

ABSTRACT

Like the poverty phenomenon in the rural area in Indonesia the poverty faced by the salt farmers house hold in sumenep regency seems to the structural poverty phenomenon, which is showed in the limit authority of salt farm and the centre own and authority of saltfarm for only a small society, job relation in the produktion process pressed the saltlabours, the salt trade system made the farmers lost, the exchange value of salt commodities.

The structural poverty is also caused by the natural condition as unfertile land, salt cultivation dependency of climate. The conditions bring critical problem to the continuity of salt farmers life especially to the salt labours. By this research will be described the survival strategy and mechanism of salt farmers house hold that pressed on their lives.

The research area is Pinggir Papas village Kalianget district of Sumenep regency Madura. From 593 saltfarmers house hold, 50 are faken as respondent, by using snow ball sampling. Interview and observation is used to get primary data. To analyze the data is used kwalitative analyzing methode. The approach is done to meet complete and entirely understanding about the aspects that corresponding with the research.

The conclusion of research is that the saltfarmers house hold (salt labours) are afte to survive though they face critical situation, they can imprive strategy and the way to survive by doing business diversification labour force, effisiensi, use of social network support.

The survival process is previonsly preceeded with creative effort, selfishness,adaptation and side job, labour force and efficiency.of they could not improve the strategy, theyand another ways to face the critical situation, take anothe effort around, by asking some help to their close family neighbours and colleague (social horizontal network) with employer (sosial vertical network). The result proved that the saltfarmers household prefer the social horizontal netwoak to overcome many critical situations. They rarely use the social vertical network support except in immediate attention because the use of social vertical network support tend to the commercial oriented and will make disadvantage to the saltfarmers household.