

Karakteristik Lokasi dan Konsumen Pasar Thrifting di DKI Jakarta = Characteristic of Location and Consument of Thrifting Market in DKI Jakarta

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Abstrak

Belanja pakaian kini tidak hanya dilakukan dengan membeli pakaian baru namun juga pakaian bekas atau dikenal dengan thrifting. Penelitian ini bertujuan untuk mengetahui karakteristik lokasi berdasarkan identitas pasar serta aksesibilitas pasar thrifting dan karakteristik konsumen berdasarkan perilaku konsumen yang terbagi atas motivasi belanja thrifting, demografi dan aktivitas belanja thrifting pada pasar thrifting di DKI Jakarta. Dalam mencapai tujuan penelitian tersebut, metode yang digunakan adalah metode analisis spasial deskriptif dengan data yang didapatkan dengan metode kuesioner dengan menggunakan teknik accidental sampling. Hasil penelitian didapatkan bahwa Pasar Senen dan Pasar Baru memiliki karakteristik lokasi yaitu mudah dilewati oleh transportasi umum serta kelas jalan berupa jalan arteri dan kolektor serta memiliki jumlah pedagang yang tinggi dengan fasilitas pasar yang lengkap. Pasar Kebayoran Lama hanya dilalui oleh jalan kolektor namun dapat diakses dengan semua jenis transportasi umum. Pasar Senen memiliki tipe konsumen rekreasi sering sesuai dengan karakteristik lokasi yang mudah dilewati jalan arteri dan kolektor serta transportasi umum dan simpulnya. Pasar Kebayoran Lama memiliki tipe konsumen “ekonomi cukup sering” dengan karakteristik lokasi yang mudah dilewati transportasi umum dan namun hanya dapat dilalui jalan kolektor. Pasar Baru memiliki tipe konsumen “ekonomi jarang” namun memiliki karakteristik lokasi mudah dilewati jalan arteri dan kolektor serta transportasi umum.

.....Shopping for clothes is now not only done by buying new clothes but also used clothes or known as thrifting. Thrifting is popular among young people because social media is spreading rapidly. This study aims to determine the characteristics of the location based on market identity and thrifting market accessibility and consumer characteristics based on consumer behavior which is divided into thrifting shopping motivation, demographics and thrifting shopping activities at the thrifting market in DKI Jakarta. In achieving the research objectives, the method used is descriptive spatial analysis method with data obtained by questionnaire method using accidental sampling technique. The results showed that Pasar Senen and Pasar Baru have location characteristics that are easy to pass by public transportation and road classes in the form of arterial and collector roads and have a high number of traders with complete market facilities. The Kebayoran Lama Market is only traversed by collector roads but can be accessed by all types of public transportation. The “frequent recreation” type of consumer chooses to shop for thrifting at Pasar Senen. The “quite frequent” economy type of consumer chooses to shop thrifting to Kebayoran Lama Market. The “rare economy” consumer type choose to shop thrifting Pasar Baru. Pasar Senen has a type of recreational consumer that is often in accordance with the characteristics of the location that is easy to pass by arterial and collector roads as well as public transportation and its nodes. Kebayoran Lama Market has a fairly frequent type of economic consumer and quite frequent recreation with the characteristics of a location that is easy to pass by public transportation but can only be passed by collector roads. Pasar Baru has a rare type of recreational consumer and a rare economy but has the characteristics of a location that is easy to pass by arterial and collector roads as well as public transportation.