

INTISARI

Perkembangan pasar modern yang begitu pesat hingga pelosok daerah menjadi penanda bahwa era modernisasi telah merambah di sektor perdagangan. Pasar modern dari yang berbentuk ritel hingga Hipermarket berkembang layaknya jamur dimusim hujan. Hal itu pula terjadi di Kota Yogyakarta. Kota yang mendapat gelar Kota Wisata dan Kota Pelajar sedikit banyak berpengaruh terhadap meningkatnya kepadatan penduduk di kota ini. Penduduk yang semakin padat menarik para investor gerai pasar modern untuk melakukan ekspansi dagang di Kota Yogyakarta. Hal ini menjadi ancaman bagi eksistensi pasar tradisional. Konsekuensi persaingan usaha harus dihadapi oleh para pedagang pasar tradisional. Salah satunya pasar tradisional Kranggan. Pasar Kranggan telah lama berdiri di tengah Kota Yogyakarta. Pasar ini menjadi salah satu penopang ekonomi rakyat di Kota Yogyakarta. Namun semakin berkembangnya zaman, tantangan yang dihadapi Pasar Kranggan semakin banyak salah satunya pasar modern yang ada disekitarnya. Tercatat 6 pasar modern yang cukup dekat dengan Pasar Kranggan. Empat pasar modern yang berbentuk ritel, kemudian dua pasar modern yang berbentuk Supermarket. Keberadaanya cukup memberikan pengaruh terhadap Pasar Kranggan. Khususnya di aspek sosial dan ekonomi para pedagang Pasar Kranggan.

Penelitian ini dilakukan di Pasar Kranggan. Penelitian ini menggunakan metode penelitian kualitatif. Alasan menggunakan metode penelitian kualitatif karena metode ini dinilai dapat membedah fenomena secara lebih mendalam, disadari bahwa persoalan yang diangkat cukup kompleks. Pengambilan sampel secara *purposive* dengan alasan informan yang ditemui mampu memberikan jawaban yang sesuai pertanyaan penelitian. Informan yang diambil berjumlah 16 orang. Terdiri dari 8 orang pedagang, 3 pembeli, 1 pengurus Koperasi, 1 Ketua paguyuban pedagang, 2 pengelola pasar, serta 1 pegawai Dinas Perindustrian dan Perdagangan Kota Yogyakarta.

Hasil penelitian yang diperoleh yaitu, dampak perkembangan pasar modern cukup dirasakan oleh sebagian para pedagang. Dampak yang dialami para pedagang dikategorikan menjadi dua dampak yaitu dampak sosial dan dampak ekonomi. Berdasarkan hasil penelitian dampak sosial yang dialami para pedagang yaitu perbedaan respon terhadap kehadiran pasar modern, interaksi antar pedagang dan pembeli menurun, solidaritas antar pedagang serta minat berkomunitas. Kemudian dampak ekonomi yang dialami para pedagang, yaitu menurunnya pendapatan serta beralih komoditi. Dampak-dampak yang dialami para pedagang tersebut memunculkan sikap strategi para pedagang agar mampu mempertahankan usaha dagangannya secara khusus, serta keberlangsungan eksistensi Pasar Kranggan secara umum. Strategi yang dilakukan yaitu, *Pertama* meningkatkan keramahan pelayanan serta kebersihan, *kedua* penguatan solidaritas pedagang, *ketiga* pengelolaan paguyuban pedagang dan *keempat* pengembangan jejaring permodalan.

Keywords: *Pedagang Pasar Kranggan, Pasar Modern, Pasar Tradisional, Strategi*

ABSTRACT

The rapid development of the modern market to remote areas is a sign that the era of modernization has penetrated the trade sector. The modern market from retail to hypermarket develops like mushrooms in the rainy season. It also happened in Yogyakarta City. The city that gets the title of “Kota Wisata” and “Kota Pelajar” has a lot of influence on the increasing of population density in this city. The increasingly crowded population attracts the investors of modern market outlets to expand their trade in Yogyakarta. This poses a threat to the existence of traditional markets. The consequences of business competition must be faced by traditional market traders. One of them is the traditional market of Kranggan. Kranggan market has long stood in the middle of Yogyakarta City. This market became one of the economic supporters of the people in the city of Yogyakarta. But the growing times, the challenges faced by the Kranggan Market is increasingly, one of them is modern markets around it. Recorded six modern markets are quite close to the Kranggan Market, Four modern markets are in the form of retail and two modern market -shaped supermarket. Its existence is enough to give effect to Kranggan Market. Especially in the social and economic aspects of the traders of Pasar Kranggan.

This research is conducted in Kranggan Market. This research uses the method of qualitative. The reason for using qualitative research methods because this method is considered to dissect the phenomenon in more depth, it is realized that the issues raised quite complex. Intake of sample by purposive with reason of informant that can be found to give answer according to research question. The informants were 16 people. Consisting of 8 traders, 3 buyers, 1 cooperative manager, 1 chairman of merchant traders, 2 market managers, and 1 employee of Yogyakarta Departement of Industri and Commerce.

The results obtained are, the impact of the development of modern markets is quite perceived by some traders. The impact experienced by traders is categorized into two impacts, namely social impacts and economic impacts. Based on the results of social impact studies that experienced by traders is differences response to the presence of modern markets, interaction between traders and buyers decline, solidarity between traders and interest of association. Then the economic impact experienced by traders, that is decreasing income and switching commodities. The impacts experienced by the traders led to the traders' strategic action in order to be able to maintain their business specifically, and the continued existence of the Kranggan market in general. The strategies are: *First*, improve the friendliness and hygiene service, *second* the strengthening of solidarity of traders, *third* management of merchant's association and *the fourth* development of capital network.

Keywords: *Market Traders Kranggan, Modern Market, Traditional Market, Strategy*