

ANNISA SEPTIANINGTYAS. 2023. Partisipasi Anggota Paguyuban Pedagang Pasar *New Sitalang* Dalam Pelaksanaan Kegiatan Pasar Agro Sitalang (Studi Kasus Di Kelurahan Kauman Kidul, Kecamatan Sidorejo, Kota Salatiga). Dibimbing Oleh: Wulandari Dwi Etika Rini

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengkaji pelaksanaan kegiatan Pasar Agro Sitalang di Kelurahan Kauman Kidul, Kecamatan Sidorejo, Kota Salatiga. (2) Mengkaji bentuk partisipasi anggota Paguyuban Pedagang Pasar *New Sitalang* dalam pelaksanaan kegiatan Pasar Agro Sitalang di Kelurahan Kauman Kidul, Kecamatan Sidorejo, Kota Salatiga. (3) Mengkaji tipe partisipasi anggota Paguyuban Pedagang Pasar *New Sitalang* dalam pelaksanaan kegiatan Pasar Agro Sitalang di Kelurahan Kauman Kidul, Kecamatan Sidorejo, Kota Salatiga. Pendekatan yang digunakan pada penelitian yaitu pendekatan kualitatif dan jenis penelitian menggunakan studi kasus. Subjek yang diteliti yaitu ketua Paguyuban Pedagang Pasar *New Sitalang*, anggota Paguyuban Pedagang Pasar *New Sitalang*, pembina Paguyuban Pedagang Pasar *New Sitalang*, dan ketua LPMK. Teknik penentuan informan kunci, informan utama dan pendukung menggunakan teknik *purposive sampling*. Teknik pengumpulan data menggunakan wawancara, observasi, dan dokumentasi dengan pengujian keabsahan data melalui triangulasi sumber. Sedangkan teknik analisis data dilakukan dengan cara mereduksi data, menyajikan data, dan penarikan kesimpulan serta verifikasi. Hasil penelitian menunjukkan bahwa (1) pelaksanaan kegiatan yang dilakukan oleh anggota Paguyuban Pedagang Pasar *New Sitalang* meliputi memperbaiki fasilitas Pasar Agro Sitalang yang rusak, kerja bakti, pengumpulan sampah sisa berdagang, dan penanaman pohon serta tanaman untuk penghijauan. (2) Bentuk partisipasi anggota Paguyuban Pedagang Pasar *New Sitalang* yang terlihat yaitu partisipasi ide pikiran, partisipasi tenaga, partisipasi harta benda, partisipasi keterampilan, serta partisipasi sosial. (3) Tipe partisipasi anggota Paguyuban Pedagang Pasar *New Sitalang* yang terdapat dalam pelaksanaan kegiatan Pasar Agro Sitalang meliputi partisipasi pasif atau manipulatif, partisipasi dengan memberikan informasi, partisipasi melalui konsultasi, partisipasi fungsional, dan partisipasi interaktif.

Kata Kunci : Bentuk Partisipasi, Tipe Partisipasi, Pelaksanaan Kegiatan, Pasar Agro Sitalang.

ANNISA SEPTIANINGTYAS. 2023. *Participation of Members of the New Sitalang Market Traders Association in Implementing Sitalang Agro Market Activities (Case Study in Kauman Kidul Village, Sidorejo District, Salatiga City).* Supervised By: Wulandari Dwi Etika Rini

ABSTRACT

This research aims to (1) Examine the implementation of Sitalang Agro Market activities in Kauman Kidul Village, Sidorejo District, Salatiga City. (2) Examine the form of participation of members of the New Sitalang Market Traders Association in implementing Sitalang Agro Market activities in Kauman Kidul Village, Sidorejo District, Salatiga City. (3) Examine the type of participation of members of the New Sitalang Market Traders Association in implementing Sitalang Agro Market activities in Kauman Kidul Village, Sidorejo District, Salatiga City. The approach used in the research is a qualitative approach and the type of research uses case studies. The subjects studied were the head of the New Sitalang Market Traders Association, members of the New Sitalang Market Traders Association, the supervisor of the New Sitalang Market Traders Association, and the chairman of the LPMK. The technique for determining key informants, main and supporting informants uses purposive sampling techniques. Data collection techniques used interviews, observation, and documentation by testing the validity of the data through source triangulation. While data analysis techniques are carried out by reducing data, presenting data, and drawing conclusions and verification. The results of the research show that (1) Implementation of activities carried out by members of the New Sitalang Market Traders Association include repairing damaged Sitalang Agro Market facilities, community service, collecting trade waste, and planting trees and plants for greening.. (2) The visible forms of participation of members of the New Sitalang Market Traders Association are participation of ideas, thought participation, energy participation, property participation, skills participation, and social participation. (3) The types of participation of members of the New Sitalang Market Traders Association in implementing Sitalang Agro Market activities include passive or manipulative participation, participation by providing information, participation through consultation, functional participation, and interactive participation.

Keywords : *Forms of Participation, Types of Participation, Implementation of Activities, Sitalang Agro Market*