

ABSTRAK

ELINA MAHFUJAH, NPM : 2022122, Judul **“PENGELOLAAN PASAR IKAN BANUA LIMA PADA UPTD PENGELOLAAN PASAR WILAYAH I KECAMATAN AMUNTAI TENGAH”**, di bawah bimbingan Ibu Ni Made Musiyani Anjasmari, M.A.P sebagai Pembimbing I dan Bapak Ahmad Baihaqi, S.Sos., M.A sebagai Pembimbing II.

Pasar tradisional sebagai pusat aktivitas ekonomi masyarakat memiliki peran strategis dalam mendukung kesejahteraan pedagang dan konsumen. Pasar Ikan Banua Lima yang dikelola oleh UPTD Pengelolaan Pasar Wilayah I Kecamatan Amuntai Tengah Kabupaten Hulu Sungai Utara masih menghadapi permasalahan dalam pengelolaannya, seperti rendahnya kepatuhan pedagang dalam pembayaran retribusi, lemahnya pengawasan terhadap zonasi dan jam operasional pasar, serta kondisi sarana dan prasarana yang belum memadai. Penelitian ini bertujuan untuk mendeskripsikan pengelolaan Pasar Ikan Banua Lima dan mengidentifikasi faktor-faktor yang memengaruhinya.

Penelitian ini menggunakan tipe penelitian deskriptif dengan pendekatan kualitatif. Informan penelitian berjumlah 14 orang yang ditentukan melalui teknik *purposive sampling*. Teknik pengumpulan data meliputi observasi, wawancara mendalam, dan dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji melalui perpanjangan pengamatan, triangulasi sumber, penggunaan bahan referensi, dan member check.

Hasil penelitian menunjukkan bahwa pengelolaan Pasar Ikan Banua Lima pada UPTD Pengelolaan Pasar Wilayah I Kecamatan Amuntai Tengah tergolong kurang baik. Dari dua belas indikator yang diteliti, satu indikator berkategori baik, satu indikator berkategori cukup baik, dan sepuluh indikator berkategori kurang baik. Faktor penghambat pengelolaan pasar meliputi kurangnya sosialisasi dan kesadaran pedagang, keterbatasan petugas dan belum tegasnya penegakan aturan, serta keterbatasan anggaran dan sumber daya kebersihan. Faktor pendukung pengelolaan pasar yaitu adanya pembagian tugas yang jelas antarpetugas pengelola pasar.

Berdasarkan hasil penelitian, disarankan kepada Kepala UPTD Pengelolaan Pasar Wilayah I untuk menyusun perencanaan pengelolaan pasar secara lebih terstruktur, meningkatkan pengawasan dan penegakan aturan bersama Satpol PP, serta meningkatkan sosialisasi kepada pedagang mengenai retribusi dan aturan pasar. Dinas Koperasi, Usaha Kecil Menengah, Perindustrian dan Perdagangan Kabupaten Hulu Sungai Utara bersama UPTD diharapkan meningkatkan dukungan anggaran, sarana dan prasarana, serta petugas kebersihan. Peneliti selanjutnya diharapkan dapat mengembangkan penelitian dengan mengkaji kepuasan pedagang dan pengunjung, transparansi retribusi, partisipasi stakeholder, serta memperluas lokasi penelitian.

ABSTRACT

ELINA MAHFUJAH, Student ID: 2022122, entitled “**MANAGEMENT OF BANUA LIMA FISH MARKET AT THE MARKET MANAGEMENT TECHNICAL IMPLEMENTATION UNIT (UPTD) OF MARKET MANAGEMENT REGION I, AMUNTAI TENGAH DISTRICT**”, under the supervision of **Mrs. Ni Made Musiyani Anjasmari, M.A.P.** as Supervisor I and **Mr. Ahmad Baihaqi, S.Sos., M.A.** as Supervisor II.

Traditional markets, as centers of community economic activities, play a strategic role in supporting the welfare of traders and consumers. Banua Lima Fish Market, managed by the Market Management Technical Implementation Unit (UPTD) of Market Management Region I, Amuntai Tengah District, Hulu Sungai Utara Regency, still faces management problems, such as low trader compliance with market levy payments, weak supervision of market zoning and operating hours, and inadequate facilities and infrastructure. This study aims to describe the management of Banua Lima Fish Market and identify the factors that influence its management.

This study used a descriptive research type with a qualitative approach. The research involved 14 informants determined through purposive sampling. Data collection techniques included observation, in-depth interviews, and documentation. Data analysis was conducted through data reduction, data presentation, and conclusion drawing. Data validity was tested through prolonged observation, source triangulation, the use of reference materials, and member checking.

The results showed that the management of Banua Lima Fish Market at the Market Management Technical Implementation Unit (UPTD) of Market Management Region I, Amuntai Tengah District, was categorized as poor. Of the twelve indicators examined, one indicator was categorized as good, one indicator was categorized as fairly good, and ten indicators were categorized as poor. The inhibiting factors in market management include insufficient socialization and trader awareness, limited personnel and weak enforcement of regulations, as well as limited budget and sanitation resources. The supporting factor in market management is the clear division of duties among market management personnel.

Based on the research findings, it is recommended that the Head of the Market Management Technical Implementation Unit (UPTD) of Market Management Region I prepare a more structured market management plan, strengthen supervision and enforcement of regulations together with the Civil Service Police Unit (Satpol PP), and improve socialization to traders regarding market levies and regulations. The Department of Cooperatives, Small and Medium Enterprises, Industry and Trade of Hulu Sungai Utara Regency together with the UPTD is expected to improve budgetary support, facilities and infrastructure, and sanitation personnel. Future researchers are expected to develop this research by examining trader and visitor satisfaction, levy transparency, stakeholder participation, and expanding the research location.