

ABSTRAK

Penelitian ini berjudul Strategi Pedagang Pakaian Bekas Impor (Monza) di Pasar TPO Kota Tanjung Balai dalam Mempertahankan Usahanya Pasca Penetapan Larangan Impor Pakaian Bekas Oleh Pemerintah. Latar belakang penelitian yaitu pedagang di Pasar TPO Tanjung Balai berjualan pakaian bekas impor. Namun pemerintah sudah melarang impor barang dari luar negeri termasuk pakaian bekas. Hal ini menjadi hambatan bagi pedagang dalam berjualan pakaian bekas impor. Penelitian ini bertujuan memahami dampak dari larangan impor pakaian bekas terhadap para pedagang di Tanjung Balai dan strategi pedagang pakaian bekas impor di Pasar TPO Tanjung Balai dalam mempertahankan usahanya. Teori yang digunakan penelitian ini yaitu teori tindakan sosial menurut Weber. Metode penelitian menggunakan metode kualitatif dengan teknik pengumpulan data yaitu observasi, wawancara dan dokumentasi. Hasil penelitian ini menunjukkan dampak dari larangan impor pakaian bekas terhadap para pedagang di Pasar TPO Tanjung Balai yaitu kesulitan mendapatkan pakaian impor bekas yang menghambat pedagang berjualan, dan pendapatan pedagang pakaian bekas impor mengalami penurunan akibat daya beli masyarakat yang menurun. Strategi pedagang pakaian bekas impor di Pasar TPO Tanjung Balai dalam mempertahankan usahanya yaitu bekerjasama dengan agen dalam menyediakan pakaian bekas impor ke pedagang sehingga dapat berjualan, dan melakukan promosi di media sosial untuk menarik pelanggan dan melakukan pemasaran di toko *online shopee*

Kata Kunci: Strategi, Pedagang, Pakaian Bekas Impor, Pasar TPO Tanjung Balai

ABSTRACT

This research is entitled Strategies of Imported Used Clothing Traders (Monza) at the TPO Market in Tanjung Balai City in Maintaining Their Business After the Government Determined a Ban on Importing Used Clothes. The research background is that traders at the Tanjung Balai TPO Market sell imported second-hand clothes. However, the government has banned the import of goods from abroad, including used clothes. This is an obstacle for traders in selling imported used clothing. This research aims to understand the impact of the ban on importing used clothing on traders in Tanjung Balai and the strategies of imported second-hand clothing traders at Tanjong Balai TPO Market in maintaining their business. The theory used in this research is social action theory according to Weber. The research method uses qualitative methods with data collection techniques, namely observation, interviews and documentation. The results of this research show the impact of the ban on importing used clothes on traders at the Tanjung Balai TPO Market, namely the difficulty of getting second-hand imported clothes which prevents traders from selling, and the income of imported second-hand clothing traders has decreased due to declining purchasing power. The strategy for imported used clothing traders at Tanjong Balai TPO Market in maintaining their business is to collaborate with agents to provide imported used clothing to traders so they can sell, and carry out promotions on social media to attract customers and carry out marketing in the Shopee online store

Keywords: Strategy, Traders, Imported Used Clothes, Tanjung Balai TPO Market