

ABSTRAK

Di Indonesia Street Food adalah bagian dari budaya dan Indonesia itu sendiri Berdasarkan data Asosiasi Pedagang Kaki Lima Indonesia (APKLI), Asosiasi Penjual Makanan Jalanan Indonesia, menyebutkan jumlah pedagang kaki lima yang ada di Indonesia sebanyak 22,9 juta orang. Namun saat ini jumlah pengusaha mikro yang ada dan tersebar di seluruh wilayah di Indonesia mencapai 53,1 juta orang. Ini berarti, hampir 50 persen pengusaha mikro di negara tersebut adalah pengusaha yang bergerak di PKL.

Street Food Cart di Indonesia memiliki banyak model, sayangnya Street Food Cart Design tidak banyak dikembangkan dari zaman dahulu hingga sekarang, namun sangat mempengaruhi keefektifan penjualan.

Fokus penelitian ini adalah bagaimana memodernisasi Keranjang Makanan Jalanan Indonesia tanpa menghilangkan aspek tradisional.

Kata kunci: Indonesian Street Food Cart, Tradisional, Sepeda Motor, Modernisasi

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ABSTRACT

In Indonesia Street Food are a part of culture and Indonesia it self. Based on the data Asosiasi Pedagang Kaki Lima Indonesia (APKLI) ; Indonesian Street Food Vendor Association, mentioned the number of street vendors which is in Indonesia as much as 22.9 million people. Yet the current amount existing micro entrepreneurs and scattered throughout the region in Indonesia reached 53.1 million people. This means, almost 50 percent of micro entrepreneurs in the country is a businessman engaged in the street vendors.

Street Food Cart in Indonesia have a plenty of model. Unfortunately Street Food Cart Design not much developed from ancient times until now. Yet it greatly affects the effectiveness of sales

This research focus on how to modernization an Indonesian Street Food Cart without eliminate the traditional aspect.

Keywords: Indonesian Street Food Cart, Traditional, Motorcycle, Modernization

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