

**HARDIYANTI M.HI TARAJU. 04371711004 ANALISIS PENDAPATAN
PEDAGANG KERUPUK KAMPLANG DI PASAR LABUHA
KECAMATAN BACAN**

Pembimbing : Mardiyani Sidayat, S.P., M.A

Mila Fatmawati, S.Pd., S.E., M.SA

ABSTRAK

Kerupuk kamplang adalah salah satu makanan ringan masyarakat Bacan yang lazim dikenal sejak zaman dahulu kala. Pada awalnya kesultanan Bacan terdapat beberapa jenis makanan tradisional salah satu diantara adalah kerupuk kamplang. Kerupuk ini diberi nama kamplang yang berasal dari bahasa Bacan yang artinya irisan tipis. Irisan tipis ini bermakna filosofis, yaitu khusus bagi masyarakat adat kesultanan Bacan dalam berperilaku dan halus tutur kata dan berperilaku sopan santun (Abdulrahman, 2005). Hasil penelitian menunjukkan bahwa; (1) Pendapatan pedagang kerupuk kamplang di pasar Labuha Kecamatan Bacan rata-rata sebesar 6.653,541/Tahun, (2) Dari analisis kelayakan usaha penjualan kerupuk kamplang menunjukkan rata-rata nilai R/C Ratio sebesar 1,3 > 1, kondisi ini menunjukkan bahwa usaha penjualan kerupuk kamplang di pasar Labuha Kecamatan Bacan layak untuk dijalankan

Kata kunci: Pendapatan, Pedagang, Kamplang

HARDIYANTI M.HI TARAJU. 04371711004 ANALYSIS OF THE INCOME OF KAMPLANG CRACKER TRADERS IN LABUHA MARKET, BACAN DISTRICT

Pembimbing : Mardiyani Sidayat, S.P., M.A

Mila Fatmawati, S.Pd., S.E., M.SA

ABSTRACT

Kamplang crackers are one of the snacks of the Bacan people that have been commonly known since ancient times. At the beginning of the Bacan sultanate there were several types of traditional food, one of which was kamplang crackers. This cracker is named kamplang which comes from the Bacan language which means thin slices. This thin slice has a philosophical meaning, namely specifically for the indigenous people of the Bacan sultanate in behaving and speaking smoothly and behaving politely (Abdulrahman, 2005). The results of the study show that; (1) The average income of kamplang cracker traders in the Labuha market, Bacan District is 6,653,541/year, (2) From the analysis of the feasibility of the kamplang cracker sales business, the average R/C Ratio value is $1.3 > 1$, this condition shows that the business of selling kamplang crackers in the Labuha market, Bacan District is feasible to run

Keywords: *Income, Traders, Kamplang*