single digit levels of 7.7 percent per annum. External sector performance remained good with merchandise exports increasing as a share of GDP to an average of 8.7 percent per annum while imports declined slightly to an average of 15.1 percent per annum. The improvements in exports despite the fall in export prices of about 0.1 percent per annum and worsening terms of trade was driven by the coffee boom during the period. These developments in the current account caused its improvement to an average deficit of 5.2 percent per annum compared to the previous period. The capital and financial account balance declined by about 1 percent of GDP compared to the previous period although it remained in surplus offsetting part of the current account deficit. The exchange rate appreciated following the strong balance of payments performance by an average of 0.7 percent per annum. The fourth and last phase is from 1998 to 2006 and is mainly depicted by a reorientation of policy towards poverty reduction in addition to macroeconomic stabilization. The previous period’s strong performance underpinned by the government’s willingness to pursue the IMF and World Bank supported macro-economic stabilization policies provided the required momentum for growth. However average growth of real GDP declined slightly to 6.3 percent per annum, although it remained high as large inflows of donor aid continued to be disbursed by donors to address poverty. Both current and capital flows rose significantly as shown by the increase in the share of current transfers to 13.5 percent of GDP and of the capital and financial account to an annual average of 5.3 percent. These increases were largely driven by the donor community through the HIPC and more recently the Multilateral Debt Relief Initiatives, which in addition to reducing Uganda’s external debt stock and debt service also resulted in increased flows from both donors and private investors. Merchandise exports continued to grow in nominal terms although as a share of GDP remained at 8.7 percent compared to the previous period. However, merchandise imports rose significantly to 18.6 percent as share of GDP per annum. These developments in merchandise trade were also influenced by improvements in the terms of trade and

largely explain the appreciation of the local currency by an average of 5.2 percent per annum over the period.

2.1 Evolution of trade

The composition of merchandise external trade has remained unchanged for imports but evolved for exports due to diversification efforts. Between 1993 and 1997, food exports comprised the largest share of exports accounting for an annual average of 84 percent of total exports. In the period 1998 to 2004, the share declined to an annual average of 72 percent of total merchandise exports but remained the dominant component of merchandise exports. Over the same periods, the share of agricultural raw materials exports increased from an annual average of 6.5 percent of total merchandise exports to 14.4 percent while the share of manufactured exports declined from an annual average of 9.3 percent of total exports to 7.7 percent. Fuel exports have also risen although these are comprised of re-exports of fuel consumed by foreign carriers that refuel at Entebbe airport. New export commodities introduced between 1993 and 2004 such as flowers, fish, and vanilla have also gained prominence over the period. Merchandise imports are dominated by manufactured products, which constituted an annual average of 73.3 percent of the total per annum for the period 1993 to 1997 compared to 67.2 percent between 1998 and 2004. The second largest share of merchandise imports was food imports, which were about 17 percent of total imports between 1993 and 1997 declining to about 15 percent of total imports during the 1998 – 2004 period. Merchandise imports have continued to be dominated by manufactured items despite a decline from a total share of 73.3 percent between 1993 and 1997 to a share of 67.2 percent between 1998 and 2004. Fuel imports rose over the same period to 13.8 percent of total merchandise imports from 4.8 percent.

In terms of source of imports, the largest share of Uganda's imports are from Kenya whose share of total merchandise imports to Uganda was about one fifth of the total between 1999 and 2004. South Africa is the next main source of imports from Africa contributing an average of 7.6 percent of total merchandise imports. Other important trade partners with respect to imports are United Kingdom Japan, India, China and Germany with average shares of 7.1 percent, 7.0 percent, 6.6 percent, 4.5 percent and 2.9 percent respectively. At a regional level, the bulk of Uganda's merchandise imports come from COMESA, followed by Asia and Europe.

Uganda's main destination for exports is the European Union, which provides market for about 45 percent of total exports. Netherlands, United Kingdom, Belgium and Spain are the leading destination countries for exports to the European Union accounting for 9.1 percent, 6.1 percent, 6 percent and 5.6 percent, respectively of total exports. The second largest destination for exports is COMESA, which accounts for an average share of 22.0 percent of total merchandise exports during the period 1999 to 2004. The leading importer of Uganda's commodities in the COMESA region is Kenya, which accounts for an average of 10.8 percent of total exports. South Africa's is the largest consumer of exports destined to other African countries outside the COMESA region and accounts for about 4.6 percent of the total exports.

