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Strategi Peningkatan Okupansi Ruang Dagang Lantai 2 Pasar Unit Daerah Kalitidu Kabupaten Bojonegoro
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Pasar Unit Daerah Kalitidu di Kabupaten Bojonegoro mengalami ketimpangan pemanfaatan ruang dagang antara lantai 1 dan lantai 2. Lantai 1 ramai oleh aktivitas perdagangan, sedangkan sebagian besar kios lantai 2 tidak aktif. Penelitian ini bertujuan mengidentifikasi preferensi pedagang dan pengunjung serta menyusun strategi peningkatan okupansi melalui konsep *anchor tenant* yang dilengkapi visualisasi spasial. Okupansi diukur berdasarkan proporsi kios aktif terhadap kios yang tersedia. Penelitian menggunakan desain deskriptif dengan pendekatan campuran. Data diperoleh melalui kuesioner kepada 75 pedagang dan 30 pengunjung, wawancara pengelola, observasi, dokumentasi, *gate counting*, serta penilaian ahli. Analisis meliputi pemanfaatan ruang, persepsi pengguna, pergerakan pengunjung, SWOT, dan *Analytic Hierarchy Process* (AHP). Hasil penelitian menunjukkan bahwa okupansi lantai 1 mencapai 75,0%, sedangkan lantai 2 hanya 25,5%. Pengunjung yang naik ke lantai 2 sebesar 8,6% pada hari kerja dan 15,0% pada akhir pekan. Analisis SWOT menghasilkan arah strategi ST yang dijabarkan melalui perbaikan aksesibilitas, peningkatan visibilitas dan informasi ruang, pengaturan pergerakan pengunjung, serta penataan zonasi dan variasi komoditas. Berdasarkan hasil penelitian, *foodcourt* dan pusat jajanan diusulkan sebagai *anchor tenant* lantai 2. Hasil AHP menetapkan Area Letter L Blok J–K sebagai lokasi prioritas dengan skor global 0,3440 dan rasio konsistensi 0,0190. Konsep penataan menempatkan *foodcourt* di Area *Letter* L, mempertahankan komoditas kering di koridor Blok J–K Memanjang, serta menjadikan Area TKB sebagai akses penghubung menuju *anchor tenant*. Penerapan konsep direkomendasikan secara bertahap dengan pemantauan aktivitas kios dan pergerakan pengunjung untuk menilai peningkatan okupansi.

Kata kunci: pasar tradisional, okupansi, optimalisasi aset, penataan ruang dagang, *customer flow*, *anchor tenant*

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ABSTRACT

The Kalitidu Regional Market in Bojonegoro Regency exhibits an imbalance in the utilization of retail space between the first and second floors. The first floor is bustling with commercial activity, while most of the stalls on the second floor are inactive. This study aims to identify the preferences of vendors and visitors and to develop a strategy to increase occupancy through the anchor tenant concept, supported by spatial visualization. Occupancy is measured based on the proportion of active stalls to the total number of available stalls. The study employed a descriptive design with a mixed-methods approach. Data were collected through questionnaires administered to 75 vendors and 30 visitors, interviews with managers, observations, documentation, gate counting, and expert assessments. The analysis included space utilization, user perceptions, visitor movement, SWOT analysis, and the Analytic Hierarchy Process (AHP). The research findings show that the occupancy rate on the first floor reached 75.0%, while that on the second floor was only 25.5%. Visitors going to the second floor accounted for 8.6% on weekdays and 15.0% on weekends. The SWOT analysis yielded strategic directions for ST, which were elaborated through improvements in accessibility, increased visibility and spatial information, management of visitor flow, as well as zoning arrangements and product variety. Based on the research results, a food court and snack center are proposed as anchor tenants. The AHP results identified Area Letter L, Blocks J–K, as the priority location with an overall score of 0.3440 and a consistency ratio of 0.0190. The layout concept places the food court in Area Letter L, retains dry goods in the elongated corridor of Blocks J–K, and designates Area TKB as the connecting access point to the anchor tenant. Implementation of the concept is recommended in phases, with monitoring of stall activity and visitor traffic to assess increases in occupancy.

Keywords: traditional market, occupancy, asset optimization, retail space layout, customer flow, anchor tenant.