

INTISARI

Pasar Balecatur merupakan salah satu pasar desa yang dibangun di atas tanah kas Kalurahan Balecatur, Kapanewon Gamping, Kabupaten Sleman. Meskipun memiliki lokasi strategis, tingkat pemanfaatannya masih rendah dengan okupansi kurang dari 50 persen. Kondisi ini menunjukkan bahwa pengelolaan pasar belum berjalan optimal, baik dari aspek kelembagaan, sistem kontrak sewa, maupun penerapan regulasi aset desa. Penelitian ini bertujuan untuk: (1) mengidentifikasi permasalahan pengelolaan Pasar Balecatur yang mencakup struktur kelembagaan, operasional, dan penerapan regulasi; (2) menganalisis sistem kontrak sewa serta menghitung nilai ekonomi potensial dan *potential loss*; dan (3) merumuskan strategi revitalisasi pengelolaan pasar melalui integrasi analisis kebutuhan dan SWOT kuantitatif. Penelitian menggunakan pendekatan *mixed methods* dengan teknik pengumpulan data melalui observasi, kuesioner, dan wawancara mendalam terhadap pedagang, pengunjung, pengelola pasar, BPD, dan pendamping desa. Hasil penelitian menunjukkan bahwa pengelolaan pasar belum memiliki unit kelembagaan formal, sistem kontrak sewa belum tertib, dan administrasi keuangan belum terdokumentasi dengan baik. Nilai *potential loss* pasar mencapai Rp84 juta per tahun akibat rendahnya tingkat hunian kios dan los. Analisis SWOT menempatkan Pasar Balecatur pada posisi strategi agresif (Kuadran I), yang mendorong perlunya penguatan kelembagaan, penyusunan SOP, digitalisasi sistem administrasi, serta pengembangan kegiatan ekonomi berbasis UMKM. Dengan penerapan strategi revitalisasi ini, Pasar Balecatur berpotensi menjadi pasar desa yang lebih aktif, efisien, dan berkelanjutan dalam mendukung peningkatan pendapatan asli desa dan kesejahteraan masyarakat.

Kata kunci: analisis SWOT, Balecatur, kontrak sewa, pasar desa, pengelolaan pasar, *potential loss*

ABSTRACT

Balecatur Market is a village market built on land belonging to Balecatur Village, Gamping Subdistrict, Sleman Regency. Despite its strategic location, its utilization rate is still low, with occupancy being less than 50 percent. This condition indicates that market management has not been running optimally, both in terms of institutional aspects, the rental contract system, and the implementation of village asset regulations. This study aims to: (1) identify problems in Balecatur Market management, including institutional structure, operations, and regulatory implementation; (2) analyze the rental contract system and calculate potential economic value and potential loss; and (3) formulate a market management revitalization strategy through an integration of needs analysis and quantitative SWOT analysis. The study used a mixed methods approach with data collection techniques through observation, questionnaires, and in-depth interviews with traders, visitors, market managers, the Village Consultative Body (BPD), and village facilitators. The results showed that market management does not yet have a formal institutional unit, the rental contract system is not yet orderly, and financial administration is not well documented. The market's potential loss value reaches IDR 84 million per year due to the low occupancy rate of kiosks and stalls. The SWOT analysis places Balecatur Market in an aggressive strategic position (Quadrant I), which calls for institutional strengthening, the development of standard operating procedures (SOPs), the digitization of administrative systems, and the development of MSME-based economic activities. With the implementation of this revitalization strategy, Balecatur Market has the potential to become a more active, efficient, and sustainable village market, supporting increased village revenue and community welfare.

Keywords: *Balecatur, market management, potential loss, rental contract, SWOT analysis, village market*