III LITERATURE REVIEW

Most of the empirical studies of international trade fall into one of two basic frameworks; the imperfect substitute's model and the gravity model. While this study adopted the

imperfect substitute's model, which in the case of Uganda is appropriate because of the low level of technology, a discussion of both frameworks is provided. Surveys of research in the area of the imperfect substitute's framework include those of Goldstein and Khan (1985), Knetter (1992), and Marquez (1995) and these studies have focused mainly on the relation between exchange rates and trade prices. In the models, the key assumption is that imports and exports are not perfect substitutes for domestic goods. While this basic model consists of eight equations for the quantities and prices of trade between a country and the rest of the world,

Where y_i is real income The function above provides the framework most commonly used in empirical studies of import behavior. There are several issues usually considered in applying these equations to actual data for estimating import demand equations most of which are data issues resulting in the use of transformation techniques. In most studies they have been estimated in log linear form. The framework for the gravity model of trade focuses on the determinants of bilateral trade flows, with an emphasis on location factors and their geopolitical and geo-economic policy implications. This framework was developed in the 1960's by Tinbergen (1962) and Poyhonen (1963) and has re-emerged in current debates on multi-lateralism and regionalism (Hong P, 1999). The gravity model which is largely built on the premises of the Newtonian law of Universal Gravitation¹ states that trade between any two countries is proportional to their economic sizes i.e GDP and inversely proportional to the distance between them. A typical form of the model is as follows: $T_{ij} = \alpha \beta^{-\epsilon} y_i y_j D_{ij}^{-k}$ (1.3) where k is a constant, T is trade, Y represents economic size and D is the distance between them. However, this model is criticized on the basis of bilateral trade issues being more of political rather than economic interest. In effect, a country's trade with the rest of the world, or its external balance is more important than its bilateral trade in terms of economic analysis. ¹ This law states that there is a force of attraction between any two masses, m_1 and M_2 , which is directly proportion al to the product of their masses and inversely proportional to the square of their distance apart:

Examples of empirical import demand studies include Bahmani-Oskooee (1998), Sehnhadji (1998), and Marquez and McNeilly (1998). They show varying trade elasticities for both developed and developing countries. For export demand, Sehnhadji and Montenegro (1999) applied a model derived from the dynamic optimization model. In the model they adopted real GDP less real exports of the trading partners as opposed to using trading partners GDP. Their estimates were derived using both ordinary least squares as well as the Phillips Fully Modified estimator. The results obtained showed average long-run price and income elasticities of about -1 and 1.5 , respectively for a panel of 75 countries comprised of both developed and developing countries. Behar and Edwards (2004) also estimated elasticities of demand for South Africa's manufacturing export sector using a vector error correction model. Their results showed that price elasticity was highly elastic. This study's contribution to the literature available is through providing both long-run and short-run trade elasticities for Uganda's exports and imports based on recent high frequency data (quarterly data for the period 1994 to 2004). In addition, estimates for trade elasticities are obtained for both aggregate and commodity sub-groups.

IV METHODOLOGY, DATA AND RESULTS

Following Bahmani-Oskooee (1998), an attempt was made to estimate the long-run equilibrium between volume of imports and its determinants in one relation and the volume of exports and its determinants in another relation.

Each price term in the two equations is expected to have a negative coefficient. The expected sign of the coefficient attached to the NEX2 variable in the import demand equation is negative and positive in the export demand equation. The income terms are expected to carry positive coefficients in both models. The equations in (1.4) and (1.5) were operationalized using the vector error correction model shown below to provide both long run and short-run elasticities. ² An increase in NEX is an appreciation while a decline is depreciation.

The data was sourced from several publications and websites provided by different institutions. Price indices and volumes for both exports and imports were obtained from Bank of Uganda while world prices and the nominal effective exchange rate were obtained from the International Financial Statistics of the International Monetary Fund. Real world incomes were obtained from the World Development Indicators of the World Bank and Uganda's Real Income was obtained from the Uganda Bureau of Statistics Statistical abstract. Quarterly data was used for all series, however, for both real World and Uganda's income, data obtained was on an annual basis and was converted into higher frequency quarterly series using interpolation based on a "quadratic match sum procedure" that provides low series data which add up to the aggregate data. The procedure fits a local quadratic polynomial for the low frequency series and uses the fit to provide observations for the high frequency series that closely follow the trend exhibited by the aggregate series. In addition, the different categories of imports and exports whose elasticities are computed reflect the major categorisation of trade data reported by the Bank of Uganda in the annual and quarterly publications.

The properties of the relevant data were investigated prior to estimation of the regression equations. An investigation of the existence of a long-run equilibrium relation between the variables used for the estimation of equations (1.4) and (1.5) was first done using the Levin, Lin & Chu group unit root test. The variables were jointly tested for a common unit root process in levels and in 1st differences with lags automatically selected using the Schwarz information criterion.

Notes: The Null hypothesis is that there is a unit root and an assumption of a common unit root process is made.

After running unit root tests, the series were tested for cointegration. The assumption of the absence of a deterministic trend³ was made for all of the cointegration tests and the ³ It was assumed that there was no intercept or trend in the cointegrating equation lag intervals were predetermined using the lag length criteria test for each set of variables. The results of the cointegration test showed that the null hypothesis of no cointegration among all variables that enter into the export and import demand equations could be rejected. For both the export and import demand equations results showed that there was at least one cointegrating vector.

In order to interpret the estimated cointegrating vectors, it is a common practice to normalize them on one of the variables by setting its estimated coefficient to -1. Since the interest was to obtain the long-run trade elasticities normalization was done on volume of exports and imports respectively. In addition, estimations of the vector error correction models were made for only one cointegrating equation irrespective of whether

the cointegration test indicated more than one cointegrating vector to allow for the estimation of elasticities for each of the variables specified in the model.

