

ABSTRAK**ANALISIS KUALITAS ATURAN PENGELOLAAN PASAR
DALAM PEMBERDAYAAN PEDAGANG
PASAR TRADISIONAL DI INDONESIA**

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Penelitian ini bertujuan untuk menganalisis kualitas aturan pengelolaan pasar dalam pemberdayaan pedagang pasar tradisional di Indonesia. Mempertimbangkan rendahnya tingkat daya saing pasar tradisional, pemberdayaan pedagang menjadi salah satu sarana untuk meningkatkan daya saing pasar tradisional. Penelitian ini menggunakan metode studi pustaka dengan teknik analisis isi. Dengan memanfaatkan 12 artikel hasil studi sebelumnya yang membahas tentang pengelolaan pasar tradisional di berbagai wilayah Indonesia, penelitian ini menemukan bahwa sejumlah aturan pengelolaan pasar yaitu aturan tentang pembinaan pedagang, aturan tentang pembentukan paguyuban pasar, aturan tentang pemberlakuan Surat Ijin Tempat Usaha (SITU), modal sosial yang tumbuh antara pedagang pasar, serta aturan tentang inovasi pengembangan pasar dan pengikutsertaan masyarakat dalam pengelolaan pasar berkontribusi positif terhadap aktivitas pemberdayaan pedagang pasar. Meskipun demikian, aturan tentang revitalisasi fisik pasar dan aturan tentang perbedaan waktu operasional pedagang tidak berkontribusi positif terhadap pemberdayaan pedagang pasar tradisional. Untuk mendorong pemberdayaan pedagang pasar, penelitian ini merekomendasikan: (1) proses perumusan kebijakan pasar yang lebih melibatkan seluruh warga pasar, (2) pengembangan dan peningkatan peran paguyuban pedagang pasar, (3) optimalisasi program pembinaan atau sosialisasi untuk meningkatkan kapasitas dan kapabilitas pedagang, serta (4) pemberlakuan SITU dalam upaya melindungi hak para pedagang.

Kata Kunci: aturan, pasar tradisional, pemberdayaan pedagang pasar, studi pustaka

ABSTRACT

**ANALYSIS OF THE QUALITY OF MARKET MANAGEMENT RULES FOR
THE EMPOWERMENT OF TRADITIONAL MARKET TRADERS IN INDONESIA**

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This study aims to analyze the quality of market management rules in improving traditional market traders in Indonesia. Considering the low competitiveness level of traditional markets, traders empowerment is one of the means to increase the competitiveness of traditional markets. This study employs literature study method with content analysis techniques. By utilizing 12 articles from previous studies which examined the management of traditional markets in various parts of Indonesia, this study finds that some market management rules e.g., rules regarding training activity for traders, rules on the formation of market traders associations, rules on the application of a business location license (SITU), social capital between market traders, and also rules on market development innovations and promotion of community participation in market management contribute positively on the empowerment of market traders. Meanwhile, the rules regarding physical revitalization of the market and distinction of operating hours do not contribute positively to the improvement of traditional market traders. In order to encourage the empowerment of market traders, this study recommends: (1) the involvement of all market stakeholders in the process of formulating market policies, (2) the development and expansion of the role of market traders associations, (3) the optimization of training or socialization programs to enhance the capacity and capability of traders, and (4) implementation of SITU as an effort to protect the rights of traders.

Keywords: rules, traditional markets, empowerment of market traders, literature study