

RANGKUMAN

Penelitian ini membahas mengenai analisis efektivitas revitalisasi pasar desa dan dampaknya terhadap pedagang dan pengelolaan di Pasar Wage Kalisalak, Kecamatan Kebasen.

Objek penelitian dilakukan di Pasar Wage Kalisalak dengan responden pedagang sebanyak 78 sampel responden. Pengumpulan data menggunakan observasi, wawancara langsung, dan kuesioner. Jenis penelitian ini adalah penelitian kuantitatif dengan teknik analisis deskriptif, uji Mc Namer, dan Uji Wilcoxon menggunakan software SPSS.

Berdasarkan hasil analisis, diperoleh bahwa (1) tingkat efektivitas dari segi input, proses dan output program revitalisasi pasar, (2) perbedaan pengelolaan pasar antara sebelum dan sesudah revitalisasi, (3) perbedaan kondisi lingkungan antara sebelum dan sesudah revitalisasi, dan (4) perbedaan pendapatan antara sebelum dan sesudah revitalisasi.

Kata Kunci: Dana Desa, efektivitas, revitalisasi, pengelolaan pasar, dan pendapatan pedagang .

SUMMARY

This study discusses the analysis of the effectiveness of village market revitalization regarding traders and management in Wage Kalisalak Market, Kebasen District.

The object of the research was conducted at the Wage Kalisalak Market with 78 samples of traders as respondents. Collecting data using observation, direct interviews, and questionnaires. This type of research is quantitative research with descriptive analysis techniques, Mc Namer test, and Wilcoxon test using SPSS software.

Based on the analysis, it was found that (1) the level of effectiveness in terms of inputs, processes, and outputs of the market revitalization program, (2) differences in market management between before and before revitalization, (3) differences in environmental conditions between before and before revitalization, and (4) differences in income between before and before revitalization

Keywords: Village Funds, effectiveness, revitalization, market management, and merchant income.