The signs of all the coefficients for the long run estimates are as expected. The long run results show that the price elasticity of aggregate exports is elastic while for the agricultural component it is inelastic. A percentage increase in the relative export prices would result in a percentage decline of total export volumes of 1.4 and agricultural exports of 0.5. The income elasticity is clearly inelastic for aggregate exports and more or less inelastic for the agricultural exports sub-component. The estimates indicate that a percentage increase in world demand proxied real world GDP would result in an increase in the volumes of total export equivalent to 0.9 percent and of agricultural exports of the same magnitude (1 percent). The exchange rate elasticity of exports is elastic for aggregate exports and inelastic for the agricultural exports component. The results on the price elasticity for aggregate exports are similar to estimates obtained for Cameroon, Egypt, Morocco, and Niger (Senhadji, A.A., and Montenegro, C.E., 1999). In addition, the income elasticity estimate is also comparable to estimates obtained for Gambia and Zaire (Senhadji, A.A., and Montenegro, C.E., 1999). The short-run estimates show that exports are not sensitive to relative price changes in the short-run. However, increases in real world incomes are likely to result in increased exports in the first year after the increase and a decrease in the second year after the rise in world incomes. Nominal effective exchange rates have a negative significant effect on exports in the short-run. The estimated relationships for total imports; oil imports and non-oil imports are shown in Table 1.9. The signs of all the coefficients are as expected for aggregate imports and non-oil imports. However, for oil imports, the sign on the nominal effective exchange rate contradicts economic theory while the rest are as expected. The price elasticity for aggregate and non-oil imports is inelastic while for oil imports it is elastic. The estimates indicate that a percentage increase in the relative import prices would result in a percentage decline of total import volumes of 0.5 and oil import volumes of 1.4. Similarly, the income elasticity for oil imports is elastic for aggregate imports and inelastic for non-oil imports. The estimated income elasticities indicate that a percentage increase in domestic demand proxied by real GDP would result in an increase in the volumes of total imports of 0.9 percent and of oil imports of 1.2 percent. Estimates for both income and price elasticities are statistically significant at 5% while the exchange rate elasticities are not statistically significant. The estimated income elasticity for aggregate imports of 0.85 is close although higher compared to the estimate obtained by Abuka and Ddamulira (1999) for the period 1987 to 1996 of 0.71. The short-run estimates show a significant positive effect of increases in real incomes on aggregate and non-oil imports. A significant positive effect of the exchange rate on non-oil imports is also found.

Notes: ** denotes 5 percent level of significance * denotes 10 percent level of significance. Standard errors in () & t-statistics in []. While (1) had 5 lags for each dependent variable for the short-run equation and (2) and (3) had 6 lagged dependent variables, estimates are shown for only two due to insufficient space.

V DISCUSSION OF THE FINDING AND CONCLUSION

The regression estimates showed that the price elasticity of exports was -1.4 for aggregate exports and -0.5 for agricultural exports. The low elasticity for agricultural exports can be explained by the fact that agricultural producers lack the flexibility to shift

to other rewarding production activities due to their dependence on land. Income elasticities for 0.9 and 1.0 were obtained for aggregate and agricultural exports respectively. These elasticities are quite close probably because both aggregate exports like agricultural exports are dominated by primary/unprocessed goods whose demand is inelastic. The exchange rate elasticities for aggregate and agricultural exports are similar to the price elasticities in the sense that the elasticity for aggregate exports, which is 1.4, is bigger than the one for agricultural exports, which is 0.4. This is again indicative of the lack of flexibility among agricultural producers to produce alternative non-agricultural commodities for export during unfavourable exchange rate movements. The price elasticities for aggregate imports and oil imports were -0.5 and -1.4 respectively. The elasticities suggest that oil imports are more responsive to price changes compared to total imports, which are dominated by non-oil imports. A possible explanation is that the largest share of oil imports is for transportation purposes. The consumption of oil for transportation is by both private and commercial vehicles with a tendency for private consumers to resort to public/commercial transportation easily when prices rise resulting in declining demand and imports and vice versa when prices fall. Income elasticities of 0.6, 1.2 and 1.0 were obtained for aggregate, oil and non-oil imports respectively. The higher elasticity for oil imports also stems from the ability to cut back on oil imports when incomes fall more easily compared to non-oil imports. Exchange rate elasticities were not significant for all import categories. The export elasticities suggest that domestic policies intended to promote export growth need to be focused on increasing value addition and shifting away from exportation of primary/unprocessed commodities. Where a shift way from primary commodities is not possible, government could encourage construction of storage facilities for some products such as grains during periods of price slumps to limit losses. This would improve the response of agricultural products to price developments and global demand conditions. In addition, government could encourage the private sector to develop affordable insurance policy schemes to safe guard incomes of farmers against price volatility especially for those with limited flexibility to substitute among different crops particularly those of a perennial nature. Ensuring exchange rate stability or a gradual depreciation of the local currency is also an important policy option available for promoting particularly nonagricultural exports. The transport infrastructure in Uganda is dominated by roads signifying the economies vulnerability to rising oil prices. To limit the country's vulnerability to oil price shocks, there is need to develop cheaper fuel efficient transport alternatives such as rail for both domestic and external use and oil pipelines for imported oil product to limit costs and their spillover effects to other prices. In addition, the fairly high appetite for imports as incomes grow as suggested by the income elasticity for imports could be harnessed for investment purposes by suppressing imports for final consumption in favour of intermediate imports using tax and non-tax measures.

