

ABSTRAK

Kehadiran pasar modern di pedesaan semakin marak, seperti adanya Indomaret dan Alfamart. Pasar modern dan pasar tradisional mempunyai banyak perbedaan, dari segi harga, pelayanan dan tata ruang, hal ini dapat membawa perubahan pola perilaku berbelanja konsumen. Masuknya pasar modern di wilayah pedesaan menjadi hal yang baru dan menarik bagi masyarakat karena turut mengubah pola perilaku berbelanja mereka. Penelitian ini mengambil fokus masalah “bagaimana pola perilaku berbelanja masyarakat di Desa Gurah”.

Penelitian ini menggunakan teori Pilihan Rasional (*Rational Choice*) oleh James Coleman. Penelitian ini menggunakan metode kualitatif, subjek penelitian terdiri dari ibu-ibu yang dipilih berdasarkan atas latar belakang usia, pendidikan dan pekerjaan. Metode pengumpulan data dilakukan dengan wawancara mendalam serta didukung dengan data observasi langsung.

Penelitian ini mengemukakan bahwa pilihan rasional berbelanja masyarakat berbeda-beda. Fenomena ini menjelaskan bahwa masuknya pasar modern di Desa Gurah, seperti Indomaret dan Alfamart tidak membuat masyarakat terpengaruh dan serta merta beralih ke pasar modern. Masyarakat Desa Gurah tetap bertahan berbelanja di pasar tradisional, karena beberapa alasan seperti harga yang lebih murah di pasar tradisional, barang yang lebih lengkap dibandingkan pasar modern dan interaksi sosial yang masih kuat. Hal tersebut menunjukkan kuatnya pilihan rasional Desa Gurah berdasarkan nilai, guna dan kepentingan.

Kata Kunci : pasar modern, pasar tradisional, pilihan rasional

ABSTRACT

The presence of modern markets in the countryside is increasingly evident, such as the existence of Alfamart and Indomaret. Modern market and traditional market has many differences, in terms of price, service and space, this can bring a change of consumer shopping behavior patterns. The influx of modern markets in rural areas into new and exciting things for the community because it transformed their shopping behavior patterns. This research takes the focus problem "how shopping patterns of behavior of the community in the village of grain white rice".

This research uses the theory of rational choice (Rational Choice) by James Coleman. This research uses qualitative research methods, the subject is composed of mothers who are elected based on the background of the age, education, and employment. Method of data collection conducted in-depth interviews with and supported by direct observation data.

This research suggests that rational choice shopping community. This phenomenon explains that the influx of modern markets in the village grain white rice, such as Alfamart and Indomaret doesn't make communities affected and immediately switched to a modern market. Villagers grain white rice remains shopping at traditional markets, due to several reasons such as the cheaper prices in the traditional market, which is more complete than the modern market and social interaction are still going strong. It shows the strength of rational choice based on the current grain white rice Village, and interests.

Keywords: modern market, rational choice, traditional market