

INTISARI

Pasar Pakem mengalami penurunan fungsi yang ditandai ketimpangan arus pengunjung, yaitu sekitar 60% masuk melalui pintu utara dan hanya 40% melalui pintu selatan. Ketimpangan ini berhadapan dengan sebaran ruang dagang yang justru lebih padat di sisi sepi, karena 364 dari 661 unit atau 55,2% berada di sisi pintu selatan dan seluruh 26 unit yang tidak termanfaatkan juga berada di sisi tersebut, terkonsentrasi pada zona kebutuhan rumah tangga dan non pangan, buah-buahan, serta produk olahan dan siap saji. Selain itu, tarif retribusi yang tidak membedakan posisi lapak terhadap arus pengunjung dan mutu pasar yang belum memenuhi SNI 8152:2021, sementara rencana revitalisasi tahun 2027 belum didukung kajian ilmiah. Penelitian ini bertujuan menganalisis pola belanja pengunjung, mengukur mutu Pasar Pakem terhadap SNI 8152:2021, dan merumuskan strategi zonasi komoditas serta distribusi pengunjung berupa penataan ulang (*re-layout*) di atas denah eksisting. Metode campuran digunakan dengan memadukan *Market Basket Analysis*, *Gap Analysis* SNI 8152:2021, dan *Importance-Performance Analysis* sebagai analisis pendukung. Hasilnya menunjukkan keterkaitan pembelian terkuat antara Bumbu Dapur Utama, Rempah dan Empon-empon, serta Sayuran Daun dengan *lift ratio* 2,222, tingkat kesesuaian SNI 55,32%; dan rata-rata tingkat kesesuaian IPA 84,66% dengan enam atribut pada Kuadran I. Integrasi ketiganya menghasilkan *re-layout* tujuh zona komoditas bergradasi dari kering ke basah, dengan klaster berasosiasi terkuat ditempatkan di bagian dalam pasar untuk menarik arus pengunjung ke zona selatan.

Kata kunci: Zonasi komoditas pedagang, Distribusi pengunjung, *Market Basket Analysis*, SNI 8152:2021, *Re-layout* pasar rakyat.

ABSTRACT

Pakem Market is experiencing a functional decline characterized by an imbalance in visitor flow approximately 60% of visitors enter through the north entrance, while only 40% use the south entrance. This imbalance contrasts with the distribution of trading spaces, as the quieter side actually houses a higher density of stalls specifically, 364 of the 661 units (55.2%) are located on the south side. Furthermore, all 26 unoccupied units are situated on this side, concentrated in zones for household necessities, non-food items, fruits, and processed or ready-to-eat products. Additional issues include levy rates that do not account for stall positioning relative to visitor flow and market quality that fails to meet the SNI 8152:2021 standard, alongside a planned 2027 revitalization that lacks scientific backing. This study aims to analyze visitor shopping patterns, assess Pakem Market's quality against SNI 8152:2021, and formulate strategies for commodity zoning and visitor distribution through a re-layout based on the existing floor plan. A mixed-methods approach was employed, integrating Market Basket Analysis (MBA), SNI 8152:2021 Gap Analysis, and Importance-Performance Analysis (IPA) as a supporting method. Results revealed the strongest purchasing associations among "Main Kitchen Seasonings," "Spices and Rhizomes," and "Leafy Vegetables" (lift ratio: 2.222); an SNI compliance rate of 55.32%; and an average IPA compliance rate of 84.66%, with six attributes falling into Quadrant I. Integrating these findings resulted in a re-layout featuring seven commodity zones graded from "dry" to "wet," with the cluster showing the strongest associations placed in the market's interior to draw visitor flow toward the southern zone.

Keywords: *Trader commodity zoning, Visitor distribution, Market Basket Analysis, SNI 8152:2021, Re-layout traditional Market.*