

ABSTRACT

The study is analyzes the influence established of the modern market ADA Siliwangi on Bulu Semarang traditional markets, especially in vegetables commodity. The study by analyzing the differences before and after the establishment of supermarkets ADA Siliwangi Semarang. The variables studied include income traders, buyers, trade time in hours per day and the amount of labor used. Samples taken are 32 respondents with non probability sampling methods using purposive sampling techniques.

Analysis tools are applied using the SPSS statistical parametric testing using independent sample t-test which includes the income of the different vegetables in Bulu traditional market before and after the establish of ADA Siliwangi.

Based on the test, showed that there were significant differences in income and the number of buyers of vegetables commodities traders in Bulu traditional markets before and after testablishing of ADA Siliwangi. While for a long trade and the amount of labor in commodity vegetable traders, the results showed no significant difference in vegetables commodities traders in Bulu Semarang traditional markets before and after the founding of ADA Siliwangi.

Keyword: *Modern market, Traditional Market, income, number of buyers, the old trade, amount of labor*