

ABSTRAK

PENGELOLAAN PASAR TRADISIONAL OLEH PERUSAHAAN UMUM DAERAH PASAR KOTA TANGERANG (Studi di Pasar Tradisional Poris Indah, Kota Tangerang)

Oleh

Meza Difia Syaffanaztiti

Pasar tradisional masih memegang peran penting dalam perekonomian masyarakat, termasuk di Kota Tangerang. Namun, pasca-revitalisasi Pasar Poris Indah, masih ditemukan berbagai permasalahan seperti rendahnya kepatuhan pedagang terhadap retribusi, pemanfaatan kios yang belum optimal, serta pengelolaan kebersihan yang belum berjalan efektif. Kondisi ini mendorong Perusahaan Umum Daerah (Perumda) Pasar Kota Tangerang untuk meningkatkan kualitas tata kelola pasar melalui penerapan fungsi-fungsi manajemen. Penelitian ini bertujuan untuk mengetahui pelaksanaan fungsi manajemen Perumda Pasar Kota Tangerang dalam pengelolaan Pasar Poris Indah serta mengidentifikasi faktor-faktor penghambatnya. Penelitian menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa Perencanaan telah dilakukan melalui penyusunan Rencana Kerja dan Anggaran Perusahaan (RKAP), Pengorganisasian dijalankan dengan pembentukan struktur kepengurusan pasar, Pelaksanaan meliputi sosialisasi, penataan pedagang, serta pelayanan kebersihan, sementara Pengendalian dilakukan melalui monitoring dan evaluasi rutin. Namun, terdapat kendala berupa keterbatasan sumber daya manusia, lemahnya pengendalian terhadap pedagang, serta sistem retribusi yang kurang fleksibel. Hambatan tersebut menyebabkan pengelolaan pasar belum optimal dalam mendukung kesejahteraan pedagang dan peningkatan Pendapatan Asli Daerah (PAD).

Kata kunci: Pengelolaan, Pasar Tradisional.

ABSTRACT

MANAGEMENT OF TRADITIONAL MARKETS BY THE REGIONAL PUBLIC COMPANY PASAR OF TANGERANG CITY (Study at Poris Indah Traditional Market, Tangerang City)

By

Meza Difia Syaffanaztiti

Traditional markets still play a vital role in the economics community, including in Tangerang City. However, after the revitalization of Poris Indah Market, several issues remain, such as low trader compliance with retribution fees, underutilized stalls, and ineffective waste management. These conditions encouraged the Regional Public Company (Perumda) Pasar of Tangerang City to improve market governance through the application of management functions. This study aims to examine the implementation of management functions by Perumda Pasar in managing Poris Indah Market and to identify the inhibiting factors. The research employed a descriptive qualitative approach with data collected through observation, interviews, and documentation. The findings indicate that Planning was carried out through the preparation of the Work Plan and Company Budget (RKAP), Organizing was implemented by establishing the market management structure, Actuating included outreach, trader arrangement, and sanitation services, while Controlling was conducted through regular monitoring and evaluation. Nevertheless, obstacles such as limited human resources, weak supervision of traders, and an inflexible retribution system hinder optimal market management. These challenges have prevented the market from fully supporting traders' welfare and contributing maximally to Local Own-Source Revenue.

Keywords: Management, Traditional Market,