ABSTRAK

RELASI DAN KOMUNIKASI ANTARPEDAGANG DALAM KONTEKS BUDAYA PASAR TRADISIONAL (Studi Di Pasar Tradisional Karangploso Kabupaten Malang)

Saudah

Gagasan penelitian ini berawal dari semakin berkembangnya perhatian berbagai pihak terhadap pasar tradisional. Pasar selama ini dipahami dari aspek ekonomi, pada kenyataannya menyimpan kompleksitas problematika sosial yang layak diungkapkan, terutama kehidupan sosial budaya pedagang sebagai penggerak terciptanya relasi dan komunikasi. Lebih jauh penelitian ini mengkaji tentang (1) bagaimanakah formasi relasi sosial yang dikembangkan oleh pedagang dalam konteks budaya pasar tradisional di Kabupaten Malang? (2) bagaimanakah negosiasi dalam transaksi sosial yang dilakukan antarpedagang pada perebutan ruang lapak/batas "teritori" di dalam pasar? (3) bagaimanakah komunikasi yang terjadi dalam tindakan-tindakan relasi sosial antarpedagang pada konteks pertukaran sosial di pasar tradisional saat ini?

Tujuan utama penelitian ini untuk mengetahui relasi dan komunikasi antarpedagang dalam konteks sosial budaya pasar tradisional khususnya di Kabupaten Malang. Secara khusus diharapkan dapat mencabar teori pertukaran social dari George Caspar Homans dan Peter Blau. Secara substansif, juga memberikan wacana negosiasi maupun transaksional berkaitan dengan nilai-nilai yang tumbuh dan berkembang di lingkungan pasar tradisional.

Penelitian ini menggunakan metode kualitatif, dan untuk lebih memberikan kedalaman atas analisis, maka digunakan pendekatan etnometodologi subjektivistik, yaitu berusaha menjelaskan fakta-fakta secara wajar serta mendalam, melalui keterlibatan secara langsung dengan subjek penelitian. Sedangkan teknik pengumpulan data menggunakan wawancara, observasi partisipan dan dokumentasi.

Hasil penelitian menunjukkan, bahwa (1) kreativitas pedagang mampu mengembangkan formulasi relasi dan komunikasi melalui intensitas pertukaran informasi, dengan menggunakan simbol verbal dan non verbal secara interaktif dan nuansa pesan-pesan bergaya lokal "malangan", semakin mewarnai atmosfer lingkungan sosial pasar. (2) negosiasi dan transaksi sosial yang dilakukan antarpedagang dalam perebutan ruang lapak/batas "teritori" tempat di dalam pasar dapat ditinjau dari sejarah kepemilikan lapak oleh pedagang, dan kuasa penggunaan lapak sebagai fasilitas fisik, menjadi lebur tertutupi oleh suasana kondusif perdagangan. (3) komunikasi yang terjadi dalam tindakan-tindakan relasi sosial antarpedagang pada konteks pertukaran sosial di pasar tradisional saat ini tercermin dari perilaku yang muncul sebagaimana aktivitas transaksi jual beli yang setiap hari dilakukan serta mampu mempertahankan fungsi institusi pasar sebagai media untuk mendistribusikan informasi, membangun pola interaksi dan membangun jaringan distribusi diantara pedagang.

Kata Kunci: Pasar Tradisional, Interaksi Sosial, Pertukaran Sosial, Sosial Budaya, Teritori

ABSTRACT

RELATIONS AND INTERPERSONAL COMMUNICATION AMONG TRADERS WITHIN CULTURAL CONTEXT AT TRADITIONAL MARKET (A Study at Karangploso Sub-District Traditional Market, Malang Regency)

Saudah

An mounting interest in the far-reaching development of traditional market is currently increasing. It is due to the widespread view that sees traditional market as a mere economic transaction site neglecting the social and cultural context behind those commercial interactions between buyers and traders. Observing its daily operation, it is found that traditional market is also a place social and cultural exchanges complexities that takes place among traders. Through this social and cultural interfaces the relations and inter-personal communication is created. Against this backdrop, the recent study is being conducted. It attempts to explicate the following questions ; (1) How social relations among traders within their cultural traditional market context is being developed?; (2) How economic transaction geographical territory boundary among traders is being negotiated so that each obtain a proportional space to carry out his/her daily commercial dealings? How interpersonal communication among them to pave the way for their social interaction behavior within their social exchange context is taken place?

The study intends to describe the relations and interpersonal communication behavior among traders within their specific cultural context of traditional market in Malang Regency. Specifically, it is expected to challenge the social exchange theory developed by George Caspar Homans and Peter Blau who define it as the exchange of activity, tangible or intangible, and more or less rewarding or costly, between at least two persons. Essentially, it attempts to construct a discourse on negotiation and transactional actions with regard to values which grows and nurtures in the traditional market setting.

The study employs qualitative paradigm with subjective ethnomethodology for the purpose of describing research subjects objectively in their natural setting. Collecting the data through in-depth interview, participant observation and documentation, the study found that (1) traders' creativity have enabled them to establish relations and interpersonal communication utilizing both verbal and non-verbal messages to intensify information exchange among them. Interestingly, those verbal and non-verbal cues are of 'Malangan' dialect have colored social atmosphere of traditional market; (2) business geographical boundary line among each trader along with other public utilities is cordially negotiated which led to a conducive commercial dealings; (3) interpersonal communication behavior among traders has been undertaken within social exchange context which is thus materializes in day-to-day commercial operations. This then have permitted to preserve traditional market as social and cultural site in which information is being exchanged, social interaction among traders to establish social networking is being built.

Key Word: ***Traditional Market, Social Interaction, Social Exchange, Social Culture, Territory***