

ABSTRAK

Skripsi dengan judul “Manajemen Pasar Rakyat dalam Meningkatkan Pendapatan Pedagang dalam Perspektif Manajemen Bisnis Syariah (Studi Kasus di Pasar Rakyat Babat- Lamongan)” ini ditulis oleh Puri Tri Nurhidayati, NIM. 1860405222124, dengan pembimbing Dr. Ahmad Supriyadi, M.Pd.I.

Kata Kunci: Manajemen, Pasar Rakyat, Pendapatan Pedagang, Manajemen Bisnis Syariah

Penelitian ini dilatarbelakangi oleh pentingnya pengelolaan pasar rakyat dalam meningkatkan pendapatan pedagang di tengah persaingan dengan toko modern dan perkembangan e-commerce. Pasar Babat sebagai salah satu pasar rakyat terbesar di Kabupaten Lamongan memiliki peran penting dalam mendukung aktivitas ekonomi masyarakat. Oleh karena itu, diperlukan pengelolaan pasar yang baik dan sesuai dengan prinsip manajemen bisnis syariah agar pasar rakyat tetap mampu bersaing serta memberikan kesejahteraan bagi pedagang.

Tujuan penelitian ini adalah untuk mendeskripsikan terkait: (1) Perencanaan Pasar Babat dalam meningkatkan pendapatan pedagang ditinjau dari perspektif manajemen bisnis syariah; (2) Pengorganisasian pengelola Pasar Babat dalam meningkatkan pendapatan pedagang ditinjau dari perspektif manajemen bisnis syariah; (3) Pelaksanaan Pasar Babat dalam meningkatkan pendapatan pedagang ditinjau dari perspektif manajemen bisnis syariah; (4) Pengawasan dan evaluasi Pasar Babat dalam meningkatkan pendapatan pedagang ditinjau dari perspektif manajemen bisnis syariah.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Sumber data yang digunakan terdiri dari data primer dan data sekunder. Analisis data dilakukan melalui tahap kondensasi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian ini menunjukkan bahwa: (1) Perencanaan pengelolaan Pasar Babat dilakukan secara terstruktur melalui rapat internal terkait program kerja dan strategi yang berfokus pada peningkatan kebersihan, keamanan, dan kenyamanan pasar; (2) Pengorganisasian dilakukan melalui pembagian tugas dan koordinasi yang jelas antarbidang, serta adanya organisasi khusus pedagang yang mempermudah koordinasi disetiap program; (3) Pelaksanaan pengelolaan pasar dilakukan melalui program kerja bakti, pengelolaan kebersihan, pengawasan keamanan, edukasi pedagang, digitalisasi pembayaran retribusi, dan penataan fasilitas pasar; serta (4) pengawasan dan evaluasi dilakukan melalui monitoring rutin, patroli keamanan, dan evaluasi kerja petugas pasar. Secara keseluruhan, pengelolaan Pasar Babat telah mencerminkan nilai-nilai manajemen bisnis syariah seperti amanah, kejujuran, tanggung jawab, kedisiplinan, keadilan, dan kemaslahatan dalam upaya meningkatkan pendapatan pedagang.

ABSTRACT

The thesis entitled "Traditional Market Management in Increasing Traders' Income in the Perspective of Sharia Business Management (Case Study in the Babat-Lamongan Traditional Market)" was written by Puri Tri Nurhidayati, NIM. 1860405222124, with the supervisor Dr. Ahmad Supriyadi, M.Pd.I.

Keywords: Management, Traditional Market, Trader's Income, Sharia Business Management

This research is motivated by the importance of traditional market management in increasing traders' income in the midst of competition with modern stores and the development of e-commerce. The Babat Market as one of the largest traditional markets in Lamongan Regency has an important role in supporting the community's economic activities. Therefore, good market management is needed and in accordance with the principles of sharia business management so that the traditional market is still able to compete and provide welfare for traders.

The purpose of this research is to describe out: (1) Planning of Babat Market in increasing traders' income from the perspective of sharia business management; (2) Organization of Babat Market management in increasing traders' income from the perspective of sharia business management; (3) Implementation of Babat Market in increasing traders' income from the perspective of sharia business management; (4) Supervision and evaluation of Babat Market in increasing traders' income from the perspective of sharia business management.

This research uses a qualitative research method with a case study approach. Data collection techniques are carried out through observation, interviews, and documentation. The data sources used consist of primary data and secondary data. Data analysis is carried out through the stages of data condensation, data presentation and conclusion drawn.

The results of this study indicate that: (1) Babat Market management planning is carried out in a structured manner through internal meetings related to work programs and strategies that focus on improving market cleanliness, security, and comfort; (2) Organization is carried out through clear division of tasks and coordination between sectors, as well as the existence of a special trader organization that facilitates coordination in each program; (3) Market management is carried out through community service programs, cleanliness management, security supervision, trader education, digitization of retribution payments, and arrangement of market facilities; and (4) supervision and evaluation are carried out through routine monitoring, security patrols, and evaluation of the work of market officers. Overall, the management of Babat Market has reflected the values of sharia business management such as trustworthiness, honesty, responsibility, discipline, justice, and welfare in an effort to increase trader income.