

# Daya tahan spasial toko tradisional terhadap toko modern di Kabupaten Cianjur = Spatial resistance of traditional stores against modern stores in Cianjur / Asteria Puspa Kemala

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## Abstrak

**ABSTRAK**

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Judul: Daya Tahan Spasial Toko Tradisional Terhadap Toko Modern di Kabupaten Cianjur

Menjamurnya toko modern dikhawatirkan akan mematikan keberadaan toko tradisional. Penelitian ini dilakukan untuk mengetahui daya tahan toko tradisional terhadap toko modern berdasarkan usia toko, waktu pendirian toko, jarak toko dengan minimarket, dan kondisi penjualan yang dikaitkan dengan lokasi toko di pusat dan pinggiran kota. Penelitian ini dilakukan di Kabupaten Cianjur yang saat ini sedang berkembang sebagai pusat pelayanan jasa dan perdagangan. Analisis data dalam penelitian ini menggunakan analisis data secara deskriptif komparatif dengan pendekatan keruangan. Sampel yang diambil menggunakan metode purposif sampling. Hasil penelitian ini semakin dekat jarak antara kedua toko semakin besar pengaruhnya. Di pusat kota toko tradisional yang memiliki daya tahan kuat lebih banyak daripada toko tradisional yang memiliki daya tahan lemah. Di pinggiran kota toko tradisional yang memiliki daya tahan kuat lebih banyak dari pada toko tradisional yang memiliki daya tahan lemah.

Kata kunci : toko modern, toko tradisional, jarak, waktu, daya tahan

**ABSTRACT**

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Title: Spatial Resistance Of Traditional Stores Against Modern Stores In Cianjur

When modern stores are mushrooming everywhere, it's predicted that traditional stores will out of business. This study was conducted to determine the resistance of a traditional stores to modern stores by age, period of the store, distance stores with minimarket, and conditions associated with the sale of store locations in the center and suburbs. This research was conducted in the current Cianjur as a center of trade and services. Data analysis in this study used a comparative descriptive analysis of the data with spatial approach. Samples were taken using a purposive sampling method. The results of this study conclude that the distance between one store to another is a critical factor to determining the level of the resistance. In the downtown, traditional store has strong resistance more than the traditional stores which have a weak resistance. In the

suburbs, traditional stores which have a strong resistance more than the traditional stores which have a weak resistance.

Keywords: modern stores, traditional stores, period, distance, resistance