

INTISARI

Pasar tradisional identik dengan kumuh, bau, kotor dan sebagainya. Sehingga pembeli lebih memilih untuk belanja di pasar modern oleh karena itu Perlunya strategi pengembangan pasar supaya banyak pembeli yang tertarik untuk berbelanja di pasar tradisional. Penelitian ini menggunakan metode kualitatif deskriptif. Hasil penelitian ini menunjukkan bahwa strategi pengembangan Pasar Settoan dalam meningkatkan kepuasan dan pendapatan pedagang di Desa Moncek Tengah Lenteng Sumenep dilakukan dengan tiga bentuk strategi pengembangan yaitu strategi pengembangan sarana dan prasarana pasar, strategi pengembangan kualitas pelayanan pasar dan strategi pengembangan sumber daya manusia. Dari hasil penelitian ini pengembangan yang dilakukan sangat membantu pedagang merasakan berdagang dipasar yang nyaman, aman dan bersih, karena pengelola telah melakukan perbaikan los, kamar mandi dan tempat parkir, menjaga kebersihan sarana dan prasarana pasar, menata ulang pengelompokan barang dagangan, mendengarkan saran, aspirasi dan keluhan pedagang dan mengadakan sosialisasi dengan bentuk pemberdayaan kepada pedagang. Berdasarkan pendapat pedagang, pedagang sudah merasa puas dengan strategi pengembangan yang dilakukan pengelola pasar karena sudah terciptanya kondisi pasar yang nyaman. Namun, untuk meningkatkan pendapatan masih belum tercapai.

Kata Kunci : Strategi Pengembangan Pasar Tradisional, Kepuasan Dan Pendapatan Pedagang

ABSTRACT

Traditional markets are synonymous with slums, smells, dirty and so on. So that buyers prefer to shop in modern markets, therefore the need for a market development strategy so that many buyers are interested in shopping in traditional markets. This research uses descriptive qualitative method. The results of this study indicate that the development strategy of the Settoan Market in increasing the satisfaction and income of traders in the village of Moncek Tengah Lenteng Sumenep is carried out with three forms of development strategies, namely the strategy of developing market facilities and infrastructure, the strategy of developing market service quality and the strategy of developing human resources. From the results of this study, the development carried out really helped traders feel that trading in the market was comfortable, safe and clean, because the manager had made repairs to booths, bathrooms and parking, kept the market facilities and infrastructure clean, rearranged the grouping of merchandise, listened to suggestions, aspirations and complaints of traders. and conduct socialization in the form of empowerment to traders. Based on the opinion of traders, traders are satisfied with the development strategy carried out by market managers because they have created comfortable market conditions. However, to increase revenue is still not achieved.

Keywords: Traditional Market Development Strategy, Merchant Satisfaction and Income

