

ABSTRAK

IMPLEMENTASI KEBIJAKAN REVITALISASI PASAR TRADISIONAL DI KOTA BANDAR LAMPUNG (STUDI KASUS PASAR PASIR GINTUNG)

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Pasar tradisional memiliki peran penting dalam kehidupan sosial dan ekonomi masyarakat Indonesia, namun mengalami penurunan daya saing akibat kondisi fisik yang kurang memadai dan perkembangan pasar modern. Oleh karena itu, revitalisasi pasar menjadi kebijakan strategis untuk meningkatkan fungsi dan kenyamanan pasar tradisional. Penelitian ini bertujuan menganalisis implementasi kebijakan revitalisasi Pasar Pasir Gintung di Kota Bandar Lampung. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teori implementasi kebijakan Van Meter dan Van Horn yang mencakup enam variabel, yaitu standar dan tujuan kebijakan, sumber daya, karakteristik badan pelaksana, sikap pelaksana, komunikasi antarorganisasi, serta kondisi sosial, ekonomi, dan politik. Hasil penelitian menunjukkan bahwa standar dan tujuan revitalisasi telah ditetapkan dengan jelas dan berhasil memperbaiki kondisi fisik pasar, namun belum optimal dalam penataan pedagang dan peningkatan aktivitas ekonomi pasca-revitalisasi. Sumber daya anggaran dan sarana prasarana tergolong memadai, tetapi sumber daya manusia dalam pengelolaan dan pengawasan pasar masih terbatas. Organisasi pelaksana memiliki kewenangan yang jelas, namun sikap pelaksana masih kurang tegas dalam penertiban pedagang dan pengelolaan pasca-revitalisasi. Komunikasi dan koordinasi antarinstansi telah dilakukan, tetapi belum berjalan efektif dan berkelanjutan. Selain itu, meskipun dukungan politik pemerintah cukup kuat, kondisi sosial dan ekonomi pedagang belum sepenuhnya mendukung keberhasilan revitalisasi. Temuan ini menegaskan pentingnya perhatian terhadap aspek non-fisik dalam implementasi kebijakan revitalisasi pasar.

Kata Kunci: Revitalisasi, Implementasi Kebijakan, Pasar Tradisional

ABSTRACT

IMPLEMENTATION OF TRADITIONAL MARKET REVITALIZATION POLICY IN BANDAR LAMPUNG CITY (CASE STUDY OF PASIR GINTUNG MARKET)

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Traditional markets play an important role in the social and economic life of Indonesian society; however, they have experienced a decline in competitiveness due to inadequate physical conditions and the development of modern markets. Therefore, market revitalization has become a strategic policy to improve the function and comfort of traditional markets. This study aims to analyze the implementation of the Pasir Gintung Market revitalization policy in Bandar Lampung City. The research employs a descriptive qualitative approach using the policy implementation theory of Van Meter and Van Horn, which includes six variables: policy standards and objectives, resources, characteristics of implementing agencies, implementers' attitudes, inter-organizational communication, and social, economic, and political conditions. The findings show that the standards and objectives of revitalization have been clearly defined and have successfully improved the physical condition of the market; however, they have not been fully achieved in terms of trader arrangement and post-revitalization economic activities. Budgetary resources and facilities are considered adequate, but human resources for market management and supervision remain limited. The implementing organizations have clear authority, yet policy implementers lack firmness in enforcing trader discipline and managing post-revitalization conditions. Inter-agency communication and coordination have been conducted but have not functioned effectively and sustainably. Furthermore, although political support from the government is relatively strong, the social and economic conditions of traders have not fully supported the success of revitalization. These findings highlight the importance of strengthening non-physical aspects in the implementation of market revitalization policies.

Keywords: Revitalization, Policy Implementation, Traditional Market