ABSTRAK

This study aims to evaluate and analyze the financial and socio-economic feasibility of revitalizing Prawirotaman Market, as well as to determine whether there are differences in the average income and expenses borne by traders before and after the revitalization. This research uses secondary data obtained from the Department of Industry and Trade of Yogyakarta City and UPT 3, the manager of Prawirotaman Market, as well as primary data obtained from traders and visitors of Prawirotaman Market. The sampling technique for traders uses Stratified Random Sampling, which involves dividing the population into subgroups and then randomly selecting samples from each subgroup. Meanwhile, the sampling technique for visitors uses Judgment Sampling, which involves selecting samples based on certain criteria. The analytical tools used are Net Present Value (NPV), Gross Benefit Cost Ratio (Gross B/C), Internal Rate of Return (IRR), Payback Period (PP), and Wilcoxon Signed Ranks test. Based on the calculation results, the NPV value is -Rp 27,589,357,519 < 0, indicating that the project is not profitable. The BCR value is 0.56 < 1, indicating that the benefits are less than the costs. The IRR value is 3.76 < 8.56% (discount factor), indicating that the project's return is lower than the expected return. The PP value is still within the economic life of 18 years. Therefore, the Prawirotaman Market revitalization project is not financially feasible. However, the results of the Wilcoxon Signed Ranks test show an increase in the average income and expenses borne by traders after revitalization.

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

INTISARI

Penelitian ini bertujuan untuk mengevaluasi dan menganalisis kelayakan revitalisasi Pasar Prawirotaman dari aspek finansial dan sosial serta mengetahui ada atau tidaknya perbedaan rata-rata pendapatan dan biaya yang ditanggung oleh pedagang sebelum dan sesudah dilaksanakannya revitalisasi. Penelitian ini menggunakan data sekunder yang diperoleh dari Dinas Perindustrian dan Perdagangan Kota Yogyakarta dan UPT 3 selaku pengelola Pasar Prawirotaman serta data primer yang diperoleh dari pendapat pedagang dan pengunjung Pasar Prawirotaman. Teknik pengambilan sampel pedagang menggunakan *Stratified Random Sampling*, sedangkan pengambilan sampel pengunjung menggunakan teknik *Jugjement Sampling*. Alat analisis yang digunakan adalah *Net Present Value* (NPV), *Gross Benefit Cost Ratio* (Gross B/C), *Internal Rate of Return* (IRR), *Payback Period* (PP), dan uji *Wilcoxon Signed Ranks*. Berdasarkan hasil perhitungan, nilai NPV sebesar – Rp 27.589.357.519 < 0, BCR sebesar 0,56 < 1, IRR sebesar 3,76 < 8,56% (*discount factor*), PP yang masih berada di dalam umur ekonomis yaitu tahun ke-18. Maka, proyek revitalisasi Pasar Prawirotaman secara finansial tidak layak untuk dilaksanakan. Hasil perhitungan uji *Wilcoxon Signed Ranks* menunjukkan adanya peningkatan rata-rata pendapatan dan biaya yang ditanggung oleh pedagang setelah revitalisasi.

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