

ABSTRAK

Skripsi dengan judul “Strategi Manajemen Pasar Tradisional Sebelum dan Sesudah Revitalisasi (Studi Kasus Pada Pasar Ngantru Kabupaten Tulungagung)” ini ditulis oleh Denis Wahyu Purwitasari, NIM. 17402163098 dibimbing oleh Dr. Qomarul Huda, M.Ag.

Penelitian ini dilatar belakangi adanya program revitalisasi pasar tradisional agar keadaan pasar menjadi lebih baik dan bisa bersaing dengan pasar modern. Dengan dilaksanakannya program tersebut apakah memberikan perubahan dan pengaruh terhadap manajemen pasar dari sebelum dan sesudah revitalisasi.

Rumusan masalah dalam penelitian ini yaitu: (1) Bagaimana strategi manajemen pasar tradisional sebelum dan sesudah revitalisasi di Pasar Ngantru?, (2) Bagaimana dampak strategi manajemen pasar tradisional sebelum dan sesudah revitalisasi di Pasar Ngantru?.

Penelitian ini merupakan penelitian kualitatif dengan pendekatan deskriptif. Data bersumber dari data primer dan sekunder. Analisis datanya menggunakan reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian adalah (1) Strategi manajemen di Pasar Ngantru sebelum revitalisasi yaitu: (*Planning*) pengelola pasar mengikuti perencanaan dari dinas; (*Organizing*) pembagian kerja berdasarkan pendidikan dan kemampuan; (*Actuating*) dalam pelaksanaan terdapat koordinasi dan pengarahan dari Kepala UPT Pasar; (*Controlling*) pengawasan pedagang langsung ke lapangan dan pengawasan pekerja ada sidak langsung dari dinas. Sesudah revitalisasi yaitu: (*Planning*) perencanaan sudah ditetapkan oleh dinas dan mengalami peningkatan; (*Organizing*) ada peningkatan jumlah pekerja; (*Actuating*) dalam pelaksanaan terdapat koordinasi dan pengarahan dari koordinator pasar; (*Controlling*) pengawasan pedagang langsung ke lapangan dan pengawasan pekerja dengan memantau kinerja petugas serta sidak langsung dari dinas.

Selanjutnya, (2) Strategi manajemen tersebut membawa dampak positif dan negatif. Dampak positif sebelum revitalisasi yaitu: (*Planning*) target bisa cepat terpenuhi; (*Organizing*) mengetahui tanggung jawab setiap pekerja; (*Actuating*) target retribusi terpenuhi, pasar ramai, dll; (*Controlling*) mengetahui adanya permasalahan. Sesudah revitalisasi yaitu: (*Planning*) target bisa cepat terpenuhi; (*Organizing*) tanggung jawab setiap pekerja dapat diketahui; (*Actuating*) target retribusi terpenuhi, pasar semakin bersih, ramai, dll; (*Controlling*) mengetahui adanya permasalahan. Sedangkan dampak negatif sebelum revitalisasi yaitu: (*Planning*) tidak ada; (*Organizing*) pengelola pasar melaksanakan pekerjaan ganda; (*Actuating*) kebersihan pasar belum optimal, terjadi kemalingan, dll; (*Controlling*) ada sebagian pekerja dan pedagang yang merasa risih. Sesudah revitalisasi yaitu: (*Planning*) tidak ada; (*Organizing*) pengelola pasar melaksanakan pekerjaan ganda; (*Actuating*) kenaikan jumlah penarikan retribusi, pasar sepi, dll; (*Controlling*) ada sebagian pekerja dan pedagang yang merasa risih.

Kata Kunci: Manajemen (*Planning, Organizing, Actuating, Controlling*), Pasar Tradisional, Dampak, Sebelum dan Sesudah Revitalisasi

ABSTRACT

The thesis titled “Traditional Market Management Strategy Before and After Revitalization (Case Study at Ngantru Market, Tulungagung Regency)” was written by Denis Wahyu Purwitasari, NIM 17402163098 supervised by Dr. Qomarul Huda, M.Ag.

This research is based on the existence of a traditional market revitalization program so that market conditions are better and can compete with modern markets. With the implementation of this program, will it give changes and influence on market management from before and after revitalization.

The formulation of the problems in this research are: (1) How is the traditional market management strategy before and after revitalization in Ngantru Market? (2) How is the impact of traditional market management strategies before and after revitalization in Pasar Ngantru ?.

This research is a qualitative research with a descriptive approach. Data sourced from primary and secondary data. The data analysis used data reduction, data presentation, and conclusion drawing.

The results of the research are (1) management strategies in Pasar Ngantru before revitalization, namely: (Planning) market managers follow the planning of the department; (Organizing) the division of labor based on education and ability; (Actuating) in implementation there is coordination and direction from the Head of UPT Pasar; (Controlling) direct supervision of traders into the field and supervision of workers is direct from the agency. After the revitalization, namely: (Planning) planning has been determined by the department and has increased; (Organizing) there is an increase in the number of workers; (Actuating) in the implementation there is coordination and direction from the market coordinator; (Controlling) direct supervision of traders into the field and supervision of workers by monitoring the performance of officers as well as direct inspections from the office.

Furthermore, (2) The management strategy has positive and negative impacts. The positive impacts before revitalization are: (Planning) targets can be met quickly; (Organizing) knows the responsibilities of each worker; (Actuating) the retribution target is met, the market is crowded, etc; (Controlling) recognizes a problem. After the revitalization, namely: (Planning) targets can be met quickly; (Organizing) the responsibilities of each worker can be known; (Actuating) the retribution target is met, the market is getting cleaner, more crowded, etc; (Controlling) recognizes a problem. Meanwhile, the negative impacts before revitalization are: (Planning) does not exist; (Organizing) market managers carry out multiple jobs; (Actuating) the cleanliness of the market is not optimal, there is theft, etc; (Controlling) there are some workers and traders who feel uncomfortable. After the revitalization, namely: (Planning) does not exist; (Organizing) market managers carry out multiple jobs; (Actuating) an increase in the number of fees collected, the market is quiet, etc; (Controlling) there are some workers and traders who feel uncomfortable.

Keywords: Management (Planning, Organizing, Actuating, Controlling), Traditional Markets, Impact, Before and After Revitalization