

INTISARI

Pasar tradisional berperan strategis dalam mendukung ekonomi kerakyatan, namun menghadapi penurunan aktivitas akibat perubahan perilaku konsumen, dinamika daya saing, dan kelemahan pengelolaan. Penelitian ini mengkaji Pasar Klithikan Pakuncen, aset publik Pemerintah Kota Yogyakarta yang mengalami penurunan okupansi pedagang, kunjungan, dan kontribusi retribusi. Penelitian bertujuan menganalisis faktor penyebab penurunan aktivitas, merumuskan strategi peningkatan okupansi melalui alternatif pemanfaatan, dan memetakan *stakeholder* berdasarkan tingkat pengaruh dan kepentingannya.

Analisis dilakukan menggunakan *Exploratory Factor Analysis* (EFA), SWOT, dan *power-interest grid*. Hasil EFA mengidentifikasi lima faktor utama dari sisi konsumen dan lima faktor dari sisi pedagang yang memengaruhi aktivitas pasar, mencakup aspek manajemen, infrastruktur, tata letak, daya tarik, kualitas produk, kenyamanan, dan kebersihan. Analisis SWOT menghasilkan strategi peningkatan okupansi melalui kombinasi strategi agresif, defensif, kompetitif, dan konservatif. Pemetaan *stakeholder* mengungkapkan 11 pihak kunci dengan peran strategis dalam keberhasilan perencanaan pemanfaatan alternatif. Temuan ini menegaskan bahwa revitalisasi pasar tradisional memerlukan integrasi aspek fisik, manajerial, citra, daya saing, kenyamanan, dan kolaborasi lintas-*stakeholder* agar pasar kembali hidup, relevan, dan berdaya saing di era modern.

Kata Kunci: Pasar tradisional, Pasar Klithikan Pakuncen, Optimalisasi Aset, Barang Milik Daerah, *Exploratory Factor Analysis*, SWOT, *Power-Interest Grid*, Pemetaan *Stakeholder*.

ABSTRACT

Traditional markets play a strategic role in supporting community-based economies, yet many face declining activity due to shifting consumer behavior, increasing competition, and managerial weaknesses. This study examines Pasar Klithikan Pakuncen, a public asset owned by the Yogyakarta City Government, which has experienced reduced vendor occupancy, visitor numbers, and retribution contributions. The research aims to analyze the factors contributing to declining activity, formulate strategies to increase occupancy through alternative utilization, and map stakeholders based on their levels of influence and interest.

The analysis employs Exploratory Factor Analysis (EFA), SWOT, and a power-interest grid. EFA identifies five key factors from the consumer perspective and five from the vendor perspective influencing market activity, encompassing management, infrastructure, layout, attractiveness, product quality, comfort, and cleanliness. The SWOT analysis generates occupancy improvement strategies through a combination of aggressive, defensive, competitive, and conservative approaches. Stakeholder mapping reveals 11 key actors with strategic roles in ensuring the success of alternative utilization planning. These findings underscore that revitalizing traditional markets requires an integrated approach, combining physical, managerial, branding, competitiveness, comfort, and cross-stakeholder collaboration to restore market vitality, relevance, and competitiveness in the modern era.

Keywords: Traditional market, Pasar Klithikan Pakuncen, Asset Optimization, Local Government Assets, Exploratory Factor Analysis, SWOT, Power-Interest Grid, Stakeholder Mapping.