

**ABSTRAK**

**ANALISIS KEGIATAN PENJUALAN CENDERAMATA PADA  
PEDAGANG DI TAMAN WISATA**

**(Studi kasus di Taman wisata Candi Prambanan Kabupaten Sleman  
daerah Istimewa Yogyakarta 2002/2003)**

Penelitian ini bertujuan untuk mengetahui 1) perbedaan sumber modal antara pedagang berkios dengan pedagang asongan. 2) untuk mengetahui perbedaan omzet penjualan antara pedagang berkios dengan asongan. 3) untuk mengetahui perbedaan harga jual antara pedagang berkios dengan pedagang asongan. 4) untuk mengetahui perbedaan supplier antara pedagang berkios dengan pedagang asongan. Populasi dalam penelitian ini adalah semua pedagang berkios dan pedagang asongan sebanyak 315 pedagang, yang terdiri dari pedagang berkios berjumlah 115 dan pedagang asongan 200. Sampel penelitian sebanyak 88 pedagang di mana untuk pedagang berkios berjumlah 38 dan pedagang asongan 50 pedagang. Teknik pengambilan sampel dilakukan dengan cara acak proporsional. Teknik pengumpulan data yang digunakan adalah observasi dan wawancara. Untuk menganalisis data digunakan analisis Varians (ANOVA), analisis margin pemasaran dan analisis jalur distribusi. Analisis Varians (ANOVA) dipergunakan untuk mengetahui perbedaan sumber modal dan omzet penjualan antara pedagang berkios dengan pedagang asongan. Untuk analisis margin pemasaran dipergunakan untuk mengetahui perbedaan harga jual antara pedagang berkios dengan pedagang asongan. Sedangkan untuk analisis jalur distribusi dipergunakan untuk mengetahui perbedaan pemilihan jalur distribusi antara pedagang berkios dengan pedagang asongan. Berdasarkan hasil analisis data, disimpulkan untuk sumber modal antara pedagang berkios dengan pedagang asongan terdapat perbedaan di mana jumlah pedagang berkios yang meminjam modal dari luar lebih banyak yaitu 28 pedagang dari 38 pedagang, sedangkan untuk pedagang asongan sebanyak 22 pedagang dari 50 pedagang. Untuk omzet penjualan antara pedagang berkios dengan pedagang asongan terdapat perbedaan di mana untuk omzet lebih kecil sama dengan 500.000/bln sebanyak 36 pedagang dari 38 pedagang sedangkan untuk pedagang asongan untuk omzet lebih kecil samadengan 500.000/bln sebanyak 50 pedagang dari 50 pedagang. Untuk harga jual antara pedagang berkios dengan pedagang asongan terdapat perbedaan di mana untuk harga jual rata-rata di pedagang berkios Rp 9.105 sedangkan untuk pedagang asongan Rp 6.828. Untuk jalur distribusi antara pedagang berkios dengan pedagang asongan terdapat perbedaan di mana untuk pedagang berkios yang membeli barang dari produsen sebanyak 13,5% dan pedagang perantara 85,5%, sedangkan untuk pedagang asongan yang membeli barang dari produsen sebesar 16% dan pedagang perantara 38% dan pedagang berkios 46%.

**ABSTRACT**

**AN ANALYSIS OF MERCHANTS' ACTIVITY ON SOUVENIR SALE  
AT RECREATIONAL PARK**

**(A Case Study at "Recreational Park Prambanan Temple", Sleman  
Regency, Special Region of Yogyakarta 2002 / 2003)**

This research were aimed to know : 1) the difference of capital source between merchants who had kiosk and the retailer 2) the difference of sales volume between merchants who had kiosk and the retailer 3) the difference of sales price between merchants who had kiosk and the retailer 4) the difference of the supplier between merchants who had kiosk and the retailer. The population in this research was all of the merchants who had kiosk and the retailer as many as 315 merchants, consisted of the merchants who had kiosk 115 and retailers 200. The samples research were 88 merchants consisted of 38 merchants who had kiosk and 50 retailers that were taken by using of proportional random method. Observation and interviews were the techniques of collecting data. To analyze the data, the writer used Varians Analysis (ANAVA), Margin Marketing Analysis and Distribution Line analysis. The Varians Analysis (ANAVA) was utilized to know the difference of source of capital and the difference of sales volume between merchants who had kiosk and the retailers. The Margin Marketing was utilized to know the difference of sales price between merchants who had kiosk and the retailers. Meanwhile the distribution line, was utilized to know the difference of election of distribution line between merchants who had kiosk and the retailers. Based on the result of the data, it was concluded that there was a different capital source between merchants who had kiosk and the retailers. The merchants who had kiosk borrowed the capital from outside were 28 merchants and the retailers as many as 22 merchants. There was a different sales volume between the merchants who had kiosk and the retailers. 36 merchants who had kiosk had the sales less than Rp 500.000,00 monthly, meanwhile all of the retailers got the sales at that amount. There was a different sales price between merchants who had kiosk and the retailers. Average sales price among the merchants who had kiosk was Rp 9.105,00 and among the retailers was Rp 6.828. There was a different distribution path between the merchants who had kiosk and the retailers. 13,5% the merchants who had kiosks bought from producers and 85,5% from merchant middleman. 16% retailers bought from producers, 38% from merchant middleman and 46% from merchants who had kiosk.