

PENINGKATAN DAYA SAING PASAR TRADISIONAL DI KOTA BANDUNG

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ABSTRACT

The existence of traditional markets in Bandung needs to be maintained. This is driven by the influence of globalization, economic growth, technology, social and cultural change of society, as well as the growth of modern markets or modern stores, such as mini markets, supermarkets, etc.

The purpose of this research is to identify the existing condition of traditional markets in Bandung, to specify the determinant factors of traditional markets competitiveness in Bandung, and to generate the competitiveness enhancement model of a traditional market in Bandung. The method used is exploratory research and descriptive research. The technique of data collection is conducted through Focus Group Discussion (FGD), and questionnaire distribution.

The results show that to increase the competitiveness of the traditional market in Bandung, it requires a model that provides strategic and integrated steps based on the perception of society, organization, human resources, product, market aspect, government policy, and competition aspect. Besides, the improvement of traditional markets competitiveness requires professional market management, through market innovation, so that the development of traditional markets can have an ideal competitiveness.

Keywords: competitiveness, traditional market.

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ABSTRAK

Keberadaan pasar tradisional di Kota Bandung, perlu dipertahankan eksistensinya. Hal ini didorong oleh pengaruh globalisasi, pertumbuhan ekonomi, teknologi, perubahan sosial dan budaya masyarakat, serta pertumbuhan pasar modern atau toko modern seperti mini market, supermarket, dan lain-lain..

Tujuan penelitian ini adalah : Mengidentifikasi Kondisi Eksisting pasar tradisional di Kota Bandung, Menentukan faktor faktor penentu daya saing pasar tradisional di kota Bandung, dan menghasilkan Model Peningkatan Daya Saing pasar tradisional di Kota Bandung. Metode yang digunakan adalah pendekatan studi eksplorasi (*exploratory research*) dan studi deskriptif (*descriptive research*). Teknik pengumpulan data dilakukan melalui *Focus Group Discussion* (FGD), dan penyebaran angket.

Peningkatan Daya saing pasar tradisional di Kota Bandung diperlukan suatu model yang memberikan langkah-langkah yang strategis dan terintegrasi dengan mempertimbangkan persepsi masyarakat, organisasi, sumber daya manusia, produk, aspek pasar, kebijakan pemerintah, dan aspek persaingan. Disamping itu peningkatan daya saing pasar tradisional memerlukan manajemen pengelolaan pasar yang profesional, melalui inovasi pasar, sehingga perkembangan pasar tradisional mampu memiliki daya saing yang kompetitif.

Kata Kunci : Daya Saing, Pasar Tradisional.