

## INTISARI

Alun-Alun Kabupaten Temanggung merupakan aset publik strategis yang mendukung aktivitas sosial, ekonomi, dan budaya masyarakat, namun pencatatan aset yang belum diperbarui serta kurang optimalnya pemeliharaan fasilitas menjadi tantangan utama dalam pengelolaannya. Penelitian ini bertujuan untuk menilai kembali nilai tanah dan bangunan guna pencatatan yang lebih akurat dalam Kartu Inventaris Barang (KIB), mengevaluasi kinerja pengelolaan dengan *Importance Performance Analysis* (IPA), serta merumuskan rekomendasi berbasis *benchmarking* dengan alun-alun lain. Pendekatan deskriptif digunakan dengan analisis kuantitatif dan kualitatif, di mana penilaian tanah dilakukan dengan metode perbandingan pasar, sedangkan bangunan dinilai menggunakan pendekatan biaya. Survei terhadap 224 responden mengukur kepuasan masyarakat, sementara data sekunder diperoleh dari dokumen pemerintah daerah, termasuk Rencana Anggaran Biaya (RAB) renovasi alun-alun. Hasil penelitian menunjukkan bahwa nilai tanah sebesar Rp 72.852.450.000 dicatat dalam KIB A, sedangkan nilai bangunan sebesar Rp 2.219.606.358 dicatat dalam KIB C. Evaluasi IPA mengidentifikasi aspek yang perlu ditingkatkan, seperti ketersediaan toilet umum, jadwal pemeliharaan fasilitas, respons terhadap keluhan masyarakat, serta pengelolaan parkir. Direkomendasikan penerapan sistem pengaduan digital, pemeliharaan fasilitas secara berkala, serta sistem parkir yang lebih tertata. *Benchmarking* dengan alun-alun lain menunjukkan bahwa pengelolaan yang lebih sistematis dan partisipatif dapat meningkatkan kualitas pelayanan publik. Penelitian ini diharapkan dapat menjadi dasar optimalisasi pengelolaan Alun-Alun Temanggung agar lebih efektif dan bermanfaat bagi masyarakat.

**Kata kunci:** Alun-Alun, Pengelolaan Aset Publik, Kartu Inventaris Barang (KIB), *Importance Performance Analysis* (IPA), Penilaian Tanah dan Bangunan, *Benchmarking*.

## ABSTRACT

Temanggung Town Square is a strategic public asset that supports social, economic, and cultural activities. However, outdated asset records and suboptimal facility maintenance pose significant challenges in its management. This study aims to reassess the land and building value for more accurate recording in the Asset Inventory Card (KIB), evaluate management performance using Importance Performance Analysis (IPA), and formulate recommendations based on benchmarking with other town squares. A descriptive approach with quantitative and qualitative analysis was employed, where land valuation was conducted using the market comparison method, while building valuation applied the cost approach. A survey of 224 respondents measured public satisfaction, while secondary data were obtained from government documents, including the renovation Budget Plan (RAB) for the town square. The findings indicate that the land value of IDR 72,852,450,000 is recorded under KIB A, while the building value of IDR 2,219,606,358 is recorded under KIB C. The IPA evaluation identified key aspects that need improvement, such as the availability of public toilets, facility maintenance schedules, responsiveness to public complaints, and parking management. The study recommends implementing a digital complaint system, establishing a structured maintenance schedule, and improving parking management. Benchmarking with other town squares highlights that a more systematic and participatory management approach can enhance public service quality. This research is expected to serve as a foundation for optimizing the management of Temanggung Town Square, ensuring more effective utilization and greater benefits for the community.

**Keywords:** Town Square, Public Asset Management, Asset Inventory Card (KIB), Importance Performance Analysis (IPA), Land and Building Valuation, Benchmarking.