

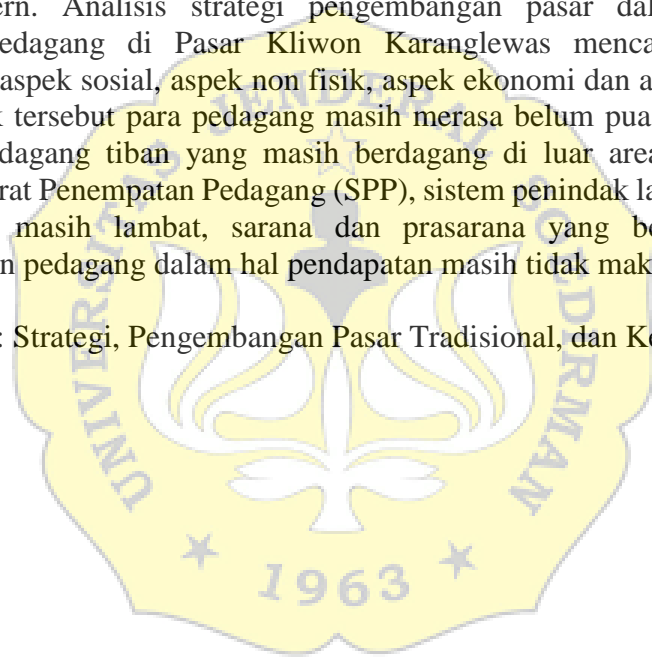
RINGKASAN

Pasar tradisional merupakan bentuk ekonomi kerakyatan dan juga merupakan salah satu pilar perekonomian nasional di Indonesia. Kondisi pasar tradisional sebagian besar kotor dan tidak nyaman untuk berbelanja akan tetapi tetap ramai di kunjungi oleh pembeli.

Penelitian ini menggunakan metode analisis deskriptif dengan pendekatan kualitatif. Lokasi penelitian adalah di pasar Kliwon, Karanglewas, Banyumas. Informan penelitian Kepala Pengelola Pasar Kliwon Karanglewas dan 6 Pedagang.

Hasil penelitian menunjukkan bahwa pengembangan pasar tradisional yang dilakukan Pengelola pasar Kliwon Karanglewas melalui program revitalisasi pasar tradisional yang bertujuan untuk dapat meningkatkan daya saing pasar dan mengaktifkan kembali kegiatan pasar tradisional agar mampu bersaing dengan pasar modern. Analisis strategi pengembangan pasar dalam meningkatkan kepuasan pedagang di Pasar Kliwon Karanglewas mencakup empat aspek diantaranya aspek sosial, aspek non fisik, aspek ekonomi dan aspek fisik. Dari keempat aspek tersebut para pedagang masih merasa belum puas, karena pedagang liar atau pedagang tiban yang masih berdagang di luar area pasar serta tidak memiliki Surat Penempatan Pedagang (SPP), sistem penindak lanjutan keluhan dan saran yang masih lambat, sarana dan prasarana yang belum optimal dan kesejahteraan pedagang dalam hal pendapatan masih tidak maksimal (menurun).

Kata Kunci : Strategi, Pengembangan Pasar Tradisional, dan Kepuasan Pedagang



SUMMARY

Traditional markets are a form of popular economy and are also one of the pillars of the national economy in Indonesia. The traditional market conditions are mostly dirty and uncomfortable to shop but still crowded in visit by buyers.

This study uses descriptive analysis method with qualitative approach. The research location is Kliwon market, Karanglewas, Banyumas. The research informant Head of Market Manager Kliwon Karanglewas and 6 traders.

The results showed that traditional market development is carried out by the market manager Kliwon Karanglewas through traditional market revitalization program that aims to be able to improve market competitiveness and reactivate traditional market activities in order to compete with the modern market. Analysis of market development strategies in increasing the satisfaction of traders in the Kliwon Karanglewas Market includes four aspects including social aspects, non-physical aspects, economic aspects and physical aspects. From the analysis of the four aspects, the traders were not satisfied, because wild traders or foreign traders who still trade outside the market area and do not have a Trader Placement Letter (SPP), the system of follow-up complaints and suggestions that are still slow, facilities and infrastructure were not optimal and the welfare of traders in terms of income was not maximal (decreased).

Keywords : Strategy, Traditional Market Development, and Trader Satisfaction

