ABSTRACT

EXISTENCE of SEMANGGI SELLER WITH CARRYING BASKET

(A Study of Institutional Economics Family and Characteristic of Migration of The Seller Semanggi with Carrying Basket in Surabaya City)

This study raised the reality of the seller semanggi with carrying basket in Surabaya which still exist in the midst of the global proliferation of culinary tastes. Existence of semanggi seller with carrying baskets are supported any kind of internal institutional ambeddednes semanggi seller with carrying baskets themselves and external environment and customers, one of which is the migration characteristic to peddle culinary clover.

This study used a qualitative approach, the method of phenomenology. Research subject is the seller semanggi with carrying basket in the Surabaya city, and customers. The technique of collecting data using interviews, observation and documentation. Mechanical analysis of data from various sources to produce meaning (meaning).

The results show: first, the existence of semanggi seller with carrying baskets in Because motives (motive cause) is supported by: 1) the tradition and experience passed down through generations of families and fellow baskets baskets; 2) ease of obtaining raw materials; 3) earning quite a lot; 4) loyal customers, and 5) motivation both of themselves and of the family, as well as the surrounding environment. Second, in order to motives (motive so) there are two motives semanggi seller with carrying baskets still exist, namely: economic incentives and economic motives tradition. Third, the typical circular migration semanggi seller with carrying baskets in Surabaya meaningful economic, religious, solidarity, knowledge, and traditions. Fourth, the typical circular migration semanggi seller with carrying baskets in Surabaya has brought cultural mission Arek attached to the symbol of courage, unyielding and independent. Fifth, there is a social construct semanggi seller with carrying baskets to be semanggi seller carry that into the basket it is an option for women in the village Kendung to continue the family tradition, and must perform circular migration for customers. Implications of the findings of this study are: first, the existence of the seller semanggi with carrying basket supported by the institutionalization process semanggi seller with carrying baskets themselves; second, the institutionalization process that occurs in semanggi seller with carrying baskets include: genetic culture, and perform circular migration to peddle clover to Surabaya; third, the seller semanggi with carrying basket interpreted by customers as a culinary culture that must be maintained which is associated with the orientation of the past, present and future. The findings of this study corroborate the opinion Granovetter known as the theory of adhesiveness/embeddednes that a network would exist if there keterlekatan between these networks.

Keywords: The Seller Semanggi with carrying basket, embeddednes institution, and social meaning