Strategic Planning in Co-operative Sector: A Study on Dairy Co-operative Bir Bahadur Karki

ABSTRACT

Dairy co-operatives are found everywhere in both developed and developing countries. In developing countries, it is one of the income sources of their rural economy whereas in developed countries it takes as a sustainable business. These countries face different

types of problems. Developing countries focus on increase in production volume of milk and milk product, and developed countries do on enhancement of milk product, brand, and merger of dairy co-operatives. Dairy cooperatives have been getting various opportunities as well as facing different challenges. They are going to formulate different types of strategic planning to cope with these challenges and to get success. Strategic plans of dairy cooperatives in developing countries are, generally to increase production volume of buffalo milk, bring about the internal improvement in cooperative societies, reduce cost of production, provide quality service to consumer through skill, trained and educated manpower, and e-commerce. Strategic plan of developed countries is quite different from that of developing countries. Their strategic plans are to merge different dairy cooperative societies / institutions into a dairy cooperative, and compete in the global market with quality of products.

A CO-OPERATIVE IS A USER-OWNED

User-controlled business that distributes benefits on the basis of use. According to the U.S. Department of Agriculture, co-operative is distinguished from other businesses by three concepts or principles: First, the user-owner principle. Persons who own and finance the co-operative are those who use it. Second, the user-control principle, control of the co-operative is by those who use the co-operative. Third, the user-benefits principle, benefits of the co-operative are distributed to its users on the basis of their use (Cobia 1989). The terminology used to describe co-operative and other firms differs widely. Co-operatives are also commonly called non-profit corporations or patron-owned corporations. The distinction between co-operative and other businesses is that co-operatives return net income to users or to patrons, while other business firms return net income to users or to investment (Cobia 1989).

In 1860, Rochdale Societies were proposed 10 principles of co-operative which are modified in different period of time. These principles are: as voting is by members on democratic basis, open membership, equity is provided by patrons, equity ownership share of individual patrons is limited, net income is distributed to patrons as patronage refunds on a cost basis, dividend on equity capital is limited, exchange of goods and services at market process, duty to educate, cash trading only, no unusual risk assumption, political and religious neutrality, and equity of the sexes in membership. As the being in change in time, cooperative principles is also become modified. In 1995 the International Co-operative Alliance (ICA) listed revised seven principles. The seven are (1) open and voluntary membership, (2) democratic member control, (3) member's economic participation, (4) autonomy and independence, (5) education, training and information (6) co-operation among co-op- #This article is based on review of research articles submitted for the purpose of professional writing as a participant of 26th faculty development programme in Indian Institute of Management, Ahmedabad, India relatives, (7) concern for the community (Bandyopadhyay, 2004). According to patronage proportionality – ‘a co-operative is a private business organized and joined by members to fulfill their mutual economic needs as patron of the business, with the key control, ownership, and income distribution decision based on patronage proportions; namely, member voting, equity capital investment by patrons, and distribution of net income to patrons are proportional to use of the co-operative (Cobia 1989). According to the 31st International Co-operative Alliance (ICA) Congress held at Manchester in 1995 a co-operative has been defined as an “Autonomous association of person united voluntary to

meet their common economic, social and cultural needs and aspiration through a jointly owned and democratically controlled enterprise” (Bandyopadhyay 2004).

1. Historical Background of the Co-operative

Ancient records and archeological discoveries in fact provide evidence that co-operative activity was common in early civilization. For example, many years before the birth of Christ, the Chinese developed sophisticated savings and loan association not too different from those we have today. In addition, Babylonians developed a way for farmers to cooperate and farm together, and craft and burial societies were common among ancient Egyptians, Greeks, and Romans. In 1752, Benjamin Franklin, one of the signers of the Declaration of Independence, helped start is considered the first formal co-operative business in the United States (Cobia 1989). It is not clear who first thought of identifying and proposing the concept and content of co-operative principles. However, it is generally agreed that current-day principles evolved from “ rules of conduct and points of organization” put forth by the Rochdale Society, probably for the first time in its. The Rochdale Society continued to evolve from its founding in 1844 during the 16 years up to its 1860 publication and thereafter. The Rochdale principles are a set of guidelines that grew out of the experience of the Rochdale Society. This co-operative operated for the first eight years under the Friendly Societies Act of British law. In 1852 they incorporated. The 28 founders of the Rochdale Society, often called the Rochdale pioneers, were from a variety of profession such as cloth manufacturer, wool sorters, shoemakers, traders etc (Cobia 1989). Robert Owen assumed as father of co-operative movement. Co-operative movement in the Globe has already stepped into the hundred and sixtieth year of its existence. In India, it has a history of a century now since the enactment of “the Co-operative Credit Societies Act, 1904 (Act 10 of 1904)” under the British hegemony on Raiffeisen model borrowed from Germany (Bandyopadhyay 2004). In Nepal, from ancient period such co-operative practices were found on different forms such as Dhikuti, a kind of credit co-operative societies. But formally, organized co-operatives are established in Chitwan district in 1958. After 1991, so many co-operatives, especially credit co-operative have come into existence.

