

ABSTRAK

Program revitalisasi pasar tradisional merupakan salah satu intervensi kebijakan publik yang krusial untuk memulihkan fungsi ekonomi daerah, meningkatkan higienitas ruang publik, serta mendorong kesejahteraan para pelaku usaha mikro. Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan implementasi program revitalisasi Pasar Kain tradisional di Kota Tebing Tinggi dalam upayanya meningkatkan kesejahteraan pedagang, sekaligus mengidentifikasi berbagai faktor penghambat yang muncul dalam proses pelaksanaan kebijakan tersebut. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan tipe penelitian deskriptif. Pengumpulan data dilakukan melalui teknik observasi langsung di area Pasar Kain Kota Tebing Tinggi, studi dokumentasi terhadap regulasi terkait, serta wawancara dengan sejumlah informan kunci, termasuk pihak Dinas Perdagangan, Koperasi, dan UKM Kota Tebing Tinggi, pengelola pasar, serta para pedagang kain terdampak. Penentuan informan dilakukan secara sengaja menggunakan teknik *purposive sampling* guna memastikan validitas dan kedalaman data. Hasil penelitian menunjukkan bahwa meskipun revitalisasi berhasil mengubah infrastruktur fisik bangunan menjadi gedung bertingkat tiga yang lebih modern dan bersih, program ini belum mampu mencapai tujuan substantifnya dalam meningkatkan kesejahteraan ekonomi pedagang. Pasca-revitalisasi, para pedagang justru mengalami penurunan omzet pendapatan yang sangat signifikan. Fenomena ini disebabkan oleh sepiunya pembeli akibat perubahan aksesibilitas gedung yang dinilai kurang nyaman bagi konsumen, persepsi harga barang yang menjadi lebih mahal, serta dampak negatif masa relokasi sementara yang tidak strategis. Faktor penghambat utama dalam proyek ini meliputi minimnya sosialisasi awal, lemahnya partisipasi publik pedagang dalam perencanaan desain, serta kesalahan teknis arsitektur bangunan baru seperti ketiadaan pintu pelindung pada kios-kios terbuka yang memicu kerawanan kriminalitas pencurian barang dagangan. Dengan demikian, revitalisasi Pasar Kain Tebing Tinggi baru menyentuh dimensi estetika fisik eksternal, namun mengabaikan kebutuhan jaminan keamanan dan aksesibilitas ekonomi yang menjadi variabel utama kesejahteraan pedagang.

Kata Kunci: *Revitalisasi Pasar, Pasar Kain Tebing Tinggi, Kesejahteraan Pedagang, Administrasi Publik.*

ABSTRACT

The traditional market revitalization program is a crucial public policy intervention designed to restore regional economic functions, improve public space hygiene, and promote the welfare of micro-entrepreneurs. This study aims to analyze and describe the implementation of the traditional Cloth Market (Pasar Kain) revitalization program in Tebing Tinggi City in its efforts to improve traders' welfare, as well as to identify various inhibiting factors that emerged during the policy implementation process. The research method used is a qualitative approach with a descriptive research type. Data collection was conducted through direct observation in the Tebing Tinggi City Cloth Market area, documentary studies of related regulations, and in-depth interviews with key informants, including the Department of Trade, Cooperatives, and SMEs of Tebing Tinggi City, market managers, and affected cloth traders. Informants were selected purposively to ensure data validity and depth. The results show that although the revitalization successfully transformed the physical infrastructure into a more modern and clean three-story building, the program has not achieved its substantive objective of improving the economic welfare of the traders. Post-revitalization, traders actually experienced a significant decline in revenue turnover. This phenomenon was caused by a shortage of buyers due to changes in building accessibility that consumers found inconvenient, a perception that goods became more expensive, and the negative impact of an unstrategic temporary relocation period. The main inhibiting factors in this project include weak communication variables due to lack of initial socialization and minimal public participation of traders in design planning, as well as limited resources regarding supporting facilities, specifically technical architectural errors in the new building such as the absence of protective doors on open kiosks—which triggered vulnerabilities to theft. Consequently, the revitalization of the Tebing Tinggi Cloth Market has only touched upon the dimension of external physical aesthetics, while ignoring the crucial elements of security guarantees and economic accessibility, which are the primary variables of traders' welfare.

Keywords: Market Revitalization, Tebing Tinggi Cloth Market, Traders Welfare, Policy Implementation.