

## Intisari

### Perubahan Sosial Pedagang Ikan di Pasar Prawirotaman Kota Yogyakarta

Pasar Prawirotaman merupakan pasar tradisional di Kota Yogyakarta. Penelitian ini bertujuan untuk mengetahui revitalisasi Pasar Prawirotaman menjadi pasar dengan konsep tradisional-modern dan perubahan sosial pedagang ikan di Pasar Prawirotaman. Pengumpulan data dilakukan pada bulan November 2022-Maret 2023. Data primer diperoleh dari hasil wawancara dengan 5 pedagang ikan asin, 6 pedagang ikan basah menggunakan metode sensus. Responden merupakan pedagang yang terdaftar dalam Buku Ketetapan Pembayaran dan Retribusi (BKPR) dan berdagang sebelum direvitalisasi, di pasar *brak*, dan setelah direvitalisasi. Data sekunder diperoleh dari Dinas Perdagangan Kota Yogyakarta, Data administrasi Pasar Prawirotaman, dan Data Paguyuban Pedagang Pasar Prawirotaman. Hasil penelitian menunjukkan bahwa revitalisasi pasar prawirotnaman terdapat perubahan bangunan, pengelolaan, sosial, dan ekonomi, serta mengakibatkan adanya modernisasi. Perubahan sosial terjadi pada pedagang ikan asin dilihat dari adanya perubahan beberapa aspek sosial seperti jumlah pedagang, perubahan infrastruktur, sistem pembayaran retribusi, besaran retribusi, perubahan pendapatan, interaksi sosial, dan norma sosial. Perubahan sosial terjadi pada pedagang ikan basah dilihat dari adanya perubahan beberapa aspek sosial seperti perubahan infrastruktur, sistem pembayaran retribusi, besaran retribusi, sistem pembayaran pembeli, perubahan pendapatan, interaksi sosial, nilai sosial, dan norma sosial.

Kata kunci: Kota Yogyakarta, pedagang ikan, perubahan sosial, revitalisasi.

### *Abstract*

#### Social Changes of Fish Traders in Prawirotaman Market Yogyakarta City

Prawirotaman Market is a market located at Jalan Parangtritis No. 103, Brontokusuman Village, Mergangsan District, Yogyakarta City. This study aims to determine the revitalization of the Prawirotaman Market into a market with a traditional-modern concept and the social changes of fish traders in the Prawirotaman Market. Data collection was carried out from November 2022-March 2023. Primary data were obtained from interviews with 5 salted fish traders, and 6 wet fish traders using the census method. Respondents are traders who are registered in the Retribution and Payment Decree Book and trade before being revitalized, at the *brak* market, and after being revitalized. Secondary data were obtained from the Yogyakarta City Trade Office, administrative data from the Prawirotaman Market, and data from the Prawirotaman Market Traders Association. The results showed that the revitalization of the Prawirotaman Market had changes in buildings, management, social, and economic, and resulted in modernization. Social changes occur in salted fish traders seen from changes in several social aspects such as the number of traders, infrastructure changes, retribution payment systems, levy amounts, changes in income, social interactions, and social norms. Social changes occur in wet fish traders seen from changes in several social aspects such as changes in infrastructure, payment system fees, levy amounts, buyer payment systems, changes in income, social interaction, social values, and social norms.

**Keywords:** fish traders, revitalization of traditional market, social change, Yogyakarta City