2. Dairy Co-operative: an Overview

In India dairy co-operatives were formed after 1912 but the real beginning was made only after the Second World War. The Kaira District Co-operative Milk Union which is popularly known as AMUL was the first producer oriented union organized in 1946. Nowa days, in India more than 1, 01,427 primary milk co-operatives with 10 million milk producers are covered under the dairy co-operative and 176 milk unions are collecting daily about 1.58 corers of liters of milk, which give income to the rural community (Koli 2003). AMUL meant priceless in Sanskrit (Manikutty 2002). Gujarat Co-operative Milk Marketing Federation Ltd (GCMME) play vital role for milk marketing in Gujarat. Kaira District Cooperative Milk Producers’ Union Limited is the foundation of GCMME. Need for development of suitable manpower for various activities related to dairying was realized since the early years of organized dairying in India. For fulfillment of such purpose Imperial Institute of Animal Husbandry and Dairying was established in 1923 in Bangalore. The education network comprises 10 dairy Science Colleges, 31 Veterinary Colleges and over 80 Agricultural Colleges and Research Institutions affiliated to 25 State Agricultural Universities (Mathur 2000). The first formal farmer co-operatives were formed in 1810- a dairy cooperative started in

Goshen, Connecticut, and a cheese manufacturing co-operative in South Trenton, New Jersey, USA (Cobia 1989). In 1991 HMG/Nepal managed co-operative institutes/activities through co-operative act. Then, peoples are interested to establish milk cooperatives in Nepal. In Indian context, in 1954, Kaira District Co-operative Milk producers' Union built a plant to convert surplus milk produced in the cold seasons into milk powder and butter. In 1958, a plant to manufacture cheese and one to produce baby food were added. Subsequent years saw the addition of more plants to produce different products. In 1973, the milk societies/ district level unions decided to set up a marketing agency to market their products. This agency was the GCMMF. It was registered as a co-operative society in July 1973. It had, as its members, the district level milk unions. No individual could become a shareholder in GCMMF. There are different types of organization structure. Different countries adapt different types of organization structure. Anand Pattern of co-operative organization structure is popular all over India. GCMMF is the state level federation for Gujarat. At the top level of structure has state marketing federation, which consists of district level milk unions (and certain other milk unions from other states) as members. The state level organization is called the Federation. The Board of Directors of the Federation consisted of the Chairpersons of the district level co-operatives as the members, and in addition, the following ex officio members:

1. The Registrar of co-operative of the State concerned.
2. A representative from the National Dairy Development Board (NDDB), which is a body created by the Government of India to replicate the Anand pattern in other states of India.
3. One nominated technical expert.
4. The Managing Director (CEO) of the State level federation. Here, we discussed about the structure of Anand pattern because it is not only famous in all over India but also more convenient structure for dairy farmers/producers. This pattern is shown in Fig. 1 (Manikutty 2002).

Strategic Planning in Co-operative Sector The Anand Pattern

In other world, cows play a vital role for milk production (Sharma 1999). Cow milk represents about 86 per cent of world milk production. Other important animal species supplying milk for human consumption are buffaloes (10.3%), goats (2.2%), sheep (1.5%), and camels (0.2%). Buffalo milk production is concentrated in Asia, especially in India. Approximately 72 per cent of cow milk production is concentrated in developed countries like European Union and United state. India has become the largest producer of milk in the world with an estimated production of 74 million tones in 1998. India has been exporting small quantities of skimmed milk powder, whole milk powder, ghee and butter. India, at recent, is not able to compete with the EU and the United State in export of dairy products mainly due to heavy subsidies on exports of dairy products. There are so many problems in dairy sectors. Most of the problems are concerned with the developing countries. However, milk and milk product is very popular product in the world. Dairy products today are tailored to the changing social and dietary habits of people in different parts of the world. Recent research reveals that milk is indeed a treasure chest of some 2000 ingredients. International trades represent about 5-6 per cent of the global milk production. The major products, which are traded internationally, are skimmed powder, whole milk powder, butter, cheddar, and cheese. European Union dominated the world trade with about 37 per cent of world dairy exports of milk powders,

butter and cheese, followed by New Zealand (21.8%) and Australia (11.6%) during 1995-98. But the share of European union in the world dairy exports declined (36.6%) in the post-URA period (1995-98) as compared to pre-URA period (41.5%). In contrast, the share of New Zealand and Australia increased from 18.2 and 8.9 per cent in 1991-94 to 21.8 and 11.6 per cent in 1995-98, respectively. These data suggest that EU, currently the world's largest exporter of dairy products, will pose market share to non-subsidizing countries like New Zealand and Australia. On import side, Russian Federation, Mexico and Brazil are the largest importers of dairy products. One study result showed (Hendrickson et. al 2001), in 1988, the largest four firms (Borden, Dean Foods, Labatt Foods and Kroger) had about 26 per cent of the fluid milk sales in the USA. Although there remained over 200 operating dairy co-operatives, that number was down considerably from 1,000 operating 50 years earlier. A study showed (Ludhiana city) that (Khattra and Kaur 1995); break-even number of animals per dairy farm portrayed direct relationship with herd-size and was inversely related to the distance from the urban area. Dairy farming is mainly based on private investment by individual entrepreneurs who are primarily motivated by the considerations of relative profitability for allocation funds to the business.

