

**RESUME**  
**FUNDAMENTAL RESEARCH**  
**TRADING ORIENTATION SHIFT OF *PEDAGANG KAKI LIMA***  
**(VENDOR SELLER)**  
**ON POST-MONETARY CRISIS IN SURAKARTA :**  
Perception Rectification of Bazaar Economy, Order and Regulation Theory  
By **Drs. Joko Suwandi, S.E., M.Pd dan Drs. Achmad Muhibbin, M.Si**

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Clifford Geertz (1963) in his Bazaar Economy illustrates informal sector characteristic (vendor sellers); static, subsistence business, social oriented commerce (*'tuna satak bathisanak'*), bargaining trait (bargain), no competition, sellers experiencing involution (function decline), possibility of changeless change, possibility of marginalization, exclusion and shared poverty. In correspond to those characteristics, Hans-Dieter Evers (1993) explained in his Order Theory and Regulation Theory, informal sector existence are; static, difficult to develop (facing many obstacles namely culture, capital, knowledge and skill), status quo, social order, consensus, social integrity, cohesion, and actualization.

Description of those characteristics of trading are still attached to vendor sellers in Surakarta city before and during the monetary crisis. However after crisis, as the economic life was getting better, the vendor sellers' orientations do not really shift. The vendor selling are not merely a subsistence, but has shifted partly to side-job commerce for human welfare.

According to this finding, it can be formulated that the research problems are as follows; 1) How is the vendor sellers' orientation in Surakarta city before (<1997), during (1997-2004) and after the monetary crisis (>2004)?; and 2) What are the commerce orientation shift?

This qualitative research of case study tried to describe the condition, activity and the development of vendor sellers' orientation in Surakarta before (<1997), during (1997 to 2004) and after monetary crisis (2004-recently) occurred in Indonesia, particularly in Surakarta city.

The place of the research is in Surakarta city with the following data source; vendor sellers with all their activities, all the former public officials and officials associated to vendor sellers during and after the monetary crisis. The participants are selected through purposive sampling integrated with snowball sampling using key informant. The data are analyzed using interactive analysis from Miles and Huberman (2004: 21-23) through three stages activity namely, data reduction, data display, and conclusion drawing/verification.

The conclusions of this research are as follows; 1) the vendor sellers' orientation prior and during the monetary crisis comply to the informal sectors characteristics according to Clifford Geertz's Bazaar Economy, but the characteristics on post-monetary crisis have altered; 2) The vendor sellers' characteristics before and during the monetary crisis correspond to informal sector characteristics according to Order Theory and Regulation Theory of Hans-Dieter Evers, but the characteristics after the monetary crisis altered as well.

The vendor sellers' characteristics after the monetary crisis can be classified into two namely the static group and dynamic group. The first group is dominated by vendor sellers, who have capital, management limitation and their business as subsistence. The later group is dominated by vendor sellers who have big capital, administered using modern management and have become the business to increase welfare, the trading orientation is merely to obtain revenue, the bargaining trait have faded in general sense, tight competition, sellers experiencing involution (decline in function), status quo, possibility of marginalization, exclusion and shared poverty. These results correspond to research in Southern and South Eastern Asia nations by Wertheim that as the capitalism gained admittance in Asia had caused polarization in society social structure. The emergence of bourgeois class had caused tighter competition and conflict with foreign bourgeois.

However in general, the inclination of orientation shift of vendor sellers in Surakarta city is developing slowly and required longer time and

through series of minor change following the progress. The orientation shift is developmental which happen to adjust to limited self ability, consumers' need, local government policy which have slow progress or less-direct.