

ABSTRACT

Diponegoro University as a growth pole and an activity base in terms of education, will be followed by the development or the growth of supporting activity around Diponegoro University, like the growth of trade for goods and services. The relocation of Diponegoro University from Pleburan to Tembalang resulted the inflows of the number of student, so it will increase the number of student in Tembalang site, and automatically the number of student in Pleburan site will be decrease.

This research aimed to find out the impact of the relocation of Diponegoro University from Pleburan to Tembalang to the food sector, both in tembalang nor Pleburan, by viewing the variable-difference of the number of consumer, the number of employee, total production, total sale, and the profit of the food merchant. This research also used primary and secondary data. The data analysis tools included validity test, reability test, and paired t test.

Based on the paired t test for the variable of total consumers in Pleburan site, showed the decrease by 53%, whereas the variable of total consumers in Tembalang site showed the increase by 26%. Then for the variable of total production in Pleburan site, showed the decrease by 52%, whereas the variable of total production in tembalang site showed the increase by 21%. Then for the variable of total employee in Pleburan site, it showed the decrease by 50%, whereas the variable of total employee in tembalang site showed the increase by 33%. Then for the variable of total sale in Pleburan site, it showed the decrease by 60%, whereas the variable of total sale in tembalang site showed the increase by 21%. Then for the variable of total profit in Pleburan site, it showed the decrease by 67%, whereas the variable of total profit in Tembalang site showed the increase by 33%.

Keywords : Diponegoro University, Pleburan Site, Tembalang Site, The Food Sector, Consumers, Production, Employee, Sale, Profit.