3. Practices and Problems Faced by Different Co-operatives

Milk is an essential liquid for humankind. It needs to human from birthday to old ages. It has so many ingredients which we can use for making others groceries/edible items as well as use in some types of medicine. It has great demand in market but production and marketing of milk functions are not easy task. Milk producers as well as marketers have been faced so many problems and challenges. Different countries have different types of problems. The result showed that milk production from indigenous cattle in Udham Singh Nagar district of Uttarnchal found a highly unprofitable business (Bardhan 2004). Net return over total cost on an overall average basis was found to be negative for all the three seasons. Some pertinent constraints to successful dairying were identified. The major factors, which contributed to unprofitable milk production, were high cost of feeds and fodder and non-remunerative prices of milk paid by the dairy co-operatives (Shah 1992). The managers of Indian dairy co-operative have always been facing the problems of procurement pricing. The problem is complex because milk contains two valuable nutrients: fat as well as proteins and other micro-nutrients clubbed as solids-non-fat (SNF). The early dairy cooperatives in Gujarat simplified this complex decision by paying for milk only based on fat tests, which were quite easy and cost effective to conduct through the Gerber method. But pricing of milk is not easy task. Because fat is not only factors which is used to determine the price of cow and buffalo milk. Cow milk has less fat rather than in buffalo milk. Cow farmers have always suffering from low pricing. Some problems come from external environment. Due to a change in economic system of the world, dairy co-operatives have been facing new challenges. Economic liberalization, open market, globalization, WTO, etc are the major factors that create such problems (Lopoyetum and Velanganni 2004). After introducing the policy of economic liberalization and globalization, co-operative organizations faced different types of challenges. In Indian context, liberalized economic policies have posed threats due to the removal of protectionism. Co-operative organizations are facing others threats also. They may not able to compete with the international low cost and high standards goods. Limited resources, lacks of skilled and trained manpower are others

challenges of the co-operative organizations. High establishment cost and low margin, absence of professional management, prevalent administrative inefficiency, illiteracy etc are other weakness of the co-operative organizations in India. Developed countries like Britain and France have also been facing other types of problems (Pattison and Lingreen 2004). The failures in dairy company performance over the last ten years are simply a side effect of the process of industry evolution under the increasing pressures of supermarket buying power and the exit of dairy farmers from the industry. The quota factor is less important now, although it was more serious in France in the 1980s, as 14-17 percent reduction in the overall quota starved out certain processor of raw materials. If dairy companies neglect to watch product innovation, added value products, good accounting, quality control, entrepreneurial spirit and managing risk, then they will also have difficulty in surviving. Developing countries like India have been facing other major problem like economic impact of WTO agreement on the dairy sector (Sharma and Datta 1999). Some major economic problems are the impact of provision requiring reduction in domestic support; impact of tariff and minimum access requirements; impact of provisions requiring lower export subsidies, and impact of sanitary and phytosanitary measure. In Germany, there has not faced so serious problems (Vignail, et al 1999). Problems of dairy sector are not only concern with the developing countries, but also concern with developed country like New Zealand. The farmers of New Zealand also have been suffering from different types of problems (Adcock 2003). They have been demanding for lower taxation, less paperwork, lower interest rate on bank loan, and equality. They have wanted to take more benefits through resources management act. Most of the farmers proposed the merger of the New Zealand dairy and KIWI cooperative dairies, and the Dairy Board. However, the Commerce Commission rejected that proposal. Workers who are involved in co-operative sector also faced various types of problems (Knight 1996). There is no good relationship between workers and their clients. To solve such problems and reduced dependency on outside agencies is, for co-operatives, to develop a wider membership. A multi-stakeholder co-operative is a business, which is owned and controlled by more than one group. In the United State, some problems have appeared (Hendrickson, et al 2001). Borden belongs to DFA (national dairy co-operative); its ownership creates some interesting problems and criticism for the new co-operative in USA. DFA, the largest dairy co-operative, was drawn into James Servais et al. Kraft Foods, a lawsuit that seeks billions of dollars for damages to dairy farmers who received lower milk prices because of Kraft's manipulation of the National Cheese Exchange. Farmers of USA also faced other types of problems.

