

**Strategi Adaptasi Pedagang keliling Bakso Malang Di
Kota Padang
“Studi Kasus : Pedagang Etnis Jawa Di Kota Padang”**

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ABSTRACT

Ariski Rahma Vivia Putri. BP 1310821005. Anthropology Department, Social and Political Sciences Faculty, Andalas University. Adaptation Strategy for Malang Meatball Vendors in Padang City. Advisor I : Prof.Dr.Rer.Soz Nursyirwan Effendi, Advisor II : Dr. Syahrizal, M.Si

This study describes the life of the Javanese ethnic traders around Malang meatball. The difficulty in getting adequate work and the low wages in the area of origin have made this Malang meatball trader try his luck in urban areas. One of the cities chosen to migrate is Padang. Being a meatball vendor in Malang is one of the jobs he chooses because he does not have high educational requirements like in the formal sector, because on average this meatball trader has only elementary education. This job is diligent in meeting the needs of his family who were left behind in the village.

Meatball vendors in Malang use an adaptation strategy in maintaining the producers' businesses they live in. The purpose of this study was to explain the Javanese ethnic background who worked as a meatball vendor in Malang by describing the work activities and obstacles faced by the meatball vendors in Malang.

This research was conducted in the city of Padang. The method used is a qualitative method, and uses descriptive research. The technique of collecting data is done by means of observation, in-depth interviews, documentation and literature. The selection of informants was carried out by means of *purposive sampling* in which the informants were divided into 2, namely key informants and ordinary informants. The key informants taken from the field were four informants while the regular informants were four informants. The four key informants here are the meatball traders in Malang and the regular informants of buyers or consumers of Malang meatballs.

The results of this study explain the four profiles and work activities of the Javanese ethnic Javanese meatball peddlers, namely family background, the process of migrating, the reasons for grinding as a meatball vendor in Malang, business activities such as selling locations, and income earned. This research shows that the adaptation strategy used by the Javanese ethnic traders around Malang meatball in the city of Padang, namely, choosing a strategic location, maintaining the taste of food, the connection between traders and buyers which results in a solidarity relationship, where

this relationship has a good influence on traders, and cooperation with merchants and traders with bosses.

Keywords: Meatball Mobile Vendor Malang, Javanese Ethnicity, Adaptation Strategy.

