

ABSTRAK

AULIA AS-SYIFA NUR HERYADI, 2023. **Dampak Aktivitas Komersial Masyarakat Terhadap Lalu Lintas Jalan Mayor Abdurrahman Kelurahan Kotakaler Kecamatan Sumedang Utara Kabupaten Sumedang**. Jurusan Pendidikan Geografi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi.

Aktivitas komersial masyarakat merupakan aktivitas jual-beli barang dan jasa untuk mencari keuntungan melalui perdagangan, serta segala kegiatan penunjangnya seperti pengangkutan, komunikasi, keuangan dan lain-lain. Adanya aktivitas komersial mempengaruhi munculnya pedagang kaki lima dan aktivitas masyarakat lainnya, khususnya di Jalan Mayor Abdurrahman. Pemusatan kegiatan manusia seperti pedagang kaki lima, pertokoan dan sebagainya dalam model aktivitas linear menimbulkan banyak titik-titik konflik antar kendaraan dengan kendaraan lain dan antar pejalan kaki. Tujuan penelitian ini adalah untuk mengetahui jenis aktivitas komersial dan dampak dari aktivitas komersial masyarakat terhadap lalu lintas di sepanjang Jalan Mayor Abdurrahman. Metode penelitian yang dilakukan dalam penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data yang digunakan berupa observasi lapangan, teknik kuesioner, studi literatur dan studi dokumentasi. Sampel dalam penelitian ini sebanyak 102 orang dengan rincian, sebanyak 28 orang pemilik aktivitas komersial dengan teknik pengambilan sampel *purposive sampling*, sedangkan, 44 orang pedagang kaki lima, dan 30 orang pengunjung/pengendara menggunakan teknik *accidental sampling*. Data hasil kuesioner diolah dengan menggunakan analisis kuantitatif sederhana dengan rumus persentase (%). Hasil penelitian menunjukkan bahwa aktivitas komersial yang ada di Jalan Mayor Abdurrahman berupa toko/kios dan *departement store*/mall yang termasuk jenis perdagangan, adapun bengkel dan restoran/kafe merupakan jenis jasa. Sedangkan, dampak dari aktivitas komersial membuat lalu lintas mengalami tundaan dengan kecepatan rata-rata 39 km/jam. Adapun, penyebab dari tundaan tersebut karena kepadatan lalu lintas di depan Asia Plaza dan Griya Plaza pukul 12.00-12.30 WIB dan 14.30-15.00 WIB.

Kata Kunci : Dampak, Aktivitas Komersial Masyarakat, Lalu Lintas

ABSTRACT

AULIA AS-SYIFA NUR HERYADI, 2023. *The Impact of Community Commercial Activities on Major Abdurrahman Road Traffic, Kotakaler Village, Sumedang Utara District, Sumedang Regency.* Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University.

Community commercial activity is the activity of buying and selling goods and services to seek profit through trade, as well as all supporting activities such as transportation, communication, finance and others. The existence of commercial activities influenced the emergence of street vendors and other community activities, especially on Jalan Mayor Abdurrahman. The concentration of human activities such as street vendors, shops and so on in a linear activity model creates many points of conflict between vehicles and other vehicles and between pedestrians. The purpose of this study was to determine the types of commercial activities and the impact of community commercial activities on traffic along Jalan Mayor Abdurrahman. The research method used in this research is a descriptive method with a quantitative approach. Data collection techniques used in the form of field observations, questionnaire techniques, literature studies and documentation studies. The sample in this study were 102 people with details, as many as 28 people who owned commercial activities with a sampling technique purposive sampling, meanwhile, 44 street vendors, and 30 visitors/riders used the technique accidental sampling. Questionnaire result data is processed using simple quantitative analysis with the percentage formula (%). The results showed that commercial activities on Jalan Mayor Abdurrahman were in the form of shops/stalls and department stores/malls are types of trade, while workshops and restaurants/cafes are types of services. Meanwhile, the impact of commercial activities causes traffic delays with an average speed of 39 km/hour. Meanwhile, the cause of the delay was due to the traffic density in front of Asia Plaza and Griya Plaza at 12.00-12.30 WIB and 14.30-15.00 WIB.

Keywords: *Impact, Community Commercial Activities, Traffic*