

ABSTRAK

Skripsi dengan judul “Pengembangan Potensi Pasar Tradisional dalam Meningkatkan Kepuasan Pedagang (Studi Kasus di Pasar Bandung Tulungagung)” ini ditulis oleh Nurlaili Devyanti dengan NIM 12402193162, Pembimbing Dr. H. Mashudi, M. Pd. I.

Penelitian ini dilatarbelakangi oleh dengan seiringnya peningkatan dan majunya perekonomian secara global, masyarakat cenderung lebih suka berbelanja di pasar modern yang dimarenakan pasar modern pengelolaan lebih modern, bersih, nyaman, dan praktis. Sedangkan kondisi pasar tradisional ini lebih tidak diperhatikan pemerintah terhadap fasilitas umum, dan identik dengan kumuh, bau, kotor, dll. Pemerintah Tulungagung mengadakan pembangunan beberapa fasilitas umum, salah satunya pelaksanaan pengembangan potensi pasar Bandung yang membawa dampak kepuasan bagi para pedagang. Dari adanya pengembangan, beberapa pedagang merasakan adanya perubahan setelah pengembangan pasar terkait revitalisasi yang telah dilakukan pasar Bandung Kabupaten Tulungagung.

Fokus penelitian pada penelitian ini yaitu (1) Bagaimana Pembinaan disiplin Pedagang pada Pasar Tradisional Bandung dalam Meningkatkan Kepuasan Pedagang? (2) Bagaimana Edukasi Menciptakan Pasar Bersih pada Pasar Tradisional Bandung dalam Meningkatkan Kepuasan Pedagang? (3) Bagaimana Pengetahuan Dasar Pedagang pada Pasar Tradisional Bandung dalam Meningkatkan Kepuasan Pedagang?

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 serta dokumentasi.

Adapun hasil penelitian skripsi ini, yaitu (1) *pertama*, pembuatan aturan dan melakukan sosialisasi secara rutin. *kedua*, penegakan aturan tersebut dan peneraan sanksi bagi setiap pelanggaran. *ketiga*, menciptakan pola pengamanan bersama. (2) pengedukasian dalam menciptakan pasar yang sehat dengan dukungan fasilitas yang menjamin pasar bersih serta pengupayaan terjaminnya pasar yang nyaman. (3) *pertama*, pelatihan administrasi pembukuan dalam pencatatan transaksi. *kedua*, pelatihan strategi penjualan, dimana pengetahuan tentang tatacara promosi penjualan. *ketiga*, penerapan sistem stok dan delivery karena pelarangan menimbun barang. *keempat*, informasi harga barang di pasar dengan penerapan grub untuk penginformasian harga agar tidak mematikan penjualan pedagang lain. *kelima*, pemahaman perilaku konsumen, dimana bagaimana cara menarik konsumen serta kenyamanan pelanggan saat berbelanja

Kata Kunci: Pengembangan Potensi Pasar Tradisional, Kepuasan Pedagang, Pengetahuan Pedagang

ABSTRACT

The thesis entitled "Development of Traditional Market Potential in Increasing Trader Satisfaction (Case Study at Bandung Tulungagung Market)" was written by Nurlaili Devyanti with NIM 12402193162, Supervisor Dr. H. Mashudi, M.Pd. I.

This research is motivated by the increase and progress of the global economy, people tend to prefer shopping in modern markets because modern markets are more modern, clean, comfortable and practical. Meanwhile, the condition of traditional markets is that the government pays less attention to public facilities, and is synonymous with slums, smells, dirty, etc. The Tulungagung government is constructing several public facilities, one of which is the implementation of developing the potential of the Bandung market which has an impact on satisfaction for traders. From the development, several traders felt a change after the market development related to the revitalization that had been carried out by the Bandung market, Tulungagung Regency.

The research in this study is (1) How is the Discipline Development of Traders in the Bandung Traditional Market in Increasing Merchant Satisfaction? (2) How is Education to Create Clean Markets in Bandung Traditional Markets in Increasing Trader Satisfaction? (3) How Basic Knowledge of Traders in Bandung Traditional Market Increases Trader Satisfaction?

The research approach uses qualitative data with descriptive research data types. The research location is in the Bandung market, Tulungagung Regency, the data source for this research uses primary and secondary data. Data collection methods used observation, in-depth interviews and documentation.

As for the results of this thesis research, namely (1) first, making rules and conducting socialization on a regular basis. secondly, the enforcement of these rules and the imposition of sanctions for any violations. third, create a pattern of joint security. (2) education in creating a healthy market with the support of facilities that guarantee a clean market and efforts to ensure a comfortable market. (3) first, bookkeeping administration training in recording transactions. second, sales strategy training, where knowledge of sales promotion procedures. third, the application of stock and delivery systems due to the prohibition on hoarding goods. fourth, information on prices of goods in the market by implementing grub for price information so as not to kill other traders' sales. fifth, understanding consumer behavior, where how to attract consumers and customer convenience when shopping

Keywords: Traditional Market Potential Development, Trader Satisfaction, Trader Knowledge