

ABSTRACT

YOHANES CHRISTIAN KLAU THE EFFECT OF SOCIAL ASPECTS OF
JAKARTA CITY AND SURROUNDING
SUSTAINABLE CONTINUING OF BIRD
MARKET IN PRAMUKA STREET,
MATRAMAN, EAST JAKARTA

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Advisor

1. Miya Irawaty, ST., M.Sc
2. Ir. Rita Padawangi, MA(UD), MA. Ph.D

Bird Market in Pramuka street of Matraman is one of the famous market for selling various species of birds. The peculiarities of this market to be one of the city's identity. Specifically for bird lovers of this market into one of the excellent because it can meet the needs of their tertiary. For 40 years this market continues to grow. One of the factors that influence this development is the social culture of Jakarta and surrounding areas are diverse.

This study aimed to identify the influence of the social aspects of the city and surrounding communities that affect the sustainability of Bird Market in Pramuka Street. The research method used in this study is a qualitative research method. From the analysis done on the study findings, there are several of them, the social aspect, the difference is a characteristic feature of society in meeting the needs of tertiary. Community is a place to gather groups - groups that have a common character in meeting their needs. The relationship between traders by traders, merchants with the buyer exists due to requests from the group - a group of people of different characteristics. The existence of social interaction that occurs between

activity in the bird market with community activities in the surrounding environment causes changes to the market and the residential character of its people. Whereas, physically, the ability to serve the needs tertiary bird market in Jakarta and surrounding communities, is a form of creativity trader in providing tertiary supply needs. The relationship between fellow traders doing the above supported with a variety of things such as capital, how to market and form a strong relationship between fellow traders.

The conclusion is a link between the social aspects of the city and surrounding communities is a crucial factor in the sustainability of Bird Market Street Scout ..

Keywords: sustainability, Social Aspects of Urban Community.