

ABSTRAK

Skripsi dengan judul “Pengembangan Potensi Pasar Tradisional dalam Peningkatan Ekonomi Pedagang di Pasar Bandung Kabupaten Tulungagung” ini ditulis oleh Afi Fuddin Lutfi, NIM 17402153428, Pembimbing Dr. Hj. Nur Aini Latifa S.E., MM.

Penelitian ini dilatar belakangi oleh adanya pengembangan potensi pasar terus dilakukan oleh dinas terkait. Pasar Bandung merupakan pasar tradisional yang telah ada dan beroperasi pada masa penjajahan Belanda 1946, Pasar Bandung terus dikembangkan mulai pada tahun 1970 dan dikelola oleh pemerintah. Maka, peneliti tertarik untuk mengkaji pengembangan potensi pasar dalam meningkatkan ekonomi pedagang di Pasar Bandung.

Fokus penelitian pada penelitian ini yaitu (1) Bagaimana tahap pelaksanaan pengembangan potensi Pasar Bandung perpektif ekonomi Islam (2) Bagaimana dampak pengembangan potensi pasar tradisional dalam peningkatan ekonomi pedagang di Pasar Bandung Kabupaten Tulungagung perpektif ekonomi Islam (3) Apa saja kendala dan bagaimana solusi pelaksanaan Kabupaten Tulungagung pengembangan potensi pasar Bandung perpektif ekonomi Islam.

Pendekatan penelitian menggunakan kualitatif dengan jenis data penelitian deskriptif. Lokasi penelitian di Pasar Bandung Kabupaten Tulungagung, sumber data penelitian ini menggunakan data primer dan sekunder. Metode pengumpulan data yang digunakan observasi, wawancara mendalam dan dokumentasi. Teknik analisis data menggunakan analisis interaktif milik Miles dan Huberman yaitu mulai reduksi data, penyajian data, hingga menarik kesimpulan/verifikasi. Adapun pengecekan keabsahan data menggunakan teknik trigulasi, pemeriksaan teman sejawat (*member check*), dan perpanjangan keabsahan temuan.

Adapun hasil penelitian skripsi ini, yaitu (1) terealisasi dengan baik serta bertujuan untuk kemaslahatan masyarakat. Ditunjukkan dengan pasar menjadi lebih rapi, bersih dan tata kelola yang baik. Barang yang dijual merupakan produk halal, serta pedagang mengutamakan kejujuran dan kesopanan. (2) *pertama* konsep tauhud dengan dicerminkan sholat lima waktu, *kedua*, konsep rububiyah dicerminkan dengan adanya sistem tawar menawar harga, *Ketiga*, Prinsip khalifah pengelolaan yang mengatur dan mengola pasar yang sebagaimana mestinya. *Keempat*, Prinsip tazkiyah tercermin dalam sikap ramah dan murah hati, sikap ramah (3) *Pertama*, Istiqomah pengembangan potensi pasar Bandung adalah pedagang belum bisa Istiqomah dalam menjalankan usaha. *Kedua*, Falah dalam falah belum terpenuhi, pengembangan potensi pasar terkendala luas lahan yang semakin sempit akibat pembangunan kesamping yang dilakukan oleh pengelola pasar Bandung, dengan solusi yang ditawarkan adalah dengan revitalisasi total

Kata Kunci: Pengembangan Pasar, Dampak, Peningkatan Ekonomi

ABSTRACT

Thesis with the title "Development of Traditional Market Potential in Increasing Trader Economy in Bandung Market Tulungagung Regency" was written by Afi Fuddin Lutfi, NIM 17402153428, Advised Dr. Hj. Nur Aini Latifa S.E., MM.

This research is motivated by the continued development of market potential by related agencies. Pasar Bandung is a traditional market that already existed and operated during the Dutch colonial period of 1946, Bandung Market continued to be developed starting in 1970 and managed by the government. So, researchers are interested in studying the development of market potential in improving the economy of traders in the Bandung Market

The focus of this research is (1) How is the implementation phase of developing Bandung Market potential in Islamic economic perspective (2) How is the impact of developing traditional market potential in improving the economy of traders in Bandung Market Tulungagung Regency Islamic economic perspective (3) What are the constraints and how are the implementation solutions Tulungagung Regency develops the potential of the Bandung market for an Islamic economic perspective.

The research approach uses qualitative descriptive research data types. The research location is in Bandung Market, Tulungagung Regency, the source of this research data uses primary and secondary data. Data collection methods used observation, in-depth interviews and documentation. Data analysis techniques using Miles and Huberman's interactive analysis, which are data reduction, data presentation, and drawing conclusions / verification. As for checking the validity of the data using triangulation techniques, peer checking (member check), and the extension of the validity of the findings.

The results of this thesis research, namely (1) well realized and aimed at the benefit of the community. It is shown by the market becoming neater, cleaner and good governance. The goods sold are halal products, and traders prioritize honesty and politeness. (2) firstly the concept of tauhud is reflected by the five daily prayers, second, the concept of rububiyah is reflected by the existence of a system of bargaining prices, third, the principle of the caliph management that regulates and manages the market as appropriate as possible. Fourth, the principle of tazkiyah is reflected in a friendly and generous attitude, a friendly attitude (3) First, Istiqomah developing the potential of the Bandung market is that traders cannot yet Istiqomah in running a business. Secondly, Falah in Falah has not yet been fulfilled, the development of market potential is constrained by the increasingly narrow land area due to sideways development carried out by Bandung market managers, with the solution offered is by total revitalization

Keywords: *Market Development, Impact, Economic Improvement*