

# Implikasi deurbanisasi terhadap konsumsi lokal di wilayah pinggiran perkotaan, studi kasus di perkampungan Karawaci, kabupaten Tangerang, Banten = Deurbanization implication on local consumption in urban periphery, a case study at Karawaci kampongs, Tangerang regency, Banten

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## Abstrak

Deurbanisasi Jakarta mengakibatkan dominasi demografik perlahan mulai teralihkan ke pinggiran Jakarta (Bodetabek). Spill over atau pelimpahan penduduk kota ke pinggiran inilah yang kemudian memberi dampak langsung terhadap penduduk kampung asli daerah pinggiran. Penelitian ini ingin mengetahui bagaimana bentuk dan seberapa jauh transisi urban yang terjadi pada penduduk kampung di daerah Karawaci akibat deurbanisasi dalam hal kegiatan konsumsi. Metodologi yang dilakukan bersifat kualitatif berupa wawancara mendalam terhadap tiga generasi pada keluarga informan.

Hasil penelitian menunjukkan bahwa pola konsumsi penduduk kampung berubah dari generasi ke generasi. Perubahan pola konsumsi tersebut berubah mengikuti perkembangan wilayah. Selain itu, jarak fisik dan jarak sosial yang muncul di antara penduduk kampung dan penduduk pendatang mempengaruhi proses perubahan pola konsumsi pada generasi ketiga. Interaksi yang terjadi pada jarak fisik dan jarak sosial itulah yang menyebabkan perubahan pola konsumsi penduduk kampung, ketika penduduk pendatang secara tidak langsung mempengaruhi proses pengambilan keputusan penduduk kampung dalam berbelanja.

.....Deurbanization of Jakarta has involved the demographic domination gradually overtaken by the districts and municipalities (Bodetabek). The spillover of urban people to urban periphery has shown the direct effects to the kampung dwellers (local people) in urban periphery. This research aims to look at how far the urban transition happen to local people at Karawaci especially the dynamics in consumption patterns. This research uses qualitative methods to answer the research questions, with in depth interview as the key to dig out the informations based on 3 generations.

The result shows that the consumption pattern changes based on regional development. The first generation's consumption pattern was accompanied by the paddys and vegetables production. The second generation's consumption pattern was relatively same as the first generation, but the difference is, now the fulfillment of the consumption of rice and vegetables obtained from the market, unlike the first generation. The third generation's consumption pattern is now more complex caused by the spillover of urban people and the shopping centres that grow rapidly. The local consumption dynamics is affected by the social distance an physical distance between local people and urban people especially at the third generation, where the third generation is the generation which most local people interact with urban people.