

INTISARI

Maraknya pembangunan ritel modern seperti mal, mini market, dan swalayan menimbulkan permasalahan tersendiri bagi keberadaan pasar tradisional. Saat ini, eksistensi pasar tradisional tengah menghadapi tantangan akibat dari keterbatasan pasar tradisional untuk dapat bersaing dengan ritel modern. Lambat laun kondisi ini akan mengakibatkan penurunan eksistensi pasar tradisional. Pasar tradisional telah menjadi tumpuan hidup bagi setiap pelaku usaha di dalamnya. Untuk itu, diperlukan strategi dan peran yang arif dari setiap elemen dalam rangka mempertahankan eksistensi pasar tradisional di tengah pesatnya laju pertumbuhan ritel modern. Penelitian ini bertujuan untuk mengetahui peran dan strategi setiap elemen yang di antaranya, adalah Dinas Perindustrian dan Perdagangan Pemerintah Kota Magelang, UPT Pasar Rejowinangun, Asosiasi Rejotama, dan para pedagang lain dalam rangka mempertahankan eksistensi Pasar Tradisional Rejowinangun Magelang di tengah pesatnya laju pertumbuhan ritel modern. Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Penelitian ini berusaha memberikan gambaran faktual mengenai peran dan strategi setiap elemen dalam rangka mempertahankan eksistensi pasar tradisional. Dalam penelitian ini digunakan teori fungsionalisme struktural yang dikemukakan oleh Talcott Parsons. Hasil penelitian menunjukkan bahwa 1) terjalin sinergisitas antar elemen, yaitu Dinas Perindustrian dan Perdagangan, UPT Pasar Rejowinangun, Asosiasi Rejotama, dan para pedagang di Pasar Rejowinangun dalam menjalankan masing-masing perannya; 2) setiap elemen menyadari bahwa saat ini Pasar Rejowinangun dihadapkan dengan berbagai kendala terkait dengan kehadiran ritel modern; 3) dilakukan upaya-upaya meliputi peningkatan kualitas Pasar Rejowinangun, penguatan sinergisitas setiap elemen, penguatan jaringan, dan penguatan modal sosial sebagai wujud strategi setiap elemen dalam rangka mempertahankan eksistensi pasar tradisional di tengah pesatnya laju pertumbuhan ritel modern.

Kata kunci: peran, strategi, pasar tradisional

ABSTRACT

The emergence of modern retail developments, such as malls, mini markets, and supermarkets has resulted in its own problems for the existence of traditional markets. The existence of traditional markets is currently encountering challenges due to the limitations of traditional markets to compete with modern retailers. This condition will gradually cause a decline in the existence of traditional markets. The traditional market has become the foundation of life for every business player within it. Therefore, a wise strategy and role from each elements are required to maintain the existence of traditional markets amid the rapid growth rate of modern retail. This study aimed to determine the role and strategy of each elements, including the Department of Industry and Trade of the City Government of Magelang, Integrated Service Unit of Rejowinangun Market, the Rejotama Association, and other traders to maintain the existence of the Rejowinangun Traditional Market of Magelang amid the rapid growth rate of modern retail. This study used a qualitative approach with a descriptive research type. This study intended to provide a factual overview of the roles and strategies of each elements to maintain the existence of the traditional market. This study used structural functionalism theory proposed by Talcott Parsons. The results of the study showed that 1) there was a synergy between each elements, consisting of the Department of Industry and Trade, Integrated Service Unit of Rejowinangun Market, the Rejotama Association, and traders in Rejowinangun Market in carrying out their respective roles; 2) each elements realized that the Rejowinangun Market is currently faced with various barriers related to the presence of modern retail; 3) efforts were made, including improving the quality of the Rejowinangun Traditional Market, strengthening the synergy of each elements, strengthening networks, and strengthening social capital as a form of strategy for each elements to maintain the existence of the traditional market amid the rapid growth rate of modern retail.

Keywords: *role, strategy, traditional market*