

Perempuan pedagang dan budaya lokal menghadapi persaingan pasar : studi kasus mama-mama pedagang lokal di pasar sementara mama-mama Papua Kota Jayapura = Local trader women s in facing the pressure of capitalism and local culture case study of local trader moms at temporary market of mama-mama Papua Kota Jayapura

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Abstrak

Tesis ini membahas tentang perempuan pedagang dan budaya lokal menghadapi persaingan pasar. Penelitian ini akan menjelaskan situasi pasar dan kondisi perempuan pedagang lokal yang merefleksikan himpitan kapitalisme dan budaya lokal. Tujuan penelitian ini adalah untuk mendeskripsikan pola berdagang dan strategi perjuangan perempuan pedagang lokal menghadapi himpitan kapitalisme dan budaya lokal.

Penelitian ini adalah penelitian berprespektif perempuan dengan menggunakan pendekatan kualitatif.

Penelitian menggunakan metode wawancara mendalam dan observasi.

Hasil penelitian menemukan bahwa persaingan pasar mempengaruhi keberadaan perempuan pedagang lokal serta peran LSM dan pemerintah dalam melindungi kepentingan kelompok perempuan telah dilakukan namun hanya sebatas pelaksanaan program. Kesimpulan dari penelitian ini adalah mama-mama pedagang lokal menghadapi persaingan pasar melalui pola berdagang dan strategi perjuangan secara sederhana atau tradisional.

Perempuan pedagang lokal juga mengalami ketidakadilan gender yakni marjinalisasi, subordinasi, stereotipe dan beban ganda yang terlihat pada situasi pasar, pekerjaan perempuan pedagang lokal di pasar maupun pekerjaan domestik. Oleh karena itu penelitian ini merekomendasikan untuk mendukung perempuan pedagang lokal melalui advokasi kebijakan yang diatur dalam peraturan daerah (PERDA) terkait proteksi terhadap barang komoditi lokal serta fungsi pemasaran dan juga memastikan perempuan terlindungi dalam implementasi kebijakan UU Otonomi khusus (OTSUS) di Papua. Sehingga perempuan pedagang lokal mampu bersaing dengan pedagang pendatang.

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This thesis discusses of Local Trader-women in facing the crush of capitalism and local culture. This study will clarify the picture and the situation of the market and how the influence of capitalism and local culture affected the condition of Local Trader-women. The purpose of this study is to describe the factual data on the form and the strategies of Local Trader-women's struggle in facing the pressure of capitalism and local culture. This research is a female perspective that uses qualitative approaches. The study uses in-depth interviews and participant observation.

The results of the research found that capitalism and local culture affect the existence of Local Trader-women and the role of NGOs and local government in protecting the interests of women's groups have been carried out yet it was just the implementation of certain program. The conclusion of this research is Local Trader Moms (Mama-Mama Pedagang Lokal) at Temporary Market of Mama ? Mama Papua are facing capitalism and local culture by using simple struggle strategy or traditionally.

Local Trader-women are also experiencing gender inequity which is marginalization, subordination, stereotyping and double burden that is seen in the situation of the market, the work of Local Trader-women

at the market as well as domestic work. Therefore, this study recommends to support Local Trader-women through advocacy of policy in Local Legislation (PERDA) related to the protection of local commodity goods as well as the marketing function and to ensure that women are protected in the in the implementation of the Law on Special Autonomy policy (OTSUS) in Papua. So that Local Trader-women are able to compete with immigrant traders.