

ABSTRAK

Tulisan ini berawal dari eksisnya Pasar Sunmor UGM di kehidupan masyarakat Yogyakarta. Selama kurang lebih 20 (dua puluh) tahun, Pasar Sunmor UGM telah berlangsung di atas ruang masyarakat. Produksi ruang pun tidak bisa dihindari sehingga melahirkan perubahan praktik keruangan di Pasar Sunmor UGM. Salah satunya adalah perpindahan tata kelola Pasar Sunmor UGM dari yang sebelumnya di tangan UGM dan PPSM kini menjadi UGM dan Padukuhan Karangmalang untuk periode 2021. Sikap yang diambil oleh masyarakat Padukuhan Karangmalang merupakan hal baru sejak awal pendirian Pasar Sunmor UGM.

Penelitian ini bertujuan mengelaborasi dinamika produksi ruang di Pasar Sunmor UGM disebabkan perubahan kondisi sosial di dalam masyarakat. Para aktor akan saling berinteraksi dan menentukan rasionalitasnya masing-masing dalam melakukan praktik keruangan. Serangkaian proses tersebut menghasilkan perubahan struktur dalam masyarakat, termasuk keputusan masyarakat Padukuhan Karangmalang untuk mengelola Pasar Sunmor UGM di periode 2021.

Tulisan ini menggunakan metode penelitian kualitatif dengan pendekatan studi kasus yang melibatkan 6 (enam) informan dari pihak Padukuhan Karangmalang, Kelurahan Caturtunggal, Direktorat Aset UGM, dan pedagang sekaligus mantan pengurus PPSM. Pencarian data dilakukan melalui wawancara *in-depth interview* lalu dianalisis dengan dua teori, yakni produksi ruang dari Henri Lefebvre dan pilihan rasional milik James S. Coleman.

Hasil penelitian menemukan kondisi pandemi dan berakhirnya kontrak kerjasama antara UGM dan PPSM menyebabkan produksi ruang di Pasar Sunmor UGM. Situasi ini turut melahirkan rasionalitas masyarakat Padukuhan Karangmalang untuk mengelola Pasar Sunmor UGM berdasarkan preferensi ekonomi dan sosial. Nilai ekonomi berkaitan dengan manfaat materil bagi masyarakat Padukuhan Karangmalang. Nilai sosial berupa kedekatan emosional antara masyarakat dan Pasar Sunmor UGM yang berdiri di atas teritori Padukuhan Karangmalang.

Kata kunci: produksi ruang, rasionalitas, Pasar *Sunday Morning* (Sunmor) UGM

ABSTRACT

This paper begins with the existence of the Sunmor Market of Universitas Gadjah Mada (UGM) in the lives of the people of Yogyakarta. For approximately 20 (twenty) years, the UGM Sunmor Market has been taking place in the community space. This condition causes the occur of production of space causing changes in spatial practices at the UGM Sunmor Market. One of the things that happened was the transfer of UGM Sunmor Market governance from previously under the authority of UGM and the Association of Sunday Morning Traders (PPSM) to UGM and Karangmalang Padukuhan for the 2021 period. The behavior taken by the Karangmalang Padukuhan community has been new since the beginning of the establishment of the UGM Sunmor Market.

This research aims to elaborate on the dynamics of space production at the UGM Sunmor Market due to changes in social conditions within the community. The actors will interact with each other and determine their rationality in spatial practices. A series of processes resulted in structural changes in society, including the decision of the Karangmalang hamlet community to manage the UGM Sunmor Market in the 2021 period. This paper uses a qualitative research method with a case study approach involving 6 (six) informants from the Karangmalang hamlet, Caturtunggal Village, UGM Asset Directorate, traders and former PPSM administrators. Data were collected through in-depth interviews and then analyzed using two theories, namely Henri Lefebvre's spatial production and James S. Coleman's rational choice.

The results found that the pandemic condition and the end of the cooperation contract between UGM and PPSM caused the production of space at the UGM Sunmor Market. This situation also causes the rationality of the Karangmalang Padukuhan community to manage the UGM Sunmor Market based on psychological, economic, and social preferences. Psychological value is related to identity as a resident who lives in the UGM Sunday Morning Market area. Economic value is related to material benefits for the Karangmalang community. Social value is in the form of emotional closeness between the community and the UGM Sunmor Market which stands on the territory of Karangmalang hamlet.

Keywords: production of space, rationality, the UGM Sunday Morning (Sunmor) Market