

ABSTRAK

Pengelolaan pasar tradisional merupakan bagian penting dari upaya pemerintah daerah dalam menciptakan ruang ekonomi yang tertib, aman, dan layak bagi pedagang serta konsumen. Namun, Pasar Tradisional Gambir di Kota Tebing Tinggi masih menghadapi berbagai persoalan seperti ketidakaturan pedagang, keamanan yang belum optimal, dan kondisi lingkungan pasar yang kurang terawat. Penelitian ini bertujuan untuk mengetahui bagaimana pengelolaan pedagang Pasar Tradisional Gambir di Kota Tebing Tinggi yang mencakup aspek keamanan, ketertiban, dan pemeliharaan, serta kendala yang dihadapi dalam proses pengelolaan tersebut. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Pengelolaan Pedagang Pasar Tradisional Gambir di Kota Tebing Tinggi yang difokuskan pada keamanan, ketertiban, pemeliharaan aspek keamanan pasar masih menghadapi gangguan seperti pencopetan serta belum tersedianya sarana pengawasan seperti CCTV. Dari segi ketertiban, belum maksimal akibat rendahnya kepatuhan pedagang mengakibatkan pedagang berjualan di area tidak semestinya, masalah parkir liar dan penumpukan sampah. Pada aspek pemeliharaan, pasar masih terkesan kumuh dan becek karena kurangnya kesadaran pedagang serta minimnya fasilitas yang memadai. Kendala dalam melakukan Pengelolaan Pedagang Pasar Tradisional Gambir di Kota Tebing Tinggi Kendala utama terletak pada lemahnya koordinasi, pengawasan, dan partisipasi aktif pedagang dalam menjaga ketertiban dan kebersihan pasar.

Kata Kunci: *Pengelolaan Pedagang, Pasar Tradisional, Keamanan, Ketertiban, Pemeliharaan*

ABSTRACT

Traditional market management is an important part of the local government's efforts to create an orderly, safe, and decent economic space for traders and consumers. However, Gambir Traditional Market in Tebing Tinggi City still faces various problems such as trader irregularities, suboptimal security, and poorly maintained market environment conditions. This study aims to determine how traders manage Gambir Traditional Market in Tebing Tinggi City which includes aspects of security, comfort, and maintenance, as well as obstacles faced in the management process. This study uses a qualitative method with data collection techniques through observation, interviews, and documentation. Data analysis is carried out through the stages of data reduction, data presentation, and conclusion drawing. The results of the study indicate that the Management of Gambir Traditional Market Traders in Tebing Tinggi City which focuses on security, maintenance, maintenance of market security aspects still faces disturbances such as pickpocketing and the lack of surveillance facilities such as CCTV. In terms of comfort, it is not optimal due to the low number of traders which results in traders selling in inappropriate areas, problems with parking liars and piling up garbage. In terms of maintenance, the market still seems dirty and muddy due to a lack of trader awareness and a lack of adequate facilities. Obstacles in Managing Traditional Gambir Market Traders in Tebing Tinggi City The main obstacle lies in the weak coordination, supervision, and active participation of traders in maintaining and cleaning the market.

Keywords: *Trader Management, Traditional Market, Security, Order, Maintenance.*