

ANALISIS PENGARUH REVITALISASI PASAR TRADISIONAL TERHADAP PERUBAHAN PENDAPATAN PEDAGANG DI PASAR LEGI KOTA SURAKARTA

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INTISARI

Pasar Legi sebagai pasar induk terbesar di wilayah Kota Surakarta telah dilakukan revitalisasi pasar tradisional akibat bencana kebakaran. Revitalisasi pasar tradisional yang dilakukan di Pasar Legi Kota Surakarta dapat memberikan dampak terhadap aktivitas perdagangan salah satunya perubahan pendapatan bagi pedagang. Penelitian ini memiliki tujuan untuk (1) mendeskripsikan karakteristik pedagang pasar setelah dilakukan revitalisasi pasar tradisional di Pasar Legi Kota Surakarta, (2) mengidentifikasi perubahan pendapatan pedagang setelah dilakukan revitalisasi pasar tradisional di Pasar Legi Kota Surakarta, dan (3) menganalisis faktor-faktor revitalisasi pasar tradisional yang berpengaruh terhadap perubahan pendapatan pedagang di Pasar Legi Kota Surakarta.

Penelitian ini menggunakan metode penelitian kuantitatif dengan menggunakan metode survei. Metode survei dilakukan dengan teknik pengumpulan data berupa kuesioner, observasi, dan dokumentasi. Populasi dalam penelitian ini yaitu Pedagang Kios dan Los Pasar Legi Kota Surakarta. Pemilihan sampel penelitian menggunakan *proportionate stratified random sampling* berdasarkan jenis dan zonasi ruang dagang dengan rumus *Isaac and Michael* didapatkan sampel penelitian sebanyak 92 pedagang. Teknik pengolahan dan analisis data dilakukan menggunakan analisis statistik deskriptif dengan distribusi frekuensi; analisis statistik inferensial dengan uji validitas dan reliabilitas, uji *wilcoxon*, uji asumsi klasik, dan uji regresi linier berganda; analisis spasial; dan analisis dokumen.

Penelitian yang telah dilakukan menjelaskan bahwa adanya pengaruh revitalisasi pasar tradisional yang signifikan terhadap perubahan pendapatan pedagang di Pasar Legi Kota Surakarta. Karakteristik pedagang pasar setelah dilakukan revitalisasi mengalami perubahan pada kondisi usaha dagang terkait perubahan zona ruang usaha, penurunan distribusi cakupan usaha dagang, peningkatan retribusi usaha dagang, penurunan lama waktu kerja, penurunan jumlah tenaga kerja, dan penurunan frekuensi konsumen. Perubahan pendapatan pedagang mengalami penurunan setelah dilakukan revitalisasi pasar tradisional di Pasar Legi Kota Surakarta. Faktor-faktor revitalisasi pasar tradisional yang berpengaruh signifikan terhadap perubahan pendapatan pedagang yaitu kondisi fisik, kondisi ekonomi, dan kondisi manajemen.

Kata kunci: Pasar Tradisional, Revitalisasi Pasar Tradisional, Perubahan Pendapatan Pedagang

**ANALYSIS OF THE IMPACT OF TRADITIONAL MARKET
REVITALIZATION ON TRADERS' INCOME CHANGES IN LEGI MARKET
SURAKARTA CITY**

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ABSTRACT

Pasar Legi, the largest central market in Surakarta City, underwent traditional market revitalization due to a fire disaster. The traditional market revitalization conducted at Pasar Legi in Surakarta City can impact trading activities, one of which is a change in traders' income. The objectives of research are to (1) describe the characteristics of market traders after the traditional market revitalization at Pasar Legi in Surakarta City, (2) identify changes in traders' income after the traditional market revitalization at Pasar Legi in Surakarta City, and (3) analyze the factors of traditional market revitalization that influence changes in traders' income at Pasar Legi in Surakarta City.

This research uses quantitative methods with a survey method. The survey method involves data collection techniques such as questionnaires, observation, and documentation. The population in this research includes Kiosk and Los traders at Pasar Legi in Surakarta City. The sample selection uses proportionate stratified random sampling based on the type and zoning of trading spaces using Isaac and Michael's formula, resulting in a sample of 92 traders. Data processing and analysis techniques include descriptive statistical analysis with frequency distribution; inferential statistical analysis with validity and reliability tests, Wilcoxon test, classical assumption test, and multiple linear regression test; spatial analysis; and document analysis.

The research found that the traditional market revitalization significantly influenced changes in traders' income in Pasar Legi, Surakarta. The characteristics of market traders after the revitalization have changed in terms of business conditions related to changes in business space zoning, decreased distribution coverage of business, increased business retribution, decreased working hours, decreased number of workers, and decreased consumer frequency. Traders' income has decreased after the traditional market revitalization at Pasar Legi in Surakarta City. The factors of traditional market revitalization that significantly affect changes in traders' income are physical conditions, economic conditions, and management conditions.

Key words: Traditional Market, Traditional Market Revitalization, Traders' Income Changes