

ABSTRAK

Pengelolaan pedagang Pasar Tradisional yang dilakukan oleh Pemerintah Daerah Kabupaten Labuhanbatu melalui Dinas Perindustrian dan Perdagangan bertujuan untuk penertiban pedagang. Adanya pedagang yang masih berjualan di kaki lima, serta pedagang Pasar yang tidak menempati kios atau lapak yang sudah dibangun pemerintah, pedagang lebih memilih berjualan di luar lapak kawasan pelataran Pasar Tradisional tersebut, mereka beralasan tidak mau menempati pasar tersebut dikarenakan lapak jualan sangat kecil, Selain itu pembeli juga enggan datang karena banyak pedagang sayur yang menjual buah dan sayur ke pedagang kaki lima di pinggir jalan. Sampah berserakan dimana-mana dan juga terjadi penumpukan sampah sembarangan, Tempat sampah yang tersedia juga tidak banyak di pasar tersebut. Kurangnya perhatian pemerintah terhadap pemeliharaan dan pengelolaan pasar menyebabkan pedagang lebih memilih menjual produknya di pinggir jalan atau di pintu masuk pasar. Hal tersebut membuat kondisi di Pasar Kabupaten Labuhanbatu tidak tertata baik. Metode yang digunakan adalah metode penelitian kualitatif. Data-data dianalisis dengan metode analisis deskriptif. Jenis data yang digunakan data primer dan sekunder. Hasil penelitian yang diperoleh adalah Pengelolaan Pasar Tradisional Kabupaten Labuhan batu sudah terlaksana dengan baik dari segi perencanaan dan pengendalian, namun masyarakat masih belum mengetahui cara mengelola pasar dengan baik. Banyak pedagang yang tidak mematuhi peraturan yang dibuat oleh pemerintah dengan alasan lokasi yang strategis dan lebih terjangkau, serta banyak para pedagang yang lain ikut-ikutan tidak mematuhi peraturan tersebut. Kurangnya program pembinaan terhadap para pedagang menjadi faktor penghambat dalam proses sosialisasi, kurangnya kesadaran para pedagang dalam menjaga ketertiban pasar. Adapun saran dari peneliti agar Dinas Perindustrian dan Perdagangan Kabupaten Labuhanbatu agar meningkatkan pengelolaan terhadap pedang pasar, serta para pedagang agar lebih mentaati aturan yang telah di tetapkan.

Kata Kunci: Pengelolaan, Pasar Tradisional, Pedagang, Pemerintah

ABSTRACT

The management of Traditional Market traders carried out by the Labuhanbatu Regency Regional Government through the Industry and Trade Office aims to control traders. The existence of traders who are still selling on the street, as well as market traders who do not occupy stalls or stalls that have been built by the government, traders prefer to sell outside the stalls of the Traditional Market courtyard area, they reason that they do not want to occupy the market because the selling stalls are very small, also no buyers want to enter because there are many other vegetable traders who sell vegetables and fruits on the street or on the side of the road. garbage is scattered everywhere and there is also a buildup of litter, available trash bins are also not many on the street. Garbage is scattered everywhere and there is also a buildup of litter, there are not many trash bins available in the market. Lack of attention from the government in the maintenance and management of market space, causing traders to prefer to sell their wares on the side of the road or near the market entrance area. This makes the conditions in the Labuhanbatu Regency Market not well organized. The method used is a research method with qualitative research. The data were analyzed by the descriptive analysis method. The types of data used are primary and secondary data. The results showed that the management carried out by the Industry and Trade Office was not optimal, as seen from the lack of planning and less than optimal supervision caused by the lack of apparatus duties against traders who violated the rules. Many traders do not comply with regulations made by the government on the grounds that the location is strategic and more affordable, and many other traders follow suit and do not comply with these regulations. The lack of a coaching program for traders is an inhibiting factor in the socialization process, as is the lack of awareness of traders about maintaining market order. The suggestions from researchers are that the Labuhanbatu Regency Industry and Trade Office should improve the management of market traders, and traders should obey the rules that have been set.

Keywords: Management, Traditional Market, Traders, Government