

***The Impact of the Emergence of Modern Markets on the Income of Chicken Egg Traders in Traditional Markets, Kaliwates District - Jember***

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***ABSTRACT***

*This study aims to compare the amount of income of traditional market traders before and after the emergence of modern markets in Kaliwates District - Jember , as well as knowing the problems faced by traders in traditional markets related to the existence of modern markets. The research method used is a survey method with 30 people in each market and the sample is taken using accidental sampling. Respondents were divided into two, namely merchant respondents and buyer respondents. From the results of the study, it was concluded that the income of chicken egg traders in the traditional market of Kaliwates sub-district decreased by 20% after the emergence of the modern market. The average income of broiler egg traders in traditional markets before the emergence of modern markets was Rp. 320,166.67. After the emergence of the modern market, it decreased to Rp. 253.333.33. The impact faced by chicken egg traders in Traditional Markets after the emergence of the modern market in Kaliwates District - Jember is a decrease in the number of buyers (9,747) and a decrease in the number of daily turnover (11,818). Meanwhile, the number of workers is not significantly or permanently affected (1,000).*

***Keywords : Modern Market, Traditional Market, Egg Trader, Turnover***