

ABSTRAK

Fasihul Amin, 2011 SKRIPSI. Title: "The existence of Traditional Markets Due to emergence of Modern Market (The case Studies on Traditional Market Dinoyo Malang)".

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A growing number of emerging modern markets in Malang, making many traditional small business traders inevitably out of business. Currently the rampant construction of modern markets, of course, became rivals traditional traders, articles in several markets in addition to choosing a modern vantage point, with prices cheaper products, and not infrequently also exist adjacent to the range of the traditional markets, thus making consumers reluctant to buy in the market traditional even switch to a modern market for shopping, it eventually many traditional traders complain, even today many also end up having gone out of business.

The purpose of this study were 1) to determine the development of modern markets and traditional markets in Malang Dinoyo 2) to assess the impact of the emergence of the modern market for the acquisition of the number of buyers and traders in market turnover Dinoyo.

This study uses qualitative research approaches with descriptive and inductive data analysis. Primary data obtained from the Office of Markets, Department of Industry and trade, and the results of other studies. Meanwhile, the secondary data obtained from in-depth interviews to traders in traditional markets and market managers Dinoyo Malang.

The results showed that 1) the development of modern market to 2011 within a radius of 2.5 km from Market Dinoyo are 40 modern market. While the traditional markets Dinoyo did not develop in number 2) an impact on the modern market decline in the number of buyers and the merchant turnover 50% to 80%.