

ABSTRAK

STRATEGI PENGEMBANGAN PASAR TRADISIONAL SUMBERSARI, BANTUL, METRO SELATAN MENGGUNAKAN ANALISIS SWOT

Oleh

SALSABILLA NANDA ASRI AGUSTIN

Pasar konvensional bersifat krusial dalam mendorong perekonomian masyarakat dan menjadi sumber pendapatan bagi pelaku usaha kecil. Namun, daya saing pasar tradisional semakin berkurang sebagai akibat dari perkembangan pasar modern dan perubahan dalam perilaku konsumen. Pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi diterapkan dalam penelitian ini. Penelitian ini bertujuan untuk mengidentifikasi faktor internal dan eksternal serta mengembangkan strategi dengan mengaplikasikan analisis SWOT. Hasil penelitian menunjukkan bahwa kekuatan menjadi faktor penting di pasar termasuk lokasi strategis, harga kompetitif, hubungan baik antara pengelola dan pedagang, loyalitas pelanggan, dan pelayanan yang ramah. Keterbatasan fasilitas, kekurangan sumber daya manusia, kelemahan struktural, dan penurunan jumlah pedagang merupakan beberapa kelemahan yang dimiliki. Faktor peluang terdiri atas rencana revitalisasi pasar, perluasan RSUD Sumbersari, potensi wisata kuliner, dukungan modal. Ancaman yang dihadapi berupa persaingan dengan minimarket, perubahan perilaku konsumen menuju *e-commerce*, kenaikan biaya operasional, dan alih fungsi lahan. Berlandaskan hasil analisis SWOT, Pasar Tradisional Sumbersari berada pada Kuadran II sehingga strategi diferensiasi belanja sosial dan transparan, negosiasi harga bersama, penguatan jaminan hukum lapak, dan strategi harga kompetitif terukur menjadi strategi yang tepat dalam pengembangan pasar.

Kata Kunci: Pasar Konvensional, Analisis SWOT, Strategi Pengembangan.

ABSTRACT

DEVELOPMENT STRATEGY OF SUMBERSARI TRADITIONAL MARKET, BANTUL, SOUTH METRO USING SWOT ANALYSIS

By

SALSABILLA NANDA ASRI AGUSTIN

Traditional markets have been crucial in driving the economy and serving as a source of income for small businesses. However, the competitiveness of traditional markets has been declining due to the rise of modern markets and changes in consumer behavior. This study employs a descriptive qualitative approach, with data collected through observation, interviews, and documentation. The study aims to identify internal and external factors and develop strategies using SWOT analysis. The results indicate that strengths such as strategic location, competitive pricing, good relations between management and vendors, customer loyalty, and friendly service are key factors in this market. Weaknesses include limited facilities, a shortage of human resources, structural deficiencies, and a decline in the number of vendors. Opportunities include plans for market revitalization, the expansion of Summersari General Hospital, culinary tourism potential, and access to capital. The threats faced include competition with minimarkets, shifts in consumer behavior toward e-commerce, rising operational costs, and land conversion. Based on the SWOT analysis results, Summersari Traditional Market is positioned in Quadrant II, indicating that a diversification strategy is the most appropriate approach for market development. Therefore, social and transparent shopping differentiation, collective price negotiation, strengthening legal guarantees for market stalls, and the implementation of a measurable competitive pricing strategy are recommended as key strategies for the market's development.

Keywords: Traditional Market, SWOT Analysis, Development Strategy.