

ABSTRAK

**DAMPAK KEBERADAAN SLEMAN CITY HALL TERHADAP PENDAPATAN
PEDAGANG PASAR TRADISIONAL DENGUNG SLEMAN**

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Penelitian ini bertujuan untuk menganalisis dampak keberadaan Sleman City Hall terhadap pendapatan pedagang Pasar Tradisional Denggung Sleman serta mengkaji peran kebijakan dan dukungan kelembagaan dalam menghadapi persaingan pasar modern. Penelitian ini menggunakan pendekatan kualitatif dengan metode *purposive sampling* dan menggunakan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi terhadap pedagang serta pengurus pasar. Jumlah informan pada penelitian ini berjumlah 10 orang dengan 9 orang pedagang dan 1 pengelola pasar. Hasil penelitian menunjukkan bahwa keberadaan *Sleman City Hall* secara umum menyebabkan penurunan jumlah konsumen, volume penjualan, frekuensi transaksi, dan pendapatan sebagian besar pedagang, khususnya pedagang pakaian, sayur, dan kebutuhan pokok. Pedagang melakukan berbagai strategi seperti menurunkan harga, mengurangi keuntungan, dan mengurangi stok barang yang bertujuan untuk mempertahankan pembeli, meskipun hasilnya belum optimal. Namun, beberapa pedagang makanan siap konsumsi justru memperoleh dampak positif karena bertambahnya konsumen dari karyawan dan pengunjung *Sleman City Hall*. Penelitian ini juga menemukan bahwa dukungan kelembagaan dari pemerintah daerah dan pengelola pasar belum sepenuhnya mampu meningkatkan daya saing pasar tradisional. Selain keberadaan *Sleman City Hall*, faktor lain seperti belanja *online*, praktik “eyek”, dan munculnya pesaing dengan harga lebih murah turut memengaruhi pendapatan pedagang Pasar Tradisional Denggung Sleman.

Kata Kunci: pasar modern, pasar tradisional, pendapatan pedagang, Sleman City Hall.

ABSTRACT

THE IMPACT OF SLEMAN CITY HALL ON THE INCOME OF TRADERS AT
DENGUNG TRADITIONAL MARKET, SLEMAN

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This study aims to analyze the impact of the presence of Sleman City Hall on the income of traders at Denggung Traditional Market, Sleman, and to examine the role of policies and institutional support in helping traditional markets cope with competition from modern retail. This study employed a qualitative research approach using purposive sampling. Data were collected through interviews, observations, and documentation involving market traders and the market management. The study involved ten informants, consisting of nine traders and one market administrator. The findings indicate that the presence of Sleman City Hall has generally led to a decline in the number of customers, sales volume, transaction frequency, and the income of most traders, particularly those selling clothing, vegetables, and daily necessities. To maintain their customer base, traders adopted various strategies, including lowering prices, reducing profit margins, and decreasing inventory levels; however, these efforts have not produced optimal results. In contrast, some ready-to-eat food vendors experienced positive impacts due to an increase in customers consisting of employees and visitors of Sleman City Hall. The study also found that institutional support provided by the local government and market management has not been sufficient to enhance the competitiveness of the traditional market. In addition to the presence of Sleman City Hall, other factors, such as the growth of online shopping, the local practice known as “eyek” , and the emergence of competitors offering lower prices, also affect the income of traders at Denggung Traditional Market, Sleman.

Keywords: Modern Market, Traditional Market, Traders' Income, Sleman City Hall.