

Faktor penyebab rendahnya pemanfaatan fasilitas di pasar panggungrejo dan pasar pucangsawit kota surakarta tahun 2014 = The factors causing the low level of facilities utilization of pasar panggungrejo and pasar pucangsawit city of surakarta 2014

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Abstrak

[ABSTRAK

Peran penting Pasar Tradisional dalam perekonomian daerah, mendorong adanya upaya untuk meningkatkan kinerja pasar melalui program revitalisasi pasar tradisional. Program revitalisasi pasar tradisional direalisasikan melalui pembangunan pasar tradisional baru dan/atau memperbaiki fisik pasar tradisional yang ada, mengadakan pelatihan manajemen pengelolaan pasar, dan pendampingan terhadap pengelola, konsumen, serta sosialisasi revitalisasi pasar tradisional. Namun dalam perkembangannya pelaksanaan dari program revitalisasi menyisakan banyak permasalahan seperti rendahnya jumlah pembeli. Dalam penelitian ini fokus utamanya adalah menjawab pertanyaan mengapa pemanfaatan fasilitas di pasar Panggungrejo dan pasar Pucangsawit begitu rendah. Dengan menggunakan metode survei melalui teknik penyebaran kuisioner dan interview secara mendalam (dept interview), dan kemudian dilakukan analisis secara deskriptif maka diperoleh hasil bahwa rendahnya pemanfaatan fasilitas pasar disebabkan oleh faktor lokasi pasar yang tidak strategis, rendahnya jumlah pembeli, kondisi usaha, dan pengelolaan pasar yang kurang baik.;The important role of traditional markets in the regional economy, encourage their efforts to improve the performance of the market through the traditional market revitalization program. Traditional market revitalization program is realized through the development of new markets and improve the physical traditional markets, management training markets, and assistance to managers, consumers and dissemination of traditional market revitalization. But in its development, implementation of revitalization program leaves a lot of problem such as low of buyer. In this study the main focus is to answer the question of why the use of facilities in Panggungrejo and Pucangsawit markets so low. By using the survey method through questionnaires and interview techniques in depth, and then conducted a descriptive analysis of the obtained results that the low utilization factor of the market caused by the lack of strategic market location, the low number of buyers, bussiness condition, and management of unfavorable market;The important role of traditional markets in the regional economy, encourage their efforts to improve the performance of the market through the traditional market revitalization program. Traditional market revitalization program is realized through the development of new markets and improve the physical traditional

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