

## ABSTRAK

Nama : Dwi Anggi Ayu Lestari  
Program Studi : Ilmu Pemerintahan  
Judul : Implementasi Kebijakan Revitalisasi Pasar Tradisional Terhadap Kesejahteraan Pedagang Pasar Besuki Kabupaten Situbondo Dimasa Pandemi Covid-19

Penelitian ini bertujuan untuk mengetahui bagaimana revitalisasi pasar tradisional terhadap kesejahteraan pedagang pasar Besuki dimasa pandemi Covid-19 dan mendeskripsikan kinerja serta kendala apa saja dalam revitalisasi pasar tradisional. Peneliti menggunakan pendekatan kualitatif dengan metode deskriptif, sumber data yang diperoleh dari Pemerintah Kabupaten Situbondo, Ketua Dinas Koperasi, Perindustrian dan Perdagangan Kabupaten Situbondo, Staf Pengembangan Perdagangan Dalam Negeri, Kepala Pasar Besuki serta pedagang pasar tradisional. Pengumpulan data menggunakan wawancara, observasi dan dokumentasi. Hasil pembahasan ini mengenai revitalisasi pasar terhadap kesejahteraan pedagang dimasa pandemi Covid-19, tujuan kebijakan, komunikasi, karakteristik badan pelaksana, kondisi sosial. Dalam melaksanakan program revitalisasi pasar tradisional terhadap kesejahteraan pedagang pasar Besuki dimasa pandemi Covid-19 masih belum optimal, karena pasar Besuki atau pasar baru terlihat sepi, banyak para pedagang yang kembali lagi ke pasar lama.

Kata Kunci: Implementasi, Revitalisasi, Pasar Tradisional, Covid-19

## **ABSTRACT**

*Name* : Dwi Anggi Ayu Lestari

*Study Program* : Government Science

*Title* : *Implementation Of Market Revitalization Policies For The Welfare Of Besuki Market Traders, Situbondo Regency During The Covid-19 Pandemic.*

*This study aims to find out how the revitalization of traditional markets towards the welfare of Besuki market traders during the COVID-19 pandemic and describe the performance and any obstacles in the revitalization of traditional markets. The researcher used a qualitative approach with a descriptive method, the data sources were obtained from the Situbondo Regency Government, the Head of the Situbondo Regency Cooperative, Industry and Trade Office, Domestic Trade Development Staff, Besuki Market Head and traditional market traders. Collecting data using interviews, observation and documentation. The results of this discussion are about market revitalization for the welfare of traders during the Covid-19 pandemic, policy objectives, communication, characteristics of implementing agencies, social conditions. In carrying out the traditional market revitalization program for the welfare of Besuki market traders during the Covid-19 pandemic, it is still not optimal, because the Besuki market or the new market looks deserted, many traders return to the old market.*

*Keyword: Implementation, Revitalization, Traditional Markets, Covid-19*

