

ABSTRACT

**Effect of modern market development toward the performance of
small and medium micro enterprises or (*UMKM*) in Kabupaten Sleman**

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The background of this research was the increase of modern market development in Kabupaten Sleman that changed the human lifestyle in providing their needs that increased day by day. This research was to analyze the effect of modern market development toward the performance of small and medium micro enterprises or (*UMKM*) in Kabupaten Sleman. This research combined the quantitative and qualitative method.

The evaluation of quantitative effect used difference-in-difference method that was common to be used to evaluate effect.

The qualitative analysis was conducted in the form of indepth interview with the key informants, and then the researcher analyzed it according to Islamic economy perspective. The result of this research indicated that distance and price factors between *UMKM* and shopping center was very determining, *UMKM*s located near shopping center had the biggest negative influence especially in the decrease of profit, turnover, and the total number of consumers but not in the total number of employees.

Keywords: Effect, *UMKM*, Modern Market, Profit, Turnover, Number of Consumer, Number of Employee.

ABSTRAK

DAMPAK PEMBANGUNAN PASAR MODERN TERHADAP KINERJA UMKM DI KABUPATEN SLEMAN

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Penelitian yang di latar belakang oleh berkembangnya pembangunan pasar modern di Kabupaten Sleman sehingga merubah gaya hidup manusia untuk memenuhi kebutuhannya yang semakin hari semakin tinggi dengan alasan mengikuti perkembangan jaman. Penelitian ini bertujuan untuk menganalisa dampak pembangunan pasar modern terhadap kinerja UMKM di Kabupaten Sleman dalam perspektif ekonomi Islam. Penelitian ini menggabungkan metode kuantitatif dan kualitatif. Evaluasi dampak kuantitatif menggunakan metode *difference-in-difference* yang lazim digunakan dalam mengevaluasi dampak. Analisis kualitatif sendiri dilakukan dalam bentuk wawancara mendalam dengan informan kunci. Hasil penelitian menunjukkan bahwa faktor jarak dan harga antara umkm dan mall sangat menentukan, dimana UMKM yang berada dekat dengan mall paling banyak terkena dampak negatif terutama penurunan pada keuntungan, omzet dan jumlah pembeli tetapi tidak dengan jumlah tenaga kerja.

Kata Kunci: Dampak, UMKM, Pasar Modern, Keuntungan, Omzet, Jumlah pembeli, Jumlah Tenaga Kerja.