

INTISARI

Revitalisasi pasar rakyat adalah salah satu program dalam RPJMN tahun 2015-2019 dan 2020-2024. Berbagai pasar rakyat telah direvitalisasi, salah satunya Pasar Sentul di Kecamatan Pakualaman, Kota Yogyakarta, Daerah Istimewa Yogyakarta. Revitalisasi yang memakan dana keistimewaan sebesar 21 miliar rupiah ini bertujuan memperbaiki kondisi pasar. Dimulai pada 2023 dan beroperasi lagi pada 2024, pasar Sentul kembali dengan membawa banyak perubahan, sehingga perlu dilakukan analisis untuk menentukan apakah proyek revitalisasi ini dinyatakan layak secara finansial maupun sosial ekonomi. Analisis kelayakan finansial penelitian ini menggunakan 4 kriteria investasi, yakni *Net Present Value* (NPV), *Net Benefit Cost Ratio* (Net B/C), *Internal Rate of Return* (IRR), dan *Payback Period*. Adapun analisis kelayakan sosial ekonomi dilakukan dengan pendekatan wawancara dan penyebaran kuesioner kepada pedagang di pasar Sentul. Hasil penelitian menunjukkan NPV sebesar $-Rp11.848.145.344 < 0$, Net B/C ratio sebesar $0,43839 < 1$, IRR sebesar 1,98%, dan *payback period* selama 37 tahun. Dari analisis kelayakan finansial, proyek revitalisasi pasar Sentul tidak layak untuk dijalankan. Sedangkan dari sisi sosial ekonomi, terjadi peningkatan kualitas kebersihan dan kerapian, tetapi terjadi penurunan pendapatan dan jumlah pembeli yang dirasakan oleh para pedagang. Dari analisis kelayakan sosial-ekonomi proyek revitalisasi ini juga tidak layak untuk dijalankan.

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

ABSTRACT

Revitalization of traditional markets is one of the programs in the 2015-2019 and 2020-2024 RPJMN. Various traditional market have been revitalized, one of which is Sentul Market in Pakualaman District, Yogyakarta City, Daerah Istimewa Yogyakarta. The recitalization, which uses special funds amounting to 21 billion rupiah, aims to renewa market conditions. Starting in 2023 and operating again in 2024, Sentul market return with many changes, so an analysis needs to be carried to determine whether this revitalization project is declared financially and socio-economically feasible. This research's financial feasibility uses 4 investment criteria, namely Net Present Value (NPV), Net Benefit Cost Ratio (Net B/C), Internal Rate of Return (IRR), and payback period. The socio-economic feasibility analysis was carried out using an interview approach and distributing questionnaires to traders in Sentul market. The research results show that the NPV is -Rp11.848.145.344 < 0, Net B/C ratio is 0,43839 < 1, the IRR is1,98%, and payback period is 37 years. From the financial feasibility analysis, the Sentul market revitalization project is not feasible to carry out. Meanwhile, from a socio-economic perspective, there was an increase in the quality of cleanliness and tidiness, but there was a decrease in income and the number of buyers felt by traders. From the socio-economic feasibility analysis, this revitalization project is also not feasible to carry out.

Keywords: Revitalization, Sentul Market, Financial Feasibility, Socio-Economic Feasibility