

ABSTRAK

Tri Rahma Yulita. 2026. Kinerja Dinas Koperasi, Usaha Kecil Menengah, Perdagangan, dan Perindustrian dalam Penataan Pedagang di Pasar Manis Ciamis Kabupaten Ciamis. Di bawah bimbingan Bapak Ari Kusuma Wardani, S.S., M.PA. dan Bapak Eet Saeful Hidayat, S.IP., M.Si.

Kinerja Dinas Koperasi, Usaha Kecil Menengah, Perdagangan, dan Perindustrian (DKUKMPP) Kabupaten Ciamis dalam penataan pedagang di Pasar Manis Ciamis belum berjalan secara optimal. Kondisi tersebut ditunjukkan oleh masih adanya pedagang yang berjualan di area terlarang, rendahnya respons terhadap keluhan pedagang, serta belum optimalnya pelaksanaan penataan pedagang. Penelitian ini bertujuan untuk mengetahui kinerja DKUKMPP Kabupaten Ciamis dalam penataan pedagang di Pasar Manis Ciamis Kabupaten Ciamis. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Informan penelitian dipilih menggunakan teknik purposive sampling. Data diperoleh melalui observasi, wawancara, dan studi dokumentasi, kemudian dianalisis dengan tahapan reduksi data, penyajian data, serta penarikan kesimpulan. Analisis penelitian menggunakan teori pengukuran kinerja menurut Dwiyanto yang meliputi lima dimensi, yaitu produktivitas, kualitas layanan, responsivitas, responsibilitas, dan akuntabilitas.

Hasil penelitian menunjukkan bahwa kinerja DKUKMPP Kabupaten Ciamis dalam penataan pedagang di Pasar Manis Ciamis secara umum cukup baik namun belum optimal. Dimensi produktivitas belum optimal karena masih terdapat pedagang yang berjualan di area terlarang dan relokasi belum terealisasi sepenuhnya. Dimensi kualitas layanan tergolong cukup baik melalui pelaksanaan sosialisasi, pembinaan, dan pelayanan yang persuasif kepada pedagang. Dimensi responsivitas juga belum optimal karena penyelesaian aspirasi dan konflik pedagang belum menghasilkan solusi yang dapat diterima seluruh pihak. Sementara itu, dimensi responsibilitas merupakan aspek yang paling baik karena pelaksanaan penataan telah mengacu pada peraturan dan mekanisme administrasi yang berlaku. Adapun dimensi akuntabilitas masih belum optimal akibat belum tersusunnya Standar Operasional Prosedur secara maksimal serta belum optimalnya penyampaian pertanggungjawaban program kepada pedagang. Oleh karena itu, diperlukan percepatan relokasi pedagang, penyusunan SOP penataan, penguatan koordinasi antarinstansi, peningkatan komunikasi dan sosialisasi, serta transparansi pelaksanaan program agar penataan pedagang dapat terlaksana secara lebih efektif, tertib, dan berkelanjutan.

Kata kunci: kinerja, penataan pedagang, pasar tradisional, pelayanan publik, DKUKMPP Kabupaten Ciamis.

ABSTRACT

Tri Rahma Yulita. 2026. The Performance of the Dinas Koperasi, Usaha Kecil Menengah, Perdagangan, dan Perindustrian in Organizing Traders at Pasar Manis Ciamis, Ciamis Regency. Supervised by Ari Kusuma Wardani, S.S., M.PA. and Eet Saeful Hidayat, S.IP., M.Si.

The performance of the Dinas Koperasi, Usaha Kecil Menengah, Perdagangan, dan Perindustrian (DKUKMPP) of Ciamis Regency in organizing traders at Pasar Manis Ciamis has not yet been fully optimal. This condition is reflected by the presence of traders operating in prohibited areas, the limited responsiveness to traders' complaints, and the suboptimal implementation of trader management. This study aims to analyze the performance of DKUKMPP of Ciamis Regency in organizing traders at Pasar Manis Ciamis. A qualitative research method with a descriptive approach was employed. Informants were selected using purposive sampling. Data were collected through observation, interviews, and documentation studies, and analyzed using the stages of data reduction, data display, and conclusion drawing. The analysis was based on Dwiyanto's performance measurement theory, which consists of five dimensions: productivity, service quality, responsiveness, responsibility, and accountability.

The findings indicate that the overall performance of DKUKMPP in organizing traders at Pasar Manis Ciamis is fairly good but has not yet reached an optimal level. The productivity dimension remains suboptimal because some traders still operate in prohibited areas and the planned relocation program has not been fully implemented. The service quality dimension is considered fairly good, as reflected in the implementation of socialization programs, guidance, and persuasive services provided to traders. The responsiveness dimension is also not yet optimal because the resolution of traders' complaints and conflicts has not produced solutions acceptable to all parties. Meanwhile, the responsibility dimension demonstrates the strongest performance, as trader management has been carried out in accordance with applicable regulations and administrative procedures. However, the accountability dimension remains weak due to the absence of fully established Standard Operating Procedures (SOPs) and the limited transparency in reporting the implementation of the trader management program to stakeholders. Therefore, efforts are needed to accelerate the relocation process, establish comprehensive SOPs, strengthen inter-agency coordination, improve communication and public outreach, and enhance transparency in program implementation to achieve more effective, orderly, and sustainable trader management.

Keywords: performance, trader management, traditional market, public service, DKUKMPP of Ciamis Regency.