

**ABSTRAK**

**ANALISIS SIKAP MASYARAKAT BADAU DI PERBATASAN  
TERHADAP PRODUK MALAYSIA VERSUS  
PRODUK INDONESIA**

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Penelitian ini bertujuan untuk mengetahui sikap masyarakat Badau di perbatasan terhadap produk kebutuhan Pokok dan produk *fashion made in Malaysia* maupun *made in Indonesia*. Penelitian ini juga bertujuan untuk mengetahui komposisi produk kebutuhan pokok dan *fashion made in Malaysia versus made in Indonesia* yang ada di Badau.

Jenis penelitian yang digunakan dalam penelitian ini adalah deskriptif eksplorasi dengan subjek penelitian masyarakat Badau di perbatasan. Objek penelitian untuk produk kebutuhan pokok dilihat dari aspek harga, kualitas, kemasan, saluran distribusi, kebudayaan, layanan kesehatan dan hubungan kekeluargaan melalui pernikahan, sedangkan objek penelitian dari produk *fashion* dilihat dari aspek harga, selera masyarakat Badau yang dibentuk oleh Media Indonesia, kesesuaian kualitas dengan kenyamanan pemakaian. Dalam penelitian ini penulis melakukan dua tahap penelitian, yaitu tahap wawancara dan tahap observasi. Teknik analisis yang digunakan penulis adalah teknik analisis kualitatif deskriptif untuk mengetahui secara detail sikap positif masyarakat Badau terhadap produk *made in Malaysia versus made in Indonesia*.

Hasil analisis menunjukkan bahwa mayoritas produk kebutuhan pokok yang ada di perbatasan Badau di dominasi oleh produk kebutuhan pokok *made in Malaysia*, namun terdapat juga produk China yang didatangkan dari Malaysia. Hal ini menunjukkan bahwa masyarakat Badau bersikap positif terhadap produk kebutuhan pokok *made in Malaysia*. Adapun faktor yang mempengaruhi sikap positif masyarakat Badau terhadap produk kebutuhan pokok *made in Malaysia* antara lain harga yang terjangkau, kualitas yang lebih terjamin, distribusi yang lancar dan kemasan produk yang baik, adanya kesamaan budaya, pernikahan lintas budaya dan layanan kesehatan. Sebaliknya, produk *fashion* di Badau lebih didominasi oleh produk *fashion made in Indonesia*. Hasil analisis produk *fashion* di perbatasan Badau menunjukkan hasil bahwa mayoritas produk *fashion* yang ada di perbatasan Badau berasal dari Indonesia. Hal ini menunjukkan bahwa masyarakat badau bersikap positif terhadap produk *fashion made in Indonesia*. Adapun faktor-faktor yang mempengaruhi sikap positif masyarakat Badau terhadap produk *fashion* antara lain: harga yang terjangkau, adanya media Indonesia yang membentuk selera masyarakat Badau dan kesesuaian kualitas pemakaian.

ABSTRACT

**Analysis of Badau People's Attitude Towards *Made in Malaysia* Versus  
*Made in Indonesia* Products**

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*The purpose of this research is to find out the Badau people's attitude toward *Made in Malaysia* products versus made in Indonesian products. The research also aims to figure out composition of products made in Malaysia compared to products made in Indonesian in Badau (Badau is a district at the border area of Indonesia-Malaysia).*

*The type of the research was a descriptive exploration study. The subject of this research was Badau people at the border area of Indonesia-Malaysia. The objects of this research were the daily need products and the fashion products. The daily need products were observed from the price, quality, packaging, distribution, culture, medical service, and family relationship aspects. While, the fashion products were observed from the price, Badau people's sense of fashion that were constructed by the Indonesian Media, and the compatibility of product quality and product comfort. In this research the writer conducted interview and observation to obtain the data. The analysis techniques that were applied in this research was descriptive qualitative. This technique was applied to find out the Badau people's positive attitude toward made in Malaysia products versus made in Indonesian products in detail.*

*The result of this research showed that the daily need products in Badau were dominated by Product made in Malaysia. Though, the daily need made in Malaysia dominated the Badau market, there were also some daily need product made in China imported from Malaysia. It showed that Badau people had a positive attitude toward the daily need products made in Malaysia. The factors that influenced the Badau people's positive attitude toward the daily need products made in Malaysia were affordable price, good quality, smooth distribution, and good product packaging. The culture similarities, transcultural marriage, and health service also became the factors that influenced the Badau people's positive attitude toward the daily need products made in Malaysia. On the contrary, the fashion products in Badau were dominated by products made in Indonesia. It showed that the Badau people had a positive attitude toward the fashion product made in Indonesia. The factors that influenced the Badau people's positive attitude toward the fashion made in Indonesia were the affordable price, the media (Television) that construct the Badau society sense of fashion, and the compatibility of product quality and product comfort.*