

RINGKASAN

Collaborative governance saat ini banyak digunakan dalam menyelesaikan permasalahan publik atau mengelola suatu program, salah satunya adalah dalam revitalisasi Pasar Manis di Kecamatan Purwokerto Barat Kabupaten Banyumas melalui program revitalisasi 1.000 pasar 2015, dimana pemerintah berkolaborasi dengan pihak kepentingan lainnya seperti swasta atau pelaku usaha, dan masyarakat. Penelitian ini bertujuan untuk mengetahui proses kolaborasi yang dilakukan antar aktor dalam revitalisasi Pasar Manis Kecamatan Purwokerto Barat Kabupaten Banyumas. Metode penelitian yang digunakan yaitu penelitian kualitatif deskriptif. Lokasi penelitian di Pasar Manis Purwokerto, sasaran dalam penelitian ini antara lain yaitu unsur pemerintah yaitu, Kepala bidang Pasar dan PKL Dinas Perindustrian dan Perdagangan Kabupaten Banyumas, UPT Pasar Manis Purwokerto, unsur swasta yaitu PT. Krakatau Indah dan unsur masyarakat meliputi Ketua Paguyuban Pasar Manis Purwokerto. Pemilihan informan dilakukan dengan menggunakan *purposive sampling*. Metode analisis yang digunakan adalah interaktif. Keabsahan data diuji dengan triangulasi sumber.

Hasil penelitian menunjukkan bahwa secara umum proses revitalisasi Pasar Manis telah menerapkan proses kolaboratif dikatakan berjalan dengan baik diawali tahap Dialog Tatap Muka (*face to face*), membangun kepercayaan (*trust building*), komitmen pada proses (*commitment to process*), berbagi pemahaman (*shared understanding*), dan hasil sementara (*intermediate outcome*).

Kata kunci: Revitalisasi, Pasar Rakyat, Perspektif *Collaborative governance*.

SUMMARY

Collaborative governance is now widely used in solving the problems of public or managing a program, one of them is in the Manis market revitalization in West Purwokerto District, Banyumas Regency through the revitalization program of 1,000 markets in 2015, where the government collaborate with the other stakeholders such as private or business, and society. This study aims to know the process of collaboration conducted among actors in the revitalization of Pasar Manis West Purwokerto, Banyumas District. The research method used is descriptive qualitative. Location of this research is in Pasar Manis Purwokerto, target of this study are the government unsure, they are: Head of Markets and street vendors of Industry and Commerce Banyumas, Pasar Manis Purwokerto Unit, the private sector, PT. Krakatau Indah and community elements include Chairman of Pasar Manis Purwokerto Society. Selection of informants was done by using purposive sampling. The analytical method used is interactive. The validity of the data is tested by source triangulation.

The results of this research shows that in general the process of revitalization of Pasar Manis has implemented a collaborative process is said to run well beginning stage of face to face dialogue, trust building, commitment to process, shared understanding, and intermediate outcomes.

Keywords: Revitalization, People Market, Collaborative governance Perspective