

RINGKASAN

Penelitian ini dilatarbelakangi bahwa masih terdapat masalah-masalah di Pasar Wage Purwokerto seperti fasilitas pasar kurang memadai, kesadaran pedagang dalam menjaga kebersihan yang masih kurang, hingga menjamurnya pedagang di area pasar hingga mengakibatkan kemacetan. Kebakaran Pasar Wage pada tahun 2020 juga telah mengakibatkan kerugian bagi pedagang dan beberapa bagian bangunan mengalami kerusakan.

Tujuan penelitian adalah untuk mendeskripsikan dan menggambarkan upaya pemberdayaan Pasar Wage oleh Dinas Perindustrian dan Perdagangan Kabupaten Banyumas. Jenis penelitian ini menggunakan jenis penelitian kualitatif dengan pendekatan deskriptif. Adapun teknik pemilihan informan dalam penelitian ini adalah purposive sampling dan snowball sampling. Pengumpulan data yang dilakukan dengan cara wawancara, observasi, dan dokumentasi dengan analisis data menggunakan metode analisis data interaktif menurut Miles & Huberman.

Hasil penelitian pemberdayaan Pasar Wage Purwokerto oleh Dinas Perindustrian dan Perdagangan Kabupaten Banyumas dapat dilihat dari aspek input, proses, dan output pemberdayaan. Pada aspek input, upaya yang dilakukan antara lain membuat rencana kerja pada tiap tahunnya, pembentukan UPTD Pasar dan pembagian tugas fungsi, pemenuhan sarana prasarana pasar, dan pemberian bantuan modal kepada pedagang pasar. Pada aspek proses, beberapa kegiatan yang diselenggarakan adalah pelatihan Bimbingan Teknik (Bimtek) dan pembinaan bagi pengelola pasar dan pedagang, pemeliharaan sarana prasarana pasar, administrasi pendataan pedagang, penguatan paguyuban, serta monitoring dan evaluasi terhadap pengelolaan pasar. Terdapat beberapa masalah pada aspek proses yaitu banyak pedagang tidak mengetahui pelatihan Bimtek dan munculnya beberapa kelompok pedagang pasar. Kemudian pada aspek output dalam penelitian ini ditemukan bahwa ketertiban dan penataan pedagang di Pasar Wage belum maksimal karena pedagang yang tidak menggunakan lahan pasar sesuai aturan pasar, kesadaran pedagang mengenai kebersihan pasar masih kurang, adanya penurunan Indeks Kepuasan Masyarakat (IKM) pada pelayanan pasar, serta kualitas sarana prasarana yang mengalami penurunan dari tahun ke tahun.

Kata Kunci : pemberdayaan, pasar tradisional

SUMMARY

The background of this research is that there are still problems at Wage Purwokerto Market such as inadequate market facilities, lack of awareness of traders in maintaining cleanliness, to the mushrooming of traders in the market area resulting in congestion. The Wage Market fire in 2020 has also resulted in losses for traders and several parts of the building have been damaged.

The aim of the research is to describe and describe the Wage Market empowerment efforts by the Department of Industry and Trade of Banyumas Regency. This type of research uses a type of qualitative research with a descriptive approach. The informant selection techniques in this study were purposive sampling and snowball sampling. data collection was carried out by means of interviews, observation, and documentation with data analysis using interactive data analysis methods according to Miles & Huberman.

The results of the research on the empowerment of the Purwokerto Wage Market by the Office of Industry and Trade of the Banyumas Regency can be seen from the input, process and output aspects of the empowerment. In the input aspect, the efforts made include making a work plan every year, establishing the UPTD Market and dividing up functional tasks, fulfilling market infrastructure, and providing capital assistance to market traders. In the process aspect, some of the activities held are Technical Guidance (Bimtek) training and coaching for market managers and traders, maintenance of market infrastructure, administration of trader data collection, strengthening of associations, as well as monitoring and evaluation of market management. There are several problems in the process aspect, namely many traders do not know about Bimtek training and the emergence of several groups of market traders. Then in the output aspect in this study it was found that the orderliness and arrangement of traders at Wage Market was not optimal because traders did not use market land according to market rules, traders' awareness regarding market cleanliness was still lacking, there was a decrease in the Community Satisfaction Index (IKM) in market services, and the quality of infrastructure has decreased from year to year.

Keywords: *Empowerment, Traditional Market*