GEMMPAR
(Bentuk Resistensi Paguyuban Pedagang Pasar Rejosari Terhadap Relokasi Pasar Rejosari Salatiga)

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ABSTRACT
Rejosari Market burned in 2008. So the government of Salatiga issue policies to do construction using investors. The agreement of price conducted by the old P3R and the investors. The old P3R was chosen as a representative of traders. But the process of agreement of stalls and stores price caused internal conflict among traders because it is considered too burdensome the traders. Those who are not satisfied formed the new P3R. Moreover, the role of the city government is considered not cover all the needs in making decisions. The aim of the study is to describe the form of traders resistance to the implementation of relocation policy, using constructivism approach. Researcher saw that the resistance of new P3R used resource mobilization by requesting assistance from NGOs, lawyers, and university students which formed Gemmpar. Second, they used the framing done by Gemmpar to gain public sympathy by distributing pamphlets, banners, and zine making. The impact of Gemmpar dispersion implicated on the relocation of the traders who are the members of the New P3R to TPPS. The construction, using the government budget, was renegotiated by lawyers and some members P3R. At the end, store and stall price were dropped from ± Rp.9.000.000, - / m² and the store of ± Rp. 13.000.000, / m² to ± Rp.4.000.000, - / m² and the stall of ± Rp. 6,000,000 / m². The decreasing of stalls and store price is the success of the New P3R using social movement to intervene in Salatiga municipal government policy. 

Key word : new P3R, Relocation, The Government Of Salatiga, investor

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