

ABSTRAK

Penelitian tentang Hubungan Lingkungan Geografis, Operasional, Perseptual dan Perilaku dengan Perilaku Ekonomi di Kampung Nelayan Pantai Sukolilo Baru terkait keberadaan Jembatan Suroboyo, Kelurahan Sukolilo Baru, Kecamatan Bulak, Kota Surabaya penting dilakukan karena wilayah ini berlokasi tepat pada pintu keluar Jembatan Suroboyo. Rumusan masalah bagaimana hubungan lingkungan geografis, operasional, perseptual, perilaku sebagai satu-kesatuan dengan perilaku ekonomi keluarga nelayan, pengepul ikan dan *terung-teripang*, dan pedagang kerupuk, makanan, warung kopi?. Metode yang digunakan adalah metode etnografi. Teknik pemilihan lokasi berdasarkan observasi lapangan. Teknik pemilihan informan secara *purposive* kepada 17 informan. Data diperoleh melalui observasi, observasi partisipasi, wawancara mendalam, dan dokumentasi. Data dianalisis menggunakan teori hubungan lingkungan (geografis, operasional, perseptual, dan perilaku) sebagai satu-kesatuan dengan manusia oleh Sonnenfeld. Hasil penelitian ini menunjukkan bahwa perilaku ekonomi nelayan pantai dan keluarganya, pengepul udang *rebon* dan *terung-teripang*, pedagang kerupuk, makanan, warung kopi berubah dipengaruhi perubahan lingkungan operasional Jembatan Suroboyo. Perubahan perilaku yang dilakukan oleh nelayan dan keluarganya berupa respon negatif seperti naiknya lumpur, akibatnya perahu tidak dapat parkir di bibir pantai. Perubahan perilaku istri nelayan berupa respon positif yaitu memanfaatkan keadaan dengan membuka toko untuk menambah pendapatan keluarga. Untuk anak nelayan tidak ditemukan perubahan perilaku. Kedua, terdapat perubahan perilaku pengepul *terung teripang*, pengepul udang *rebon*, pedagang kerupuk, makanan dan warkop, terkait keberadaan Jembatan Suroboyo dengan peningkatan pembelian produk oleh pembeli dan peningkatan pendapatan pengepul dan pedagang.

Kata kunci: lingkungan geografis, lingkungan operasional, lingkungan perseptual, lingkungan perilaku, pengepul *terung teripang* dan udang *rebon*, pedagang kerupuk, makanan dan warkop.

ABSTRACT

Research on the Relationship of Geographical, Operational, Perceptual and Behavior with Economic Behavior in the Sukolilo Baru Fishermen Village in connection with the Suroboyo Bridge, Sukolilo Baru Village, Bulak District, Surabaya City is important because this area is located right at the exit of Suroboyo Bridge. Formulation of the problem how the relationship of the geographical environment, operational, perceptual, behavior as a unity with the economic behavior of the families of fishermen, fish collectors and sea cucumbers, and crackers, food traders, coffee shops ?. The method used is the ethnographic method. Site selection techniques based on field observations. The technique of selecting informants is purposive to 17 informants. Data obtained through observation, participant observation, in-depth interviews, and documentation. Data were analyzed using environmental relations theory (geographical, operational, perceptual, and behavioral) as one with humans by Sonnenfeld. The results of this study indicate that the economic behavior of coastal fishermen and their families, collectors of rebon shrimp and sea cucumbers, cracker traders, food, coffee shops change influenced by changes in the operational environment of the Suroboyo Bridge. Changes in behavior by fishermen and their families in the form of negative responses such as rising mud, as a result the boat can not park on the shoreline. Changes in the behavior of fishermen wives in the form of a positive response that is utilizing the situation by opening a shop to increase family income. For children of fishermen there was no change in behavior. Second, there are changes in the behavior of sea cucumber collectors, rebon shrimp collectors, crackers, food and warkop traders, related to the existence of Suroboyo Bridge by increasing product purchases by buyers and increasing income of collectors and traders.

Keywords: geographical environment, operational environment, perceptual environment, behavioral environment, collectors of sea cucumber and rebon shrimp, cracker traders, food and warkop.