

THE REVITALIZATION OF THE DELTA PAWAN DISTRICT TRADITIONAL MARKET ON THE IMPACT OF SELLER SERVICE IN KETAPANG REGENCY

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ABSTRACT

This study aimed to analyze and describe the factors that the implementation of the Rangka Sentap market service policy was still not running optimally in Delta Pawan District. This study was based on the Regional Regulation of Ketapang Regency Number 16 of 2013 on the market service. This study also used a qualitative research method with a descriptive research design. This study used Zethalm & Haywood Farmer's theory in Pasolong (2007:133) which stated that there were three main characteristics in service, specifically intangibility, heterogeneity, and inseparability. The results of this study concluded that the service performance of sellers in the Rangka Sentap market had decreased in line with the revitalization program implemented by the Cooperatives, Small and Medium Enterprises, Trade and Industry Department. The results also concluded that the needs of customers were very diverse and many, after the Rangka Sentap market was renovated, there were many changes to the traders. Lastly, the lack of attention from the local government of Ketapang, especially from the Cooperatives, Small and Medium Enterprises, Trade and Industry Department, should help traders in reviving the Rangka Sentap market to become the main market. The researcher suggests that the Cooperatives, Small and Medium Enterprises, Trade and Industry Department of Ketapang Regency as the implementer of the policy should be further improved its performance on the existing policies. These policy efforts are in accordance with what is expected and desired by the sellers in the Rangka Sentap market.

Keywords: Revitalization, Traditional Market, Service.

REVITALISASI PASAR TRADISIONAL KECAMATAN DELTA PAWAN TERHADAP DAMPAK PELAYANAN PARA PEDAGANG KABUPATEN KETAPANG

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan faktor pelaksanaan kebijakan pelayanan pasar Rangga Sentap masih belum berjalan optimal di Kecamatan Delta Pawan. Berdasarkan Peraturan Daerah Kabupaten Ketapang tentang pelayanan pasar No 16 Tahun 2013. Metode yang digunakan dalam penelitian yaitu metode kualitatif jenis penelitian deskriptif. Teori yang digunakan yaitu dari Zethalm & Haywood Farmer dalam Pasolong (2007:133) mengatakan ada tiga karakteristik utama dalam pelayanan yaitu (1) *intangibility*, Keimpulannya Peforma pelayanan para pedagang di pasar rangga sentap ini menurun sejalan dengan adanya program revitalisasi yang dilakukan oleh Dinas Koperasi, Usaha Kecil dan Menengah, Perdagangan Dan Perindustrian (2) *heterogeinity* Kesimpulannya Kebutuhan pelanggan sangat beragam dan banyak, setelah pasar rangga sentap direnovasi banyak terjadi perubahan-perubahan kepada para pedagang dan (3) *inseparability* Kesimpulannya Kurangnya perhatian pemerintah daerah ketapang khususnya dari Dinas Koperasi, Usaha Kecil dan Menengah, Perdagangan Dan Perindustrian, yang seharusnya membantu para pedagang dalam menghidupkan kembali pasar rangga sentap menjadi pasar utama. Adapun saran untuk Dinas Koperasi, Usaha Kecil dan Menengah, Perdagangan Dan Perindustrian Kabupaten Ketapang sebaiknya sebagai pelaksana kebijakan harus lebih ditingkatkan lagi kinerjanya terhadap kebijakan yang sudah ada upaya kebijakan tersebut sesuai dengan apa yang diharapkan dan diinginkan oleh pedagang pasar rangga sentap

Kata Kunci : Revitalisasi, Pasar Tradisional, Pelayanan