

**PERSEPSI MASYARAKAT TERHADAP REVITALISASI PASAR
TRADISIONAL DI PASAR RAKYAT BANJAR DESA BANJAR, KABUPATEN
BULELENG**

Oleh

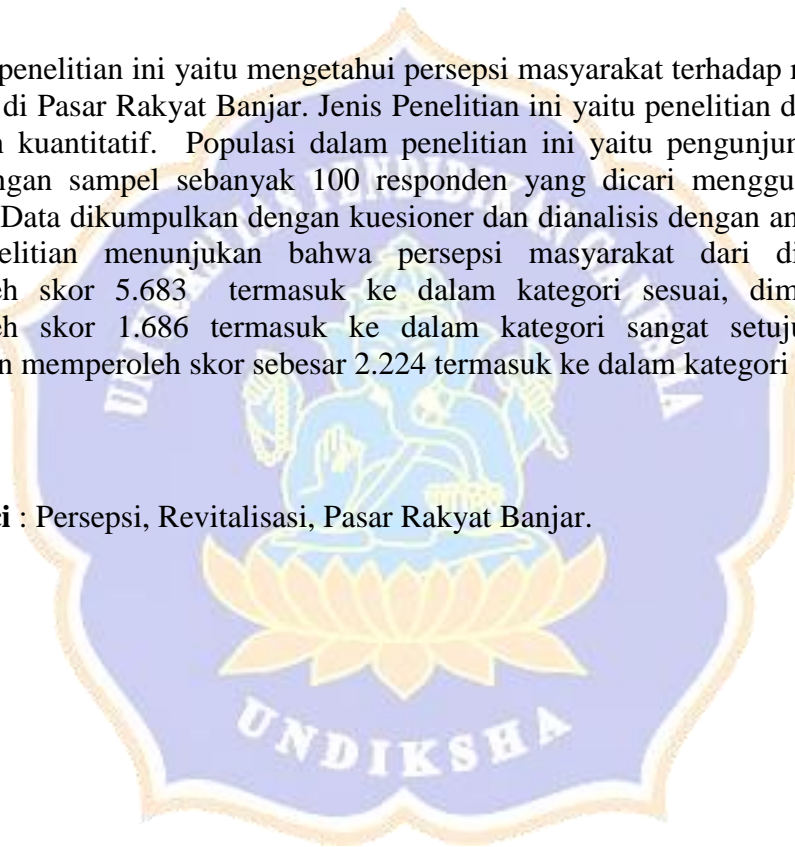
Kadek Irma Widya Darini. NIM.1617011038

Program Studi Pendidikan Ekonomi

ABSTRAK

Tujuan penelitian ini yaitu mengetahui persepsi masyarakat terhadap revitalisasi pasar tradisional di Pasar Rakyat Banjar. Jenis Penelitian ini yaitu penelitian deskriptif dengan pendekatan kuantitatif. Populasi dalam penelitian ini yaitu pengunjung Pasar Rakyat Banjar dengan sampel sebanyak 100 responden yang dicari menggunakan sampling insidental. Data dikumpulkan dengan kuesioner dan dianalisis dengan analisis deskriptif. Hasil penelitian menunjukkan bahwa persepsi masyarakat dari dimensi harapan memperoleh skor 5.683 termasuk ke dalam kategori sesuai, dimensi kebutuhan memperoleh skor 1.686 termasuk ke dalam kategori sangat setuju, dan dimensi pengalaman memperoleh skor sebesar 2.224 termasuk ke dalam kategori baik.

Kata kunci : Persepsi, Revitalisasi, Pasar Rakyat Banjar.



COMMUNITY PERCEPTION ON THE REVITALIZATION OF TRADITIONAL MARKETS IN BANJAR PEOPLE'S MARKET, BANJAR VILLAGE, BULELENG REGENCY

By

Kadek Irma Widya Darini. NIM.1617011038

Economic Education Study Program

ABSTRACT

This study aimed at determining public perception of traditional market revitalization in Banjar people's market. The type of research was a descriptive study with a quantitative approach to describe the public perception of traditional market revitalization in Banjar people's market. The population in this study are visitors at the Banjar people market with a sample of 100 respondents who were searched using the sampling incidental. Data were collected by questionnaires and analyzed using descriptive analysis. Based on the result of the study, public perception of the expectation dimension obtained a score of 5.683 included in the appropriate category, the need dimension obtained a score of 1.686 included in the strongly agree category, the experience dimension obtained a score of 2.224 included in the good category.

