

EVALUASI PROGRAM REVITALISASI PASAR BANYUASRI

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ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi program revitalisasi Pasar Banyuasri di Kota Singaraja. Evaluasi dilakukan berdasarkan dimensi efektivitas, efisiensi, relevansi, dan dampak program, dengan menggunakan pendekatan deskriptif kualitatif. Teknik pengumpulan data meliputi observasi lapangan, wawancara mendalam terhadap pedagang, dan dokumentasi. Hasil penelitian menunjukkan bahwa revitalisasi pasar berhasil memperbaiki kondisi fisik seperti kebersihan dan penataan bangunan. Namun, dari sisi efektivitas, program belum sepenuhnya meningkatkan aktivitas ekonomi pedagang karena relokasi lokasi jualan dan sistem zonasi yang membingungkan. Efisiensi pelaksanaan juga belum optimal karena penggunaan anggaran yang besar tidak sebanding dengan hasil ekonomi yang diperoleh, serta masih minimnya fasilitas pendukung perdagangan. Relevansi program dinilai kurang karena tidak memperhitungkan pola belanja masyarakat dan kebutuhan operasional pedagang. Dari segi dampak, revitalisasi justru menyebabkan penurunan omzet, berkurangnya pengunjung, dan tekanan psikologis terhadap pelaku usaha. Dengan demikian, diperlukan evaluasi lanjutan dan penyesuaian kebijakan agar program revitalisasi benar-benar mampu memberikan manfaat ekonomi dan sosial bagi pelaku pasar secara berkelanjutan.

Kata kunci: revitalisasi pasar; evaluasi program; pasar tradisional

ABSTRACT

This study aims to evaluate the revitalization program of Banyuasri Market in Singaraja City. Evaluation was carried out based on the dimensions of program effectiveness, efficiency, relevance, and impact, using a qualitative descriptive approach. Data collection techniques include field observations, in-depth interviews with traders, and documentation. The results of the study show that market revitalization has succeeded in improving physical conditions such as cleanliness and building arrangement. However, in terms of effectiveness, the program has not fully increased the economic activity of traders due to the relocation of sales locations and confusing zoning systems. The efficiency of implementation is also not optimal because the use of a large budget is not proportional to the economic results obtained, and there is still a lack of trade

support facilities. The relevance of the program is considered less because it does not take into account the shopping patterns of the community and the operational needs of traders. In terms of impact, revitalization actually causes a decrease in turnover, reduced visitors, and psychological pressure on business actors. Thus, further evaluation and policy adjustments are needed so that the revitalization program is truly able to provide economic and social benefits for market participants in a sustainable manner.

Keywords: *market revitalization; program evaluation; Traditional Markets*

