

ABSTRAK

Waruwu, Farisman 2025, Pengaruh Pasar Tradisional Terhadap Peningkatan Pendapatan Masyarakat Lokal Di Desa Hiliwaele, Kecamatan Moro'o, Kabupaten Nias Barat, Skripsi, Pembimbing (1). Asali Lase, S.Pd.,M.M.

Permasalahan dalam penelitian ini yaitu Pengaruh Pasar Tradisional Terhadap Kemajuan Pendapatan Masyarakat Lokal Di Desa Hiliwaele, Kecamatan Moro'o, Kabupaten Nias Barat, Penelitian ini bertujuan : (1) Menganalisis pengaruh pasar tradisional terhadap peningkatan pendapatan masyarakat. (2) Mengukur hubungan antara aktivitas pasar tradisional dan kesempatan kerja, (3) Menilai dampak pasar tradisional terhadap pertumbuhan usaha kecil. Jenis penelitian ini adalah Penelitian Kuantitatif, subjek dalam penelitian ini adalah Pedagang, Pekerja dipasar, Pembeli, dan Pemilik Usaha UMKM. Teknik pengumpulan data melalui Angket, observasi, dan dokumentasi.

Hasil penelitian ini menunjukkan bahwa Pengaruh Pasar Tradisional Terhadap Kemajuan Pendapatan Masyarakat Lokal Di Desa Hiliwaele, Kecamatan Moro'o, Kabupaten Nias Barat dalam kategori sangat baik dengan presentasi sebesar 100%. Selain itu diperoleh T_{hitung} sebesar 12,982 lebih besar dari T_{tabel} 1,996 dengan nilai signifikan pengaruh pasar tradisional terhadap ekonomi lokal $0.000 < 0,05$ (H_0 ditolak dan H_1 diterima).

Sehingga dapat disimpulkan bahwa Pasar Tradisional berpengaruh sangat baik terhadap Peningkatan Pendapatan Masyarakat Lokal Di Desa Hiliwaele, Kecamatan Moro'o, Kabupaten Nias Barat.

Kata Kunci : Pengaruh Pasar Tradisional, Peningkatan Pendapatan Masyarakat Lokal.

ABSTRAK

Waruwu, Farisman 2025, The Influence of Traditional Markets on Increasing Local Community Income in Hiliwaele Village, Moro'o District, West Nias Regency, Thesis, Supervisor (1). Asali Lase, S.Pd.,M.M.

The problem in this research is the Influence of Traditional Markets on the Income Improvement of Local Communities in Hiliwaele Village, Moro'o District, West Nias Regency. This research aims to: (1) Analyze the influence of traditional markets on increasing community income. (2) Measure the relationship between traditional market activities and employment opportunities, (3) Assess the impact of traditional markets on the growth of small businesses. This type of research is quantitative research. The subjects in this study were traders, market workers, buyers, and MSME business owners. Data collection techniques used questionnaires, observation, and documentation.

The results of this study indicate that the Influence of Traditional Markets on the Income Improvement of Local Communities in Hiliwaele Village, Moro'o District, West Nias Regency is in the very good category with a percentage of 100%. Furthermore, the calculated T value was 12.982, which was greater than the T table value of 1.996, with a significant value of $0.000 < 0.05$ for the influence of traditional markets on the local economy (H_0 rejected and H_1 accepted).

Therefore, it can be concluded that traditional markets have a significant impact on the income growth of local communities in Hiliwaele Village, Moro'o District, West Nias Regency.

Keywords: Influence of Traditional Markets, Local Income Growth.