

Pola spatial belanja penduduk miskin di Kelurahan Kayu Putih, Kecamatan Pulo Gadung = Shopping expenditure spatial patterns of the poor in the Kayu Putih district of Pulo Gadung

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Abstrak

Kelurahan Kayu Putih merupakan daerah yang berkembang sangat dinamis, hal ini disebabkan lokasinya berada di pusat kota yang berbatasan dengan Kelurahan Cempaka Putih (Jakarta Pusat), Kelurahan Kelapa Gading (Jakarta Utara), Kelurahan Rawamangun, dan Kelurahan Pulo Gadung. Keberadaan di pusat perkotaan telah menyebabkan pergeseran gaya hidup dalam pola belanja. Pada kebutuhan harian rutin, penduduk miskin bergerak ke lokasi belanja yang didominasi oleh pengeluaran Rp.10.000-20.000, dan pada jarak 0-600 meter, tetapi untuk kebutuhan harian sifatnya mendadak (isidentil) bergerak menuju lokasi tujuan di warung pada jarak 0-50 meter. Sedangkan untuk kebutuhan non harian penduduk miskin didominasi oleh pengeluaran Rp.250.000-500.000, biaya transportasi <Rp.2000, dan jarak 1-5 kilometer. Dalam pemilihan lokasi belanja tersebut terdapat adanya hubungan dengan jarak, biaya, pengeluaran, penduduk yang bekerja di sektor perkotaan.

.....Kayu Putih is a growing area that is very dynamic. This is due to its location in the center of the district which, is bordered by Cempaka Putih (Central Jakarta), Kelapa Gading (North Jakarta), Rawamangun, and Pulo Gadung. Its presence within the midst of urban atmosphere has caused a shifting pattern in the shopping lifestyle. Shopping Expenditure patterns for the poor in daily needs leads to the fact that they depend on the closest shopping locations. On a daily basis, daily needs tend to make consumers travel to the shopping locations (markets) within a 600 meter radius and the exspense in Rp 10.000-20.000, but for sudden (accidental) daily needs they travel towards the goal locations such as stalls in the range of 0-50 meters. Meanwhile, the demand for non-daily needs within spread the location radius of shopping between 1-5 km, the exspense in Rp 10.000-20.000, and transport cost in < Rp2000. In selecting a shopping loaction there is the relationship with the distance, transport cost, expenses, and people who work in the urban sector.