STRATEGI PEDAGANG KAKI LIMA DALAM MEMPERTAHANKAN HIDUP
(STUDI TENTANG STRATEGI PEDAGANG KAKI LIMA DALAM
MEMPERTAHANKAN HIDUP DI SEKITAR PASAR NGEMPLAK
KABUPATEN TULUNGAGUNG)

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ABSTRACT
In the effort to sustain live many seeker job get severance of job relations.
Include to informal sector they are become the vendor. In Tulungagung regency
sufficient a lot of labor force get severance of job relations and small trader roll up a
mat from more and more increaso. The vendor trader at same strategic corner in
Tulungagung Regency.
From the beginning a lot of vendor trade at Tulungagung town square, but tree
tears ago the town square cleaned from vendor. The vendor relocation to nort side of
Tulungagung. This matter appear because back side relocation is near temporary
garbage disposal a part of vendor decide to move place around Ngemplak market.
Has been many vendor. This matter become relocation of trader eash other isn t good
because often happen place struggle and costumers. With the problem as new comers,
the new vendor must have strategics. To get costumers and depend trade around
Ngemplak market.

Method used by researcher is qualitative descriptive research, where with
descriptive research, researcher can describe systematic factual and accurate about the
facth of phenomenon that get research. In this research, researcher use Snow ball
Sampling technic. Snow Ball Sampling is technic take sample of data. Source, in
beginning little number, after a long time be large. This thing complete the data
satisfy, so researcher look for people that can use as data source. In use teory
researcher use necessity of Maslow Teory.

In general meaning of the vendor strategy in sustain live is how the vendor
strategys. Effort for vendor depend in middle a group that has same purpose that
sustain live.
In general this research result is in electron place vendor is not important
relation to old vendor, the most important the place is strategic. For can depend
around Ngemplak market tax payment must do because with tax will get security
from market side. Middle of indeterminate income as vendor, other trade is the
support in sustain live.