

INSTISARI

Keberadaan pasar rakyat atau pasar tradisional telah tergradasi oleh pasar modern yang berkembang pesat di Indonesia tidak terkecuali Pasar Suruh di Kecamatan Suruh, Kabupaten Semarang. Kondisi bangunan pasar yang sudah tidak layak seperti atap pasar yang bocor di beberapa titik, kurangnya ventilasi udara, kumuh dan fasilitas umum yang tidak memadai menjadi alasan Pasar Suruh membutuhkan adanya revitalisasi. Kebijakan program revitalisasi Pasar Suruh berlandaskan Peraturan Daerah Kabupaten Semarang No. 2 tahun 2018 tentang Penataan dan Pembinaan Pasar Rakyat, Pusat Perbelanjaan dan Toko Swalayan. Tujuan penelitian ini adalah untuk mengetahui efektivitas program revitalisasi Pasar Suruh Kabupaten Semarang, perbedaan pendapatan pedagang sebelum dan setelah revitalisasi pasar serta mengetahui tingkat kepuasan konsumen terhadap program revitalisasi Pasar Suruh. Jenis penelitian yang digunakan adalah *Mix Methods Research* (MMR) atau menggabungkan penelitian kualitatif dan kuantitatif. Desain penelitian metode gabungan yang digunakan adalah *Exploratory Sequential Mixed Methods Research*. Pengumpulan data kualitatif dilakukan melalui teknik wawancara, observasi, dan mengkaji dokumen sedangkan untuk data kuantitatif menggunakan survei dengan menyebar kuesioner. Teknik pengambilan data dilakukan dengan teknik *purposive sampling* untuk data kualitatif dan *convenience sampling* untuk data kuantitatif. Teknik analisis data kualitatif menggunakan analisis model interaktif sedangkan dalam analisis data kuantitatif melakukan Uji Wilcoxon untuk pendapatan pedagang dan analisis deskriptif kuantitatif untuk kepuasan konsumen. Hasil penelitian dapat disimpulkan bahwa Efektivitas Program Revitalisasi Pasar Suruh dilihat dari : 1) Analisis efektivitas program revitalisasi Pasar dalam aspek pencapaian tujuan program revitalisasi belum efektif hal ini dilihat dari tujuan pembangunan dan meningkatkan kepuasan konsumen tercapai namun dari misi untuk mensejahterakan pedagang belum tercapai, dalam aspek integrasi belum efektif karena pembangunan Pasar Suruh belum sesuai prosedur dan dalam aspek adaptasi sudah efektif karena Pasar Suruh mampu bertahan selama pandemi Covid – 19 dan keberhasilan adaptasi dapat dibuktikan dengan dicanangkannya Pasar Suruh sebagai Pasar Tangguh Nusantara Candi 2020; 2) Hasil analisis perbedaan pendapatan pedagang sebelum dan setelah revitalisasi menunjukan 72 dari 78 pedagang mengalami penurunan pendapatan pedagang sehingga dikatakan program revitalisasi pasar tidak efektif; 3) Hasil perhitungan efektivitas program dalam tingkat kepuasan konsumen sebesar 77,4% yang artinya jika dilihat berdasarkan kepuasan konsumen program revitalisasi sangat efektif.

Kata Kunci : Efektivitas, *Exploratory Sequential Mixed Methods Research*, Pasar Rakyat, Revitalisasi

ABSTRACT

The existence of traditional markets has been graded by modern markets that are growing rapidly in Indonesia, including the Pasar Suruh in Suruh District, Semarang Regency. The condition of market buildings that are no longer feasible, such as market roofs that leak at several points, lack of air ventilation, slums and inadequate public facilities are the reasons why Pasar Suruh requires revitalization. The policy of the Pasar Suruh revitalization program is based on the Peraturan Daerah Kabupaten Semarang No. 2 tahun 2018 tentang Penataan dan Pembinaan Pasar Rakyat, Pusat Perbelanjaan dan Toko Swalayan. The purpose of this study was to determine the effectiveness of the Suruh Market revitalization program in Semarang Regency, the differences in the income of traders before and after the market revitalization and to determine the level of consumer satisfaction with the Suruh Market revitalization program. The type of research used is Mix Methods Research (MMR) or combines qualitative and quantitative research. The combined method research design used is Exploratory Sequential Mixed Methods Research. Qualitative data was collected through interview, observation, and document review, while for quantitative data, surveys were used by distributing questionnaires. The data collection technique was done by purposive sampling technique for qualitative data and convenience sampling for quantitative data. The qualitative data analysis technique uses interactive model analysis, while in quantitative data analysis, the Wilcoxon test is used for merchant income and quantitative descriptive analysis for consumer satisfaction. The results of the study can be concluded that the effectiveness of the Suruh Market Revitalization Program is seen from: 1) Analysis of the effectiveness of the Market revitalization program in the aspect of achieving the objectives of the revitalization program has not been effective, this can be seen from the development goals and increasing consumer satisfaction, but the mission for the welfare of traders has not been achieved, in terms of integration has not been effective because the development of the Suruh Market has not been in accordance with procedures and in the adaptation aspect it has been effective because the Suruh Market was able to survive the Covid-19 pandemic and the success of the adaptation can be proven by the declaration of the Suruh Market as the Tangguh Nusantara Candi 2020 Market; 2) The results of the analysis of the difference in the income of traders before and after the revitalization showed that 72 of 78 traders experienced a decrease in the income of traders, so that the market revitalization program was said to be ineffective; 3) The results of the calculation of the effectiveness of the program in the level of consumer satisfaction of 77.4% which means that if viewed based on customer satisfaction the revitalization program is very effective.

Keywords: Effectiveness, Exploratory Sequential Mixed Methods Research, Revitalization, Traditional Market