

**ANALISIS PENDAPATAN PEDAGANG SEBELUM DAN SESUDAH  
PROGRAM REVITALISASI PASAR TRADISIONAL DI KOTA SINGARAJA  
(Studi Kasus Pada Pasar Banyuasri)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh revitalisasi Pasar Banyuasri terhadap pendapatan pedagang jika dibandingkan dengan sebelum dilakukan revitalisasi dan mengetahui kendala apa saja yang ditemui oleh pedagang pasca revitalisasi pasar. Dalam penelitian ini, peneliti menggunakan metode kualitatif, dimana peneliti melakukan penelitian terhadap fenomena dan observasi langsung kelapangan serta mengumpulkan data-data yang akan dianalisis berdasarkan pengamatan dan pengetahuan peneliti. Berdasarkan penelitian yang telah dilakukan maka dapat disimpulkan pendapatan 1.046 pedagang dengan rata-rata pendapatan yaitu sebesar Rp 1.800.000 per bulannya, dan adanya revitalisasi pasar ini pemerintah kiranya dapat mengembalikan peran penting pasar tradisional.

**Kata Kunci: Revitalisasi Pasar, Pasar Tradisional, Pasar Modern, Pedagang, dan Pendapatan**

**INCOME ANALYSIS OF TRADERS BEFORE AND AFTER THE  
TRADITIONAL MARKET REVITALIZATION PROGRAM IN SINGARAJA  
CITY (Case Study on Banyuasri Market)**

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**ABSTRACT**

This research aims to determine the effect of the revitalization of the Banyuasri Market on the income of traders when compared to before the revitalization was carried out and to find out what obstacles were encountered by traders after the revitalization of the market. In this study, researchers used qualitative methods, where researchers conducted research on phenomena and observations directly from the field and collected data to be analyzed based on observations and knowledge of researchers. Based on the research that has been done, it can be concluded that the income of 1,046 traders with an average income of Rp. 1,800,000 per month, and the revitalization of this market the government would be able to restore the important role of traditional markets.

Keywords: Market Revitalization, Traditional Markets, Modern Markets, Traders, and Income