

ABSTRAK

Skripsi dengan judul “Analisis Dampak Revitalisasi Pasar Tradisional Terhadap Peningkatan Pendapatan Pedagang dan Penerapan Etika Bisnis Islam (Studi Kasus pada Pasar Tradisional Ngunut Kabupaten Tulungagung)” ini ditulis oleh Diokta Awagi, NIM 126402212167, dengan pembimbing Bapak Zaki Bahrn Ni’am, S.Pd., M.Akun.

Kata kunci: Revitalisasi Pasar, Pendapatan Pedagang, Etika Bisnis Islam, Pasar Tradisional.

Penelitian ini dilatarbelakangi oleh pentingnya peran Pasar tradisional dalam mendukung perekonomian masyarakat, namun sering menghadapi tantangan seperti keterbatasan fasilitas, manajemen yang belum optimal, dan rendahnya daya saing terhadap pasar modern yang menawarkan kenyamanan dan sistem yang lebih tertata. Pasar Tradisional Ngunut di Kabupaten Tulungagung mengalami permasalahan serupa, ditambah dengan musibah kebakaran besar pada tahun 2019 yang memperparah kondisi pasar. Sebagai respons, pemerintah melakukan revitalisasi guna memulihkan fungsi pasar, memperbaiki infrastruktur, dan meningkatkan kualitas layanan. Penelitian ini berfokus pada dampak revitalisasi terhadap peningkatan pendapatan pedagang serta penerapan etika bisnis Islam pasca revitalisasi.

Tujuan penelitian ini adalah untuk (1) mendeskripsikan pelaksanaan revitalisasi Pasar Tradisional Ngunut, (2) menganalisis dampaknya terhadap peningkatan pendapatan pedagang, dan (3) mengidentifikasi penerapan etika bisnis Islam oleh pedagang setelah revitalisasi.

Metode penelitian dengan menggunakan pendekatan kualitatif dengan metode studi kasus, dilaksanakan di Pasar Tradisional Ngunut. Data diperoleh melalui wawancara mendalam dengan pengelola pasar, pedagang, dan konsumen, observasi lapangan, serta dokumentasi.

Hasil penelitian ini, menunjukkan bahwa: (1) revitalisasi Pasar Tradisional Ngunut merupakan respons atas kebakaran besar tahun 2019 dan menjadi strategi pemerintah untuk meningkatkan daya saing pasar tradisional melalui pembenahan fisik, ekonomi, manajemen, dan segi sosial pasar, (2) dampaknya terhadap pendapatan pedagang cenderung negatif karena penurunan jumlah pengunjung, perubahan kebiasaan belanja, dan keterbatasan modal pascakebakaran, serta (3) penerapan etika bisnis Islam tetap terlihat melalui kejujuran, tanggung jawab, keadilan, dan pelayanan terbuka kepada konsumen, yang semakin kuat dengan adanya solidaritas antar pedagang dan pengawasan pengelola pasar.

ABSTRACT

The thesis entitled “An Analysis of the Impact of Traditional Market Revitalization on Traders' Income and the Implementation of Islamic Business Ethics (A Case Study at the Ngunut Traditional Market, Tulungagung Regency)” was written by Diokta Awagi, Student ID: 126402212167, under the supervision of Mr. Zaki Bahrin Ni’am, S.Pd., M.Akun.

Keywords: Market Revitalization, Traders’ Income, Islamic Business Ethics, Traditional Market.

This research is motivated by the crucial role traditional markets play in supporting the local economy, despite often facing challenges such as limited facilities, suboptimal management, and low competitiveness compared to modern markets that offer more comfort and structured systems. The Ngunut Traditional Market in Tulungagung Regency has encountered similar problems, which were exacerbated by a major fire in 2019 that severely damaged the market’s condition. In response, the government implemented a revitalization program aimed at restoring the market’s function, improving infrastructure, and enhancing service quality. This study focuses on the impact of revitalization on increasing traders' income and the application of Islamic business ethics after the revitalization.

The objectives of this study are (1) to describe the implementation of the revitalization at the Ngunut Traditional Market, (2) to analyze its impact on the increase in traders’ income, and (3) to identify the application of Islamic business ethics by traders after the revitalization.

This research employs a qualitative approach using a case study method, conducted at the Ngunut Traditional Market. Data were collected through in-depth interviews with market managers, traders, and consumers, as well as field observations and documentation.

The findings of this study reveal that (1) the revitalization of the Ngunut Traditional Market was a response to the 2019 fire disaster and served as a government strategy to enhance the competitiveness of traditional markets through improvements in physical infrastructure, economic conditions, market management, and social aspects (2) the impact on traders’ income tends to be negative due to a decline in visitor numbers, changes in shopping behavior, and limited post-disaster capital, (3) the implementation of Islamic business ethics remains evident through values such as honesty, responsibility, fairness, and transparent service to consumers, which are further strengthened by solidarity among traders and supervision from market management.