

ABSTRAK

PERAN KOREM GATAM DALAM PEMBERDAYAAN PEDAGANG PASAR KOGA KEDATON DIMASA PANDEMI COVID-19 (Studi di Pasar Koga, Kecamatan Kedaton Kota Bandar Lampung)

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Pemberdayaan pedagang di Pasar Koga Kota Bandar Lampung oleh Korem Gatam bersama dengan Koperasi Kartika Gatam didasarkan atas kebijakan yang dijadikan acuan SOP berupa Permenkeu RI No. 54/PMK.06/ 2015 tentang persetujuan pemanfaatan BMN di lingkungan TNI-AD. Adanya dampak pandemi covid mengakibatkan daya beli masyarakat menurun dan menjadikan penghasilan justru semakin krisis. maka dalam hal ini perlu adanya peran korem untuk melakukan pemberdayaan sesuai dengan situasi para pedagang di Pasar Koga. Tujuan dari penelitian ini yaitu untuk mengetahui Peran Korem Gatam dalam pemberdayaan Pedagang Pasar Koga Kedaton Kota Bandar Lampung dimasa pandemi covid-19. Metode penelitian yang digunakan adalah tipe penelitian deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data yang digunakan yaitu wawancara, observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa peran dari Korem Gatam belum sepenuhnya berperan. Hal ini dibuktikan dengan minat beli yang rendah, program dan kegiatan dalam mendukung target hasil jual kurang maksimal, fasilitas utama rusak, dana pengelolaan pasar yang masih minim dalam pengembangan dan pengelolaan pasar. Meskipun demikian partisipasi masyarakat yang sadar akan kenyamanan lingkungan pasar koga kedaton masih terus terjaga.

Kata Kunci : Peran, Korem Gatam, Pemberdayaan, Pedagang

ABSTRACT

THE ROLE OF THE GATAM KOREM IN EMPOWERMENT OF THE KOGA KEDATON MARKET DURING PANDEMI COVID-19 (Study at Koga Market, Kecamatan Kedaton Bandar Lampung City)

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The empowerment of traders at the Koga Market in city Bandar Lampung by Korem Gatam together with the Kartika Gatam Cooperative is based on a policy that is used as a reference for SOP in the form of Minister of Finance Regulation No. 54/PMK.06/2015 concerning the approval of the use of BMN within the TNI-AD. The impact of the COVID-19 pandemic has resulted in people's purchasing power decreasing and making their income even more critical. so in this case it is necessary to have the role of the Korem to empower in accordance with the situation of the traders in Koga Market. The purpose of this study was to determine the role of the Gatam Military Command in empowering the Koga Kedaton Market Traders in Bandar Lampung City during the pandemic. The research method used is descriptive research type with a qualitative approach. Data collection techniques used are interviews, observation and documentation. The results showed that the role of the Gatam Korem had not yet fully played a role. This is evidenced by low buying interest, programs and activities to support sales targets are less than optimal, main facilities are damaged, market management funds are still minimal in market development and management. However, the participation of the people who are aware of the comfort of the Koga Kedaton market environment is still maintained.

Keywords: Role, Gatam Military Command, Empowerment, Trader