

ABSTRAK

Penelitian ini bertujuan mendeskripsikan pola, pengaruh dan model pengembangan peran perempuan di pasar tradisional dalam rangka meningkatkan ekonomi keluarga. Penelitian dilaksanakan di empat lokasi penelitian yaitu Kabupaten Bangkalan, Sampang, Pamekasan dan Sumenep.

Hasil penelitian menunjukkan bahwa perempuan di pasar tradisional terutama bekerja sebagai pedagang, berusia produktif dan berpenghasilan rendah. Selain itu, pendidikan dan hubungan dengan pihak lain berpengaruh positif signifikan terhadap peningkatan ekonomi keluarga yang diproksi dari pemenuhan kebutuhan keluarga, sedang pendapatan perempuan di pasar tradisional tidak berpengaruh signifikan. Model pengembangan peran perempuan di pasar tradisional harus memperhatikan interaksi sosial, pengalaman dan hubungan dengan pihak lain disamping kebijakan untuk menata sarana dan prasarana pasar serta bantuan permodalan kepada perempuan di pasar tradisional

Kata Kunci: peran, perempuan, pasar tradisional, ekonomi keluarga

ABSTRACT

This study aimed to describe patterns, influences and female role models development in the traditional markets in order to increase family income. This study was conducted in four locations namely Bangkalan, Sampang, Pamekasan and Sumenep.

The results showed that women in traditional markets mainly work as traders, productive aged and low-income. Beside that, education and relationships with others significant positive effect on the family economic improvement proxy of meeting family needs, while income women in traditional markets has no significant effect. Women role model development in traditional markets must pay attention to social interaction, experience and relationships with other parties in addition to the policy for managing facilities and infrastructure markets as well as capital assistance to women in traditional markets

Keywords: the role, women, the traditional market, economic families