

## ABSTRAK

**ERWIN SAPUTRA. 2024. *Analisis Dampak Revitalisasi Pasar Tradisional terhadap Peningkatan Pendapatan Pedagang (Studi Kasus Pasar Modern Pekkae Kabupaten Barru)*. Skripsi. Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh : Siti Aisyah dan Firman Syah.**

Penelitian ini bertujuan untuk menganalisis dampak revitalisasi pasar tradisional terhadap peningkatan pendapatan pedagang di Pasar Modern Pekkae, Kabupaten Barru. Revitalisasi pasar dilakukan sebagai upaya pemerintah untuk meningkatkan daya saing pasar tradisional agar mampu bersaing dengan pasar modern. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam dengan pedagang dan pengelola pasar, serta observasi langsung terhadap perubahan fisik dan tata kelola pasar pasca-revitalisasi. Hasil penelitian menunjukkan bahwa revitalisasi pasar telah berdampak positif terhadap peningkatan pendapatan pedagang, yang disebabkan oleh peningkatan jumlah kunjungan konsumen serta perbaikan fasilitas pasar yang lebih nyaman dan teratur. Selain itu, perubahan dalam penataan kios, perluasan area parkir, serta peningkatan kebersihan dan keamanan pasar juga turut mendukung peningkatan daya tarik pasar bagi konsumen. Dengan demikian, revitalisasi pasar tradisional dapat dianggap sebagai strategi yang efektif dalam mendukung keberlanjutan dan perkembangan pasar tradisional di era modern.

***Kata kunci:*** Revitalisasi pasar, Pendapatan pedagang, Pasar tradisional, Pasar modern, Pekkae.

## ABSTRACT

**ERWIN SAPUTRA. 2024. *The Impact of Traditional Market Revitalization on Increasing Traders' Income (Case Study of Pekkae Modern Market in Barru Regency)*. Thesis. Departmen of Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by : Siti Aisyah and Firman Syah.**

*This research aims to analyze the impact of traditional market revitalization on increasing traders' income, focusing on the case of Pekkae Modern Market in Barru Regency. The market revitalization was initiated by the government to enhance the competitiveness of traditional markets in response to the growing dominance of modern markets. This study using a qualitative approach with a case study method. Data were collected through in-depth interviews with traders and market managers, as well as direct observations of the physical changes and market management post-revitalization. The findings indicate that the market revitalization has positively affected traders' income due to the increased consumer visits and improved market facilities, which have become more comfortable and orderly. Additionally, changes in stall arrangement, parking area expansion, and improvements in market cleanliness and security have also contributed to enhancing the market's appeal to consumers. Thus, traditional market revitalization can be considered an effective strategy in supporting the sustainability and development of traditional markets in the modern era.*

**Keywords:** *Market revitalization, traders' income, traditional market, modern market, Pekkae.*