

ABSTRAK

SOPI HARISANTY, 2023. **Partisipasi Pedagang Dalam Pengelolaan Sampah Pasar Tradisional Pancasila Kelurahan Lengkongsari Kecamatan Tawang Kota Tasikmalaya.** Jurusan Pendidikan Geografi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi.

Pasar Pancasila merupakan pasar tradisional satu- satunya yang berada di Kecamatan Tawang berlokasi di Kelurahan Lengkongsari Kota Tasikmalaya. Fasilitas Pasar Pancasila sudah cukup baik sejak dilakukannya revitalisasi pada awal tahun 2022. Terdapat permasalahan yang ada di Pasar Pancasila salah satunya banyaknya sampah yang dihasilkan dari aktivitas para pedagang pasar, dari kios- kios serta petak- petak yang terdapat sampah sayuran, serta daging bahkan ikan yang menimbulkan lingkungan pasar menjadi tidak bersih karena pedagang mengelola dan memotong barang dagangan seperti ikan, ayam di tempat. Penelitian ini bertujuan untuk mengetahui bentuk partisipasi pedagang dan faktor- faktor yang mempengaruhi partisipasi pedagang dalam pengelolaan sampah pasar tradisional Pancasila Kelurahan Lengkongsari Kecamatan Tawang Kota Tasikmalaya. Metode penelitian yang dilakukan menggunakan metode deskriptif kuantitatif. Sumber data pada penelitian ini diperoleh dari pihak pengelola pasar dan pedagang di Pasar Pancasila. Teknik pengumpulan data menggunakan observasi, wawancara, Kuesioner, studi literatur, dan studi dokumentasi. Teknik analisis data yang dilakukan pada penelitian ini menggunakan Teknik analisis kuantitatif sederhana. Hasil penelitian menunjukkan bahwa bentuk partisipasi pedagang Pasar Pancasila Kelurahan Lengkongsari Kecamatan Tawang Kota Tasikmalaya yaitu menghadiri rapat kebersihan, penyediaan tempat sampah, membuang sampah pada tempatnya, pembayaran retribusi. Sedangkan faktor- faktor yang mempengaruhi partisipasi pedagang dalam pengelolaan sampah pasar tradisional Pasar Pancasila Kelurahan Lengkongsari Kecamatan Tawang Kota Tasikmalaya meliputi Faktor internal yaitu pendidikan, kesadaran terhadap kebersihan, pengetahuan tentang sampah. Sedangkan faktor eksternal yaitu himbauan tentang kebersihan, kondisi lingkungan dan fasilitas.

Kata Kunci: Pasar, Partisipasi Pedagang, Pengelolaan Sampah.

ABSTRACT

SOPI HARISANTY, 2023. *Traders' Participation in Garbage Management of Pancasila Traditional Market, Lengkongsari Village, Tawang District, Tasikmalaya City.* Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University.

Pancasila Market is the only traditional market in Tawang District, located in Lengkongsari Village, Tasikmalaya City. The facilities at the Pancasila Market have been quite good since the revitalization was carried out in early 2022. There are problems at the Pancasila Market, one of which is the amount of waste generated from the activities of market traders, from stalls and plots of vegetplastik waste, as well as meat and even fish which causes the market environment to become unclean because traders manage and cut merchandise such as fish, chicken on the spot. This study aims to determine the form of trader participation and the factors that influence trader participation in the waste management of the Pancasila traditional market, Lengkongsari Village, Tawang District, Tasikmalaya City. The research method was conducted using a quantitative descriptive method. Sources of data in this study were obtained from market managers and traders at the Pancasila Market. Data collection techniques using observation, interviews, questionnaires, literature studies, and documentation studies. The data analysis technique carried out in this study used a simple quantitative analysis technique. The results showed that the forms of participation of Pancasila Market traders in Lengkongsari Village, Tawang District, Tasikmalaya City were attending cleaning meetings, providing trash cans, disposing of trash in its place, paying retribution. Meanwhile, the factors that influence the participation of traders in waste management in traditional markets, Pancasila Market, Lengkongsari Village, Tawang District, Tasikmalaya City include internal factors, namely education, awareness of cleanliness, knowledge of waste. While external factors are appeals about cleanliness, environmental conditions and facilities.

Keywords: *Market, Participation of Traders, Waste Management.*