

Kue jajan pasar penyelamat keluarga miskin

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Abstrak

Market snack and poor family survival is a study on how poor families withhold their lives through snack selling business. The goal of this research is to describe the effort of poor families to empower themselves through snack selling. Informants in this research are representatives from the families running snack making. The data were gathered through interview, observation, and document analysis. Data were analyzed through qualitative-described technique. The research found that poor families were able to withhold their lives through selling around market snack. Their effort enables them to cover their physical, psychical, and social needs. The subjects were able to repair their houses healthier and habitable, send their children to study until high school degree. it can be concluded that through market snack the poor families as research subjects were able to escape from poverty. It is recommended that the ministry of social affairs should prompt related institution to guide poor families to revitalize local potential poor family empowerment.