

ABSTRAK

MOBILITAS SOSIAL PEDAGANG WARUNG KIOS ASAL KUNINGAN DI SEKITAR KAMPUS BUMI SILIWANGI

Mobilitas sosial dialami oleh masyarakat Kuningan di Kota Bandung. Peristiwa mobilitas sosial masyarakat Kabupaten Kuningan di sekitaran Kampus Bumi Siliwangi yang mempunyai karakteristik sebagai pedagang Warkop dan Kios rokok, menjadi daya tarik penulis untuk melakukan penelitian. Penelitian ini bertujuan untuk mengungkapkan faktor pendorong dan penarik, proses perpindahan, mobilitas sosial vertikal, dan bentuk keterikatan dengan daerah asal. Penelitian ini menggunakan pendekatan kualitatif dan metode deskriptif. Teknik pengumpulan data penulis menggunakan wawancara mendalam, observasi partisipasi, studi dokumentasi, dan studi literatur. Uji keabsahan data dikakukan menggunakan triangulasi sumber data. Hasil penelitian didapatkan bahwa adanya faktor pendorong mobilitas sosial yaitu menjadi mandiri, sulit pekerjaan, kurangnya pendidikan dan faktor gengsi (*prestige*). Faktor penarik diantaranya Pendapatan lebih baik, luasnya lapangan pekerjaan, lingkungan fisik dan sosial, daya tarik teman, keluarga, tempat rekreasi dan faktor pendidikan. Mereka sebelumnya menggeluti profesi sebagai Buruh tani, pegawai swasta, pedagang dan pelajar. Permasalahan yang dilalui sebelum menjadi pedagang di sekitaran Kampus Bumi Siliwangi yaitu keberlanjutan sekolah dan penertiban lokasi usaha oleh pihak berwajib. Mobilitas sosial vertikal para mobilisan yang terjadi adalah *social climbing* (naik) dan *social sinking* (turun). Hasil tersebut dinilai dari pra dan pasca migrasi, diantaranya pendapatan, kepemilikan aset, sumbangsih dan peranan, dan hubungan sosial. Jalinan kekeluargaan dengan daerah asal bertahan dengan baik. Tanggung jawab materiil kepada keluarga di daerah asal selalu dilakukan secara langsung maupun tidak langsung, seperti pengiriman lewat rekening ataupun pulang kampung.

Kata Kunci : Mobilitas Sosial, Pedagang Warkop dan Kios Rokok

ABSTRACT

THE SOCIAL MOBILITY OF KUNINGAN SELLER

AROUND THE CAMPUS OF BUMI SILIWANGI

Social mobility is the movement of individuals or a group within social status and roles, either vertically or horizontally. Social mobility happens to Kuningan people in Bandung city. The social mobility of Kuningan people characterized as street vendors in coffee stand and cigarette kiosk around the campus of Bumi Siliwangi caught the author's interest to conduct a study. This study was to explain the motivating factors and the pulling factors of the social mobility, the process of the change, the vertical social mobility, and their relations to the people's origin. This study used qualitative approach and descriptive method. As for the data collection techniques, in-depth interview was used, participatory observation, document study, and literature study. Data reliability was tested using triangulation technique for the data sources. The results show that there were motivating factors, including the independency self-development, the difficulty in finding a job, the lack of education, and prestige. The pulling factors were the better income, the length of job opportunity, the physical and social environment, the influence from friends and family, the recreation places, and the education. The research participants were once farm workers, private employees, sellers, and students prior to having their current professions. The problems they had faced before being the street vendors in the vicinity of Bumi Siliwangi campus were the school sustainability and the policing of business location by the authorities. The vertical social mobility of the mobilitians was social climbing and social sinking. That result was evaluated from before and after migration, including the evaluation towards income, assets ownership, social contribution, and social relationship. The kinship with the people from the place of origin was well preserved. The financial responsibility to the family in the hometown was always fulfilled directly or non-directly, such as sending money through bank account or going back to hometown.

Keywords : Social mobility, street vendors of coffee stand, and cigarette kiosk.