

ABSTRAK

EFEKTIVITAS PROGRAM REVITALISASI PASAR TRADISIONAL (STUDI PADA PASAR TANI KECAMATAN KEMILING KOTA BANDAR LAMPUNG)

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Revitalisasi pasar tradisional merupakan upaya yang dilakukan oleh pemerintah dalam memperbaiki fisik bangunan dan manajemen pengelolaan pasar rakyat agar pasar rakyat dapat tetap eksis dan mampu bersaing dengan perkembangan toko modern dan pusat-pusat perbelanjaan yang ada. Di Kota Bandar Lampung sendiri terdapat beberapa pasar tradisional yang telah direvitalisasi, salah satunya yakni Pasar Tani Kecamatan Kemiling Kota Bandar Lampung. Penelitian ini bertujuan untuk menganalisis efektivitas program revitalisasi pasar tradisional di Pasar Tani Kecamatan Kemiling Kota Bandar Lampung dan mengidentifikasi faktor penghambat program revitalisasi pasar tradisional di Pasar Tani Kecamatan Kemiling Kota Bandar Lampung. Jenis penelitian ini adalah kualitatif dengan pendekatan kualitatif deskriptif yang dikaji dengan indikator pengukuran efektivitas dari Nakamura dan Smallwood. Dalam penelitian ini, peneliti mengumpulkan data melalui metode observasi, wawancara dan dokumentasi. Berdasarkan hasil penelitian ini diperoleh bahwa program revitalisasi di Pasar Tani belum efektif karena belum dapat memenuhi kelima indikator efektivitas program. Faktor penghambat efektivitas program revitalisasi di Pasar Tani yaitu kurangnya upaya pengelola pasar dalam menciptakan lingkungan perdagangan yang sesuai dengan petunjuk teknis perdagangan serta kurangnya upaya pembinaan disiplin kepada para pedagang yang ada.

Kata Kunci : Efektivitas, Revitalisasi, Pasar Tradisional

ABSTRACT

EFFECTIVENESS OF THE TRADITIONAL MARKET REVITALIZATION PROGRAM (STUDY AT PASAR TANI, KEMILING DISTRICT, BANDAR LAMPUNG CITY)

By

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Revitalization of traditional markets is an effort made by the government to improve the physical buildings and management of people's markets so that people's markets can continue to exist and be able to compete with the development of modern shops and existing shopping centers. In Bandar Lampung City itself, there are several traditional markets that have been revitalized, one of which is the Tani Market, Kemiling District, Bandar Lampung City. This research aims to analyze the effectiveness of the traditional market revitalization program in the Tani Market, Kemiling District, Bandar Lampung City and identify the inhibiting factors for the traditional market revitalization program in the Tani Market, Kemiling District, Bandar Lampung City. This type of research is qualitative with a descriptive qualitative approach which is studied using effectiveness measurement indicators from Nakamura and Smallwood. In this research, researchers collected data through observation, interviews and documentation methods. Based on the results of this research, it was found that the revitalization program at Tani Market was not effective because it had not been able to meet the five indicators of program effectiveness. Factors inhibiting the effectiveness of the revitalization program at Tani Market are the lack of efforts by market managers to create a trading environment that is in accordance with technical trading instructions and the lack of efforts to foster discipline among existing traders.

Keywords: effectiveness; revitalization; traditional market