

**DAMPAK KEBIJAKAN RELOKASI PEDAGANG DARI
PASAR BARU 1 DAN 2 KE PASAR KIJANG LAMA
KOTA TANJUNGPINANG TAHUN 2023**

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ABSTRAK

Dampak kebijakan relokasi pedagang dari pasar baru 1 dan 2 ke pasar kijang lama dengan menggunakan pendekatan kualitatif. Fokus kajian diarahkan pada dampak pada ekonomi, sosial dan budaya serta hambatan dalam pelaksanaan relokasi tersebut berdasarkan metode Thomas R Dye, yaitu Dampak Ekonomi, Dampak Sosial, Dampak Budaya, Serta Hambatan yang terjadi pada saat relokasi. Penelitian ini dilakukan untuk mengidentifikasi sejauh mana dampak yang dirasakan oleh pedagang dari kebijakan relokasi serta mengungkap faktor-faktor yang mempengaruhi tingkat penurunan pendapatan pedagang terhadap relokasi pasar. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dan dokumentasi terhadap aktivitas pelayanan di Pasar Baru I dan II Kota Tanjungpinang. Informan penelitian terdiri dari aparat Disperindag dan Pengelola pasar serta pedagang yang secara langsung terkena imbas dari relokasi tersebut. Hasil penelitian menunjukkan bahwa secara umum terdapat dampak yang dirasakan oleh pedagang, terutama dalam 3 aspek Ekonomi, sosial dan budaya. Serta, masih ditemukan beberapa kendala seperti keterbatasan sarana prasarana, kurangnya inovasi layanan, dan ketidakteraturan waktu pelayanan di beberapa jenis layanan tertentu. Berdasarkan temuan tersebut, disarankan perlunya peningkatan perhatian dari pihak pengelola pasar serta pihak-pihak yang berkaitan.

Kata Kunci: Pelayanan Publik, Relokasi Pedagang, Kebijakan Pemerintah, Evaluasi Dampak, Hambatan Relokasi

**THE IMPACT OF THE POLICY OF RELOCATING VENDORS FROM
NEW MARKETS 1 AND 2 TO KIJANG LAMA MARKET
IN TANJUNGPINANG CITY IN 2023**

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ABSTRACT

The impact of the relocation policy of traders from New Markets 1 and 2 to the Old Kijang Market was studied using a qualitative approach. The study focused on the economic, social, and cultural impacts, as well as the obstacles encountered during the relocation, based on Thomas R. Dye's method, namely Economic Impact, Social Impact, Cultural Impact, and Obstacles that occurred during the relocation. This study was conducted to identify the extent of the impact felt by traders from the relocation policy and to uncover the factors that influence the level of decline in traders' income due to market relocation. Data were collected through in-depth interviews, participant observation, and documentation of service activities at New Markets I and II in Tanjungpinang City. Research informants consisted of officials from the Department of Industry and Trade, market managers, and traders directly affected by the relocation. The results of the study indicate that in general there are impacts felt by traders, especially in three aspects: economic, social, and cultural. In addition, several obstacles were still found, such as limited infrastructure, lack of service innovation, and irregular service times for certain types of services. Based on these findings, it is recommended that increased attention be given by market managers and related parties.

Keywords: Public Services, Trader Relocation, Government Policy, Impact Evaluation, Relocation Barriers