

ABSTRAK

Fauzi, Puguh Achmad. 2024. Peranan Pasar Desa Bagi Kesejahteraan Masyarakat (Studi di Pasar Bendilwungu Kecamatan Sumbergempol Kabupaten Tulungagung). Skripsi. Pembimbing Utama: Dra. Angkasawati, M.Si., Pembimbing Pendamping: Drs. Andri Wahyudi, M.Si.

Pasar desa harus terus dijaga eksistensinya. Semakin berkembangnya pasar desa maka semakin mensejahterakan kehidupan dan pendapatan warga di desanya. Dengan adanya pasar diharapkan dapat meningkatkan pendapatan pedagang termasuk masyarakat desa. Akan tetapi, Saingan yang banyak dan barang yang dijual sedikit membuat pedagang dan masyarakat desa kesulitan mendapatkan penghasilan yang memadai dari berdagang di pasar desa. Penelitian ini bertujuan mendeskripsikan dan menganalisa peranan pasar desa bagi kesejahteraan Masyarakat di pasar Bendilwungu kecamatan Sumbergempol kabupaten Tulungagung beserta kendala apa saja yang dihadapinya. Metode penelitian yang digunakan adalah pendekatan deskriptif kualitatif dengan metode pengumpulan data melalui observasi,wawancara dan dokumentasi. Analisa data yang diapakai menggunakan analisa data interaktif. Hasil dari penelitian ini adalah peranan pasar desa menurut peraturan menteri no.20 tahun 2012 ada tiga yaitu Fasilitas pasar tradisional, transaksi ekonomi dan kesejahteraan sosial. Sedangkan kendala yang dihadapi adalah regulasi pemerintah daerah dan pemeliharaan sarana dan prasarana pasar desa.

Kata kunci : peranan, pasar desa, kesejahteraan masyarakat.

ABSTRACT

Fauzi, Puguh Achmad. 2024. The Role of Village Markets for Community Welfare (Study at Bendilwungu Market, Sumbergempol District, Tulungagung Regency). Thesis. Main Supervisor: Dra. Angkasawati, M.Si., Co-Supervisor: Drs. Andri Wahyudi, M.Sc.

Village markets must continue to maintain their existence. The more the village market develops, the more prosperous the lives and income of the residents in the village will be. With the market, it is hoped that it can increase the income of traders, including village communities. However, there is a lot of competition and few goods being sold, making it difficult for traders and village communities to earn adequate income from trading at the village market. This research aims to describe and analyze the role of village markets for community welfare in the Bendilwungu market, Sumbergempol subdistrict, Tulungagung district and what obstacles they face. The research method used is a qualitative descriptive approach with data collection methods through observation, interviews and documentation. Analysis of the data used uses interactive data analysis. The results of this research are that there are three roles of village markets according to Ministerial Regulation No. 20 of 2012, namely traditional market facilities, economic transactions and social welfare. Meanwhile, the obstacles faced are local government regulations and maintenance of village market facilities and infrastructure.

Key words: role, village market, community welfare.