4. Strategic Planning for Dairy Co-operative

Strategic planning is a detail planning which facilitates to achieve organization goals in effective as well as efficient way. Nowadays, this concept is widely used in business fields. The concepts of strategy and strategic planning are also widely used in dairy cooperative sector. In global market, WTO has been playing a vital role. It creates opportunities and challenges to business especially in developing countries (Lopoyetum 2004). Liberalized economic policy and globalization has created larger markets for co-operatives. It is great opportunities to co-operative. The dairy sector is economically important not only in developing countries but also in industrialized countries. Two-third of milk production is concentrated in the developed countries. As having different in

nature of the problems in dairy co-operatives so strategic planning on these sectors also different in between developed countries and developing countries. Developing country like India must give emphasis on dairy education and training (Mathur 2000). The expanding dairy industry, privatization of enterprises and globalization of the economy will result in increased demand for people training in specific areas of dairying. Production experts conversant with modern bio-technology will be required to deliver results at field level and make dairying a profitable enterprise. In developing countries like India, dairy co-operative plays a vital role to alleviate poverty. Warana Milk Cooperative Union plays a vital role to alleviate poverty in 220 villages from Kolhapur and Sangali district, Maharashtra. The Warana milk is famous for its taste and quite popular in Pune and Bombay. To cope with the challenges and problems of dairy, dairy co-operatives should formulate strategic planning. It may be different in term of nature of the countries. Problems of dairy co-operative of developing countries may differ with the problems of developed countries. Therefore, separate strategic planning will be formulated for these countries. For developing country like India, separate strategic planning may be formulated (Lopoyetum and Velanganni 2004). In the context of economic liberalization and globalization, effort must be made to either revitalize or liquidate the existing weak cooperative societies and encourage only viable and profitable ones. Outsourcing can be utilized wherever possible by the co-operative organization; share capital assistance by government must be reduced. It must reduce government interference in co-operative societies. On the other hand, fulfillment of customers' aspirations and expectations is the paramount factor in any business. In order to attain this objective, the Total Quality Management is of vital importance. In order to boost milk sales (Sivasubramanian 2001), these suggestions are made: i) expansion of the retail network, ii) extensive use of hoardings, iii) display through neon signs, wall posters and bill boards, iv) testing quality on demand by consumers, and cash incentive schemes. India is one of the countries who produce highest volume buffalo milk in the world. However, it has low productivity ratio. Strategic planning (Prasad 2003) such as replacement of low yielding and inefficient local with high yielding and efficient developed milch breeds, arrangement of quality feeds and fodders, control over disease, fixation of optimum herd size, financial assistance to farmers, organization of adequate training program, and the improvement of housing condition of the milch animals can be adapted to increase production volume of milk. Problems regarding milk pricing may be solved by alternative ways. It is essentially a technological problem; and therefore, productive application of two axis pricing must wait until the discovery of cost effective ways of conducting rapid and accurate SNF tests at the village level (Shah et al 1992). Such application must be accompanied with the tighter and more comprehensive means to contain dilution of milk supplied to the co-operatives. In corporate level, different types of strategy can be adopted (Karki 2004). Corporate strategy in Indian organization in the coming decade is "Being honest + being world class + India focus, Being honest + Being world class + India diversified, and Being honest + Being world class + Global focused (Hendrikson et al 2001), takes the dairy sector in the USA as case study in the restructuring of the retailing and processing sectors(Pattison et al 2004). The findings suggest the following opportunities as the best development potential for the dairy industry in the south west England: mature dessert; and yoghurts, fromage frais and crème fraiche. A second tier of opportunities could take place through new on-farm

processing; expansion of the product range of existing companies; expansion of the Davidstowery as a producer of mature cheddar; and new “green field” site development by new entrants. To take competitive advantage from agro-food different types of strategies also formulate in the different countries (Morley, et al 2001). Some strategies are also formulate such as the establishment of competitive to local agro-food producers and processors; the enhancement of premium products; and the assurance that processing activity occurs locally, benefiting the local economy. In the view point of logistics in relation to strategy in dairying, some others factors are also consider. (Sankaran et al 2003). Co-operatives were forced to better measure their own costs, which in turn, facilitated better tracking and management of the same. The information on cost was updated regularly, which has been deemed important if total-cost decisions are to be made successfully. The value of the cost models as a benchmarking mechanism was widely accepted by the industry. The co-operative ownership of the dairy companies would appear to be a doubled-edged sword with regard to the implementation of the total cost concept. The study clarifies that the New Zealand dairy cooperatives and the (export-oriented) New Zealand dairy industry as a whole, have generally followed a strategy of cost leadership. The various ways in which efficiency has been realized in logistic in the industry, and especially dwell on how the structure, e.g., co-operative ownership, vertical integration, of the dairy industry has supported and/or hindered the focus on cost leadership.

