

INTISARI

Pasar tradisional memainkan peranan penting dalam sistem perekonomian lokal sebagai pusat distribusi kebutuhan pokok serta wadah bagi aktivitas ekonomi informal. Namun, modernisasi dan perubahan perilaku konsumen mengakibatkan menurunnya daya saing pasar tradisional. Untuk menjawab tantangan tersebut, pemerintah mendorong program revitalisasi pasar sebagai upaya meningkatkan infrastruktur dan daya tarik pasar. Penelitian ini bertujuan untuk mengkaji pengaruh revitalisasi terhadap perubahan pendapatan pedagang di Pasar Sentul Yogyakarta, yang dikenal sebagai pusat perdagangan komoditas pertanian seperti jagung dan pisang. Penelitian ini penting karena menunjukkan bahwa revitalisasi belum memberikan dampak signifikan terhadap kesejahteraan pedagang. Sebanyak 69% pedagang mengalami penurunan pendapatan, disertai penurunan jam kerja dan tenaga kerja. Sebaliknya, retribusi meningkat dan jumlah konsumen menurun, menciptakan ketidakseimbangan antara pendapatan dan pengeluaran. Loyalitas konsumen juga menurun akibat meningkatnya akses terhadap belanja daring serta keberadaan shelter sementara di Umbulharjo. Selain itu, revitalisasi belum mengakomodasi kewirausahaan muda, yang tercermin dari minimnya kewirausahaan muda di pasar. Penelitian ini menggunakan pendekatan kuantitatif. Sampel penelitian berjumlah 173 pedagang yang telah berdagang sebelum dan setelah revitalisasi, dipilih melalui teknik *purposive stratified random sampling*. Data dianalisis dengan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) menggunakan perangkat lunak SmartPLS 4.0 untuk menilai pengaruh kondisi ekonomi, fisik, sosial budaya, dan manajemen terhadap pendapatan pedagang. Penelitian ini merekomendasikan pentingnya strategi revitalisasi pasar yang inklusif dan adaptif, memperhatikan keseimbangan antara peningkatan infrastruktur, kebijakan retribusi yang adil, serta insentif bagi regenerasi pedagang muda untuk menjamin keberlanjutan pasar tradisional.

Kata kunci: Pasar Tradisional, Revitalisasi, Pendapatan Pedagang

ABSTRACT

Traditional markets play a vital role in the local economic system as centers for the distribution of essential goods and as platforms for informal economic activities. However, modernization and shifting consumer behavior have led to a decline in their competitiveness. In response, the government has initiated traditional market revitalization programs aimed at improving infrastructure and market appeal. This study seeks to analyze the impact of such revitalization on changes in traders' income at Pasar Sentul Yogyakarta, which is widely known as a central hub for the trade of agricultural commodities such as corn and bananas. This research is significant as it reveals that revitalization has not yet produced a substantial positive effect on traders' welfare. Approximately 69% of traders experienced a decline in income, accompanied by reduced working hours and a decrease in the number of workers. Conversely, market levies increased while the number of consumers declined, leading to an imbalance between income and operational costs. Consumer loyalty also diminished due to the growing convenience of online shopping and the presence of a temporary shelter market in Umbulharjo. Moreover, the revitalization initiative has yet to accommodate youth entrepreneurship, as evidenced by the limited presence of young traders in the market. This study employs a quantitative approach with a sample of 173 traders who had been operating both before and after the revitalization. Participants were selected using purposive stratified random sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software to assess the influence of economic, physical, socio-cultural, and managerial conditions on traders' income. The findings suggest the need for a more inclusive and adaptive revitalization strategy, balancing infrastructure improvements with fair levy policies and youth entrepreneurship incentives to ensure the long-term sustainability of traditional markets.

Keywords: *Traditional Market, Revitalization, Traders' Income*