

INTISARI

Penelitian ini bertujuan untuk mengetahui kelayakan revitalisasi Pasar Turi, Kecamatan Bambanglipuro, Kabupaten Bantul serta apakah revitalisasi ini akan memberikan dampak terhadap masyarakat pada tahun 2023. Berdasarkan data yang telah didapatkan hasil analisis kelayakan revitalisasi dilakukan dengan menggunakan kriteria kelayakan finansial, yaitu *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Net Benefit Cost Ratio* (Net B/C) dan *Payback periode* (PP). Sedangkan dampak dari adanya revitalisasi ini yaitu dengan melihat keadaan sesudah dilakukannya revitalisasi yang dirasakan oleh masyarakat yaitu pedagang, pembeli dan tukang parkir.

Menurut hasil pengolahan data analisis kelayakan investasi diperoleh hasil NPV = -Rp2.089.244.783, Net B/C = 0,37 < 1, IRR = 2,56 < 8,52% (*discount factor*) dan *Payback Period* = lebih dari umur ekonomis (≥ 50 tahun). Berdasarkan hasil analisis-analisis tersebut, maka proyek revitalisasi di Pasar Turi ini secara finansial tidak layak untuk dilaksanakan. Sedangkan menurut hasil penelitian mengenai dampak revitalisasi memberikan pengaruh terhadap manfaat sosial ekonomi seperti adanya peningkatan pendapatan pedagang dan pendapatan tukang parkir. Kemudian *social benefit* yang didapatkan pedagang setelah revitalisasi yaitu meningkatnya kelayakan tempat usaha, meningkatnya kebersihan dan kerapian serta bertambahnya keramaian pembeli di Pasar Turi, Kecamatan Bambanglipuro, Kabupaten Bantul. Sedangkan *Social benefit* dari sisi pembeli yaitu terdapat peningkatan ketertarikan pembeli untuk berbelanja dan meningkatkan kenyamanan berbelanja di Pasar Turi, Kecamatan Bambanglipuro, Kabupaten Bantul. Berdasarkan dampak sosial ekonomi dan *social benefit* yang didapatkan setelah proyek revitalisasi Pasar Turi, Kecamatan Bambanglipuro, Kabupaten Bantul ini menjadikan proyek tetap layak untuk dijalankan karena proyek ini termasuk sebagai proyek *Social Oriented*.

Kata Kunci : Kelayakan Finansial, Kelayakan Sosial Ekonomi, Revitalisasi Pasar Turi

ABSTRACT

This study aims to determine the feasibility of revitalizing Pasar Turi, Bambanglipuro Subdistrict, Bantul Regency and whether this revitalization will have an impact on the community in 2023. Based on the data that has been obtained, the results of the revitalization feasibility analysis are carried out using financial feasibility criteria, namely Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit Cost Ratio (Net B/C) and Payback period (PP). While the impact of this revitalization is by looking at the situation after the revitalization is felt by the community, namely merchants, buyers and parking attendants.

According to the results of data processing of investment feasibility analysis, the According to the results of data processing of investment feasibility analysis, the results obtained $NPV = -Rp2,089,244,783$, $Net\ B/C = 0.37 < 1$, $IRR = 2.56 < 8.52\%$ (discount factor) and Payback Period = more than the economic life (≥ 50 years). Based on the results of these analyses, the revitalization project at Pasar Turi is financially unfeasible to implement. Meanwhile, according to the results of research on the impact of revitalization, it has an influence on socio-economic benefits such as an increase in trader income and parking attendant income. Then the social benefits obtained by traders after revitalization are increasing the feasibility of a place of business, increasing cleanliness and tidiness and increasing the crowd of buyers at Pasar Turi, Bambanglipuro District, Bantul Regency. Meanwhile, the social benefit from the buyer's side is that there is an increase in the buyer's interest in shopping and increasing the convenience of shopping at Pasar Turi, Bambanglipuro District, Bantul Regency. Based on the socio-economic impacts and social benefits obtained after the Turi Market revitalization project, Bambanglipuro District, Bantul Regency, the project remains feasible to run because this project is included as a Social Oriented project.

Keywords : Feasibility, Socio-Economic Feasibility, Turi Market Revitalization