5. Conclusions

Dairy cooperative is a very popular business not only in developing countries but also in developed countries like the USA, Germany etc. Developed countries produce cow milk and developing countries like India produce buffalo milk. These countries are produced different types of dairy product like cheese, ghee, whey product, cream, solid milk, milk powder etc. Developed countries focus on qualities of product but developing countries often focus on quantities/volume of production. Before launching the concept of WTO, economic liberalization, open market most of the problems of dairy cooperatives/industries have been faced same types of problems. After introduction of WTO, its impact has shown differently. Most of the dairy cooperatives of developing countries have been suffering from global competition. They can not compete with the developed countries. In India, most of the dairy cooperative have used Ananda pattern of organization structure. This pattern facilitates to operate dairy cooperative successfully. Developing countries have been given emphasis on internal improvement such as improvement in management, increase in production volume, improvement in quality of product. Developed countries have been giving emphasis on the enhancement of dairy product and market expansion. So, strategic planning of developing countries are, generally, to increase production volume of buffalo milk, to bring about the internal improvement in cooperative societies, to reduce cost of production, and to provide quality service to consumer through skill, trained and educated manpower, e-commerce. Strategic planning of developed countries is quite different from the strategic plan of developing countries. Their strategic planning is to merge different dairy cooperative societies/institutions into a dairy cooperative, and to compete in the global market with quality of products.

D. Kerangka Pemikiran

Pembangunan merupakan suatu upaya bangsa dalam mencapai masa depan yang lebih baik dibandingkan dengan keadaan yang sebelumnya. Untuk mencapai masyarakat yang lebih baik ada dua sektor yang perlu dikembangkan dalam bidang ekonomi, yaitu sektor formal dan sektor informal.

Permasalahan yang ada saat ini adalah bidang ketenagakerjaan. Karena peluang sektor formal semakin sempit mendorong suatu pekerjaan disektor informal seperti adanya aktivitas perdagangan yang berkembang dengan cepat. Perdagangan melibatkan antara pedagang dan pembeli. Kegiatan disektor informal ini diharapkan bisa memberikan pendapatan masyarakat yang lebih baik. Masyarakat yang bekerja dibidang ini adalah masyarakat kelas menengah ke bawah. Perdagangan merupakan salah satu pekerjaan sektor informal yang cukup banyak di daerah perkotaan dengan pembeli dari kalangan menengah ke bawah. Pekerjaan disektor informal ini tidak terikat oleh suatu aturan, bebas dan dengan modal kecil.

Aktivitas perdagangan makanan dapat kita jumpai di Sekitar Jalan Kawasan Bandara Adi Sumarmo menunjukkan perkembangan yang pesat. Keberadaan aktivitas perdagangan makanan menjadi fenomena yang menarik untuk diteliti dan dipahami lebih mendalam karena mampu bertahan bahkan mampu untuk mengembangkan usahanya ditengah pasang surutnya perekonomian.

Pedagang dan pengunjung membutuhkan suatu kemudahan untuk dapat melakukan aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo. Kemudahan ini berupa kemudahan aksesibilitas dan fasilitas yang ada di Sekitar Jalan Kawasan Bandara Adi Sumarmo. Aksesibilitas ini meliputi jarak tempuh, kondisi jalan dan sarana transportasi, sedangkan fasilitas meliputi semua sarana dan prasarana yang dapat mendukung adanya aktivitas perdagangan. Aksesibilitas dan fasilitas ini mampu mendukung adanya perkembangan perdagangan makanan yang terjadi. Perkembangan aktivitas perdagangan makanan di kawasan ini dibuktikan dengan adanya penambahan jumlah pedagang makanan baik yang menempati rumah makan dan pedagang kaki lima antara sebelum tahun 2003 dengan sesudah tahun 2003 sampai dengan tahun 2007.

Perkembangan aktivitas di Sekitar Jalan Kawasan Bandara Adi Sumarmo ini dipengaruhi oleh faktor penarik dan pendorong yang ada di Sekitar Jalan Kawasan Bandara Adi Sumarmo. Oleh pedagang dan pengunjung serta kondisi atau lokasi yang strategis yang didukung oleh aksesibilitas dan fasilitas yang ada di Sekitar Jalan Kawasan Bandara Adi Sumarmo.

Aktivitas perdagangan di Sekitar Jalan Kawasan Bandara Adi Sumarmo melibatkan pedagang dan pembeli. Pedagang bekerja disektor informal, sedangkan pembeli yaitu pengunjung. Pedagang dan pengunjung memiliki latar belakang karakteristik. Latar belakang karakteristik yang dimiliki oleh pedagang dan pengunjung yaitu karakteristik demografi dan sosial ekonomi.

Potensi perkembangan aktivitas perdagangan makanan di Sekitar Jalan Kawasan Bandara Adi Sumarmo dipengaruhi oleh kondisi yang ada di Sekitar Jalan Kawasan Bandara Adi Sumarmo, kualitas obyek, aksesibilitas, fasilitas dan usaha pengembangan dari kawasan ini. Dengan kondisi dan kualitas obyek yang mendukung, aksesibilitas, fasilitas dan usaha pengembangan yang dilakukan diharapkan dapat mendorong adanya peningkatan jumlah pengunjung yang secara tidak langsung mendorong bertambahnya jumlah pedagang karena adanya keyakinan akan mendapatkan penghasilan yang lebih

banyak. Berikut ini gambar mengenai kerangka berfikir dari penelitian ini dapat dilihat dari diagram alir berikut:

