

## ABSTRAK

### IDENTIFIKASI MODAL SOSIAL DAN STRATEGI MENJAGA EKSISTENSI PASAR TRADISIONAL

(Studi Kasus Pasar Tradisional Baledono, Kecamatan Purworejo, Kabupaten Purworejo,  
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Pasar tradisional menjadi kebutuhan bagi masyarakat Indonesia. Pasar tradisional bukan hanya sebagai tempat jual beli, tetapi juga berkontribusi bagi pembangunan suatu daerah. Namun tak bisa dipungkiri kehadiran ritel-ritel modern seiring perkembangan zaman, infrastruktur serta tata kelola yang buruk dapat mengancam eksistensi pasar tradisional. Dalam menjaga eksistensinya, pasar tradisional tidak hanya membutuhkan modal finansial dan modal manusia, tetapi juga membutuhkan modal sosial. Penelitian ini bertujuan untuk mengidentifikasi unsur/ komponen modal sosial, mengeksplorasi bentuk modal sosial, menganalisis faktor-faktor yang dapat mempengaruhi eksistensi pasar, mengidentifikasi pihak-pihak yang dapat menjaga pasar, menganalisis strategi yang bisa dilakukan untuk menjaga eksistensi pasar tradisional Baledono serta menganalisis hubungan modal sosial yang dominan dengan eksistensi pasar Baledono. Penelitian ini menggunakan pendekatan analisis kualitatif deskriptif. Data penelitian ini diperoleh melalui wawancara langsung pada 10 narasumber terpilih yang dianggap mengetahui secara mendalam kondisi pasar, di antaranya para pedagang pasar, pengurus PAPPAS, dan pengelola. Proses analisis data pada penelitian ini dilakukan melalui beberapa tahap yakni tahap pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa modal sosial teridentifikasi pada kegiatan pedagang, pengurus PAPPAS, dan pengelola pasar Baledono. Unsur/ komponen modal sosial yang teridentifikasi di pasar Baledono yaitu kepercayaan, norma, dan jaringan. Adapun bentuk modal sosial yang tereksplorasi di pasar Baledono di antaranya *bonding social capital*, *bridging social capital*, dan *linking social capital*. Beberapa faktor yang mempengaruhi eksistensi pasar Baledono di antaranya pandemi, perkembangan zaman, perkembangan toko modern dan pasar tradisional lainnya, kelengkapan barang, bentuk bangunan pasar, harga barang, keinovatifan, dan beberapa kebijakan pemerintah. Lalu terdapat pihak-pihak yang dapat menjaga eksistensi pasar Baledono yaitu pengelola, pedagang, dan pemerintah. Adapun strategi untuk mengatasi faktor-faktor pengaruh eksistensi pasar Baledono yaitu perlu adanya sinergitas antara pengelola, pedagang pasar dan pemerintah; kelengkapan persediaan dagangan; keinovatifan para pedagang dan pengelola, dan penyesuaian terhadap sistem digital. Selain itu modal sosial yang dominan yaitu *bonding social capital* berlandaskan kepercayaan dapat mendorong eksistensi pasar Baledono. Hasil penelitian ini dapat menambah pengetahuan mengenai modal sosial dan strategi menjaga eksistensi pasar tradisional Baledono bagi para pedagang dan pengelola pasar.

Kata kunci: modal sosial, eksistensi, pasar tradisional, strategi, pedagang pasar tradisional.

## **ABSTRACT**

### **IDENTIFICATION OF SOCIAL CAPITAL AND STRATEGIES TO MAINTAIN THE EXISTENCE OF TRADITIONAL MARKET**

*(Case Study of Baledono Traditional Market, Purworejo District, Purworejo Regency, Central Java Province)*

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*Traditional markets are a necessity for the people of Indonesia. Traditional markets are not only places of buying and selling, but also contributing to the development of an area. However, it is undeniable that the presence of modern retailers along with the times, poor infrastructure and governance can threaten the existence of traditional markets. In maintaining its existence, traditional markets do not only need financial and human capital, but also social capital. This study aims to identify the elements/components of social capital, explore forms of social capital, analyze factors that can affect the existence of the market, identify parties who can maintain the market, analyze strategies that can be done to maintain the existence of the traditional market of Baledono and analyze the relationship of capital dominant social status with the existence of the Baledono market. This study uses a descriptive qualitative analysis approach. This research data is obtained through direct interviews with 10 selected sources who are considered to know very well the market conditions, including market traders, PAPPAS administrators, and managers. The process of data analysis in this study is carried out through several stages, namely the stages of data collection, data reduction, data presentation, and drawing conclusions. The results shows that social capital is identified in the activities of traders, PAPPAS administrators, and Baledono market managers. The elements/components of social capital that is identified in the Baledono market are trust, norms, and networks. The forms of social capital explored in the Baledono market include bonding social capital, bridging social capital, and linking social capital. Several factors that influence the existence of Baledono market include the pandemic condition, current development, the development of modern shops and other traditional markets, the completeness of goods, the shape of the market building, the price of goods, inovativeness, and several government policies. Then there are parties who can maintain the existence of the Baledono market, namely managers, traders, and the government. As for the strategy to overcome the factors that influence the existence of the Baledono market, namely the need for synergy between managers, market traders and the government; completeness of merchandise inventory; inovativeness of traders and managers, and adaptability to digital systems. In addition, the dominant social capital, namely bonding social capital based on trust, can encourage the existence of the Baledono market. The results of this study can increase knowledge about social capital and strategies to maintain the existence of the traditional Baledono market for traders and market managers.*

*Keywords: social capital, existence, traditional markets, strategy, traditional market traders.*