

## **ABSTRAK**

### **EVALUASI KEBIJAKAN REVITALISASI PASAR TRADISIONAL PULUNG KENCANA DI KABUPATEN TULANG BAWANG BARAT**

**Oleh:**

**DIRA SAFIRA**

Kebijakan Revitalisasi Pasar Tradisional Pulung Kencana merupakan upaya strategis pemerintah dalam memperkuat fungsi pasar tradisional sebagai pusat aktivitas ekonomi masyarakat. Kebijakan ini dilatarbelakangi oleh kondisi pasar yang sebelumnya kurang layak, tidak tertata, becek, dan kurang mendukung kenyamanan aktivitas perdagangan. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus serta perspektif evaluasi kebijakan William N. Dunn pada aspek responsivitas. Teknik pengumpulan data dilakukan melalui wawancara mendalam (*Indep Interview*), observasi non partisipan, dan dokumentasi dengan informan yang terdiri dari pihak BLUD, pedagang, dan pengunjung pasar. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Kebijakan Revitalisasi Pasar Tradisional dilaksanakan Melalui amanat UU No. 7 Tahun 2014. Kebijakan tersebut menunjukkan tingkat responsivitas dalam menjawab kebutuhan masyarakat melalui pembangunan pasar yang lebih modern, bersih, tertata, dan nyaman sesuai Permendag Nomor 21 Tahun 2021. Kebijakan tersebut mendapat respon positif dari pedagang dan pengunjung pasar, meskipun pelaksanaannya belum sepenuhnya optimal karena masih terdapat kios kosong, khususnya di lantai dua pasar. Dalam mengatasi permasalahan tersebut, pihak BLUD melakukan berbagai upaya pengembangan pasar melalui peningkatan keamanan dan kebersihan, strategi jemput bola kepada pedagang, serta Program Papuke *Foodcourt* UMKM untuk mengoptimalkan pemanfaatan kios kosong. Selain itu, penyediaan fasilitas pendukung seperti sanitasi, drainase, musholla, area parkir, dan kantor pengelola menunjukkan adanya upaya pengelola dalam memenuhi kebutuhan masyarakat secara berkelanjutan.

**Kata Kunci:** Responsivitas, Evaluasi Kebijakan, Revitalisasi Pasar, Pasar Tradisional.

## **ABSTRACT**

### **EVALUATION OF THE REVITALIZATION POLICY OF PULUNG KENCANA TRADITIONAL MARKET IN WEST TULANG BAWANG REGENCY**

**By:**

**DIRA SAFIRA**

*The Revitalization policy of Pulung Kencana Traditional Market is a strategic government effort to strengthen the role of traditional markets as centers of community economic activity. This policy was initiated due to the previous condition of the market, which was considered inadequate, disorganized, muddy, and unable to properly support comfortable trading activities. This study employed a qualitative method with a case study approach and utilized William N. Dunn's policy evaluation perspective, particularly on the aspect of responsiveness. Data collection techniques were conducted through in-depth interviews, non-participant observation, and documentation involving informants from the Regional Public Service Agency (BLUD), traders, and market visitors. Data analysis was carried out through data reduction, data presentation, and conclusion drawing. The results of the study indicate that the Revitalization policy of the traditional market was implemented based on the mandate of Law Number 7 of 2014. The policy demonstrates responsiveness in addressing community needs through the development of a more modern, clean, organized, and comfortable market in accordance with the Regulation of the Minister of Trade Number 21 of 2021. The policy received positive responses from traders and market visitors, although its implementation has not been fully optimal due to the presence of vacant kiosks, especially on the second floor of the market. To address these issues, the BLUD has undertaken various market development efforts, including improving security and cleanliness, implementing proactive outreach strategies to traders, and introducing the Papuke Foodcourt UMKM Program to optimize the utilization of vacant kiosks. In addition, the provision of supporting facilities such as sanitation, drainage, a prayer room, parking areas, and a management office demonstrates the management's continuous efforts to meet community needs sustainably.*

**Keywords: Responsiveness, Policy Evaluation, Market Revitalization, Traditional Market.**