

Pola Spasial Pedagang Sayur Keliling Berdasarkan Area Layanan di Kecamatan Sukmajaya, Kota Depok = Spatial Patterns of Mobile Vegetable Vendor Based on Service Areas in Sukmajaya District, Depok City

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Abstrak

Kecamatan Sukmajaya, Kota Depok sebagai salah satu bagian dari Kota Depok mengalami perkembangan permukiman yang besar menjadikan ketertarikan pedagang sayur keliling melakukan usaha di Kecamatan Sukmajaya. Pedagang sayur keliling berpindah dari pasar ke permukiman dan sebagian besar berada di perkotaan sering sekali mendirikan titik pemberhentian di tempat umum untuk menarik interaksi dengan konsumen. Dalam melaksanakan kegiatan berdagang, alat fisik yang digunakan pedagang sayur keliling beragam seperti gerobak, motor, hingga mobil bak terbuka. Penelitian ini menggunakan metode kualitatif dengan analisis deskriptif dan analisis spasial. Pengolahan data penelitian menggunakan crosstab pada hasil wawancara. Hasil penelitian membuktikan bahwa karakteristik aktivitas pedagang sayur keliling menunjukkan perbedaan lokasi berhenti dan rute perjalanan pada jenis pedagang besar dan jenis pedagang tidak besar. Pola spasial yang diperoleh mengkaitkan karakteristik aktivitas pedagang sayur dengan area layanan pedagang selama berdagang yaitu, jenis permukiman teratur dan tidak teratur. Pedagang sayur keliling menunjukkan dominasi karakteristik aktivitas pedagang selama berdagang berada di area layanan permukiman teratur.

.....Sukmajaya District, Depok City, as one part of Depok City, is experiencing large residential development, making itinerant vegetable traders interested in doing business in Sukmajaya District. Itinerant vegetable traders move from markets to residential areas and are mostly located in urban areas, often setting up stopping points in public places to attract interaction with consumers. In carrying out trading activities, the physical equipment used by mobile vegetable traders varies, such as carts, motorbikes, and even pickup trucks. This research uses qualitative methods with descriptive analysis and spatial analysis. Processing research data using crosstabs on interview results. The research results prove that the characteristics of mobile vegetable traders' activities show differences in stopping locations and travel routes for large and non-large traders. The spatial patterns obtained link the characteristics of vegetable traders' activities with the traders' service areas during trading, namely, regular and irregular settlement types. Itinerant vegetable traders show the dominant characteristics of trader activity as long as they trade in regular residential service areas.