

ABSTRAK

HIDAYATI, NPM: 2022408, Judul **“IMPLEMENTASI PERATURAN DAERAH NOMOR 17 TAHUN 2013 TENTANG PENGELOLAAN PASAR PADA KABUPATEN HULU SUNGAI UTARA (Studi Kasus UPTD II Pasar Alabio)”**. Dibawah Bimbingan Ibu **Ni Made Musiyani Anjasmari, M. AP** Sebagai Dosen Pembimbing I dan Ibu **Nurul Hasanah, S.Pd, MM.** Sebagai Dosen Pembimbing II

Pasar tradisional merupakan lembaga ekonomi yang memiliki peran strategis dalam mendukung aktivitas perekonomian masyarakat serta sebagai sumber Pendapatan Asli Daerah (PAD). Pengelolaan pasar tradisional di Kabupaten Hulu Sungai Utara diatur dalam Peraturan Daerah Nomor 17 Tahun 2013, namun pelaksanaannya di Pasar Alabio kurang baik. Hal ini disebabkan oleh kurangnya sosialisasi dan penyampaian informasi yang belum konsisten kepada pedagang. Selain itu, kurangnya pemeliharaan serta penyediaan sarana dan prasarana pasar serta lemahnya pengawasan hak sewa toko dari pihak pengelola pasar. Oleh karena itu, penelitian ini bertujuan untuk menganalisis implementasi Peraturan Daerah Nomor 17 Tahun 2013 tentang Pengelolaan Pasar serta mengidentifikasi faktor-faktor yang mempengaruhi pelaksanaannya di Pasar Alabio Kabupaten Hulu Sungai Utara.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif kualitatif. Teknik pengumpulan data yang digunakan adalah wawancara, observasi dan dokumentasi. Sumber data yang diambil melalui penarikan informan secara *purposive sampling* berjumlah 13 orang. Setelah data terkumpul kemudian dianalisis dengan teknik Reduksi Data, Penyajian Data dan Penarikan Kesimpulan. Uji kredibilitas data pada penelitian ini Perpanjangan Pengamatan, Meningkatkan Ketekunan, Triangulasi, Analisis Kasus Negatif, Menggunakan Bahan Referensi dan Mengadakan *Member check*

Hasil penelitian menunjukkan dapat diambil kesimpulan kurang baik. Pada sub variabel komunikasi, indikator yang kurang baik yaitu sosialisasi, kejelasan informasi, dan konsistensi informasi. Pada sub variabel sumber daya, indikator yang kurang baik yaitu sarana dan prasarana, sedangkan indikator sumber daya manusia pelaksana cukup baik. Selanjutnya, pada sub variabel disposisi, indikator yang kurang baik yaitu komitmen aparat, sementara indikator integritas pelaksana sudah baik. Pada sub variabel struktur birokrasi, indikator yang cukup baik yaitu Standar Operasional Prosedur (SOP), sedangkan indikator koordinasi antar tingkat dan tingkat birokrasi baik. Faktor penghambat dalam implementasi kebijakan ini adalah kurangnya anggaran dan kurangnya konsistensi informasi. Adapun faktor pendukungnya yaitu adanya Peraturan Daerah Nomor 17 Tahun 2013 tentang Pengelolaan Pasar serta koordinasi antar stakeholder.

Guna meningkatkan keberhasilan implementasi kebijakan, UPTD Pasar Wilayah II perlu meningkatkan sosialisasi dan penyampaian informasi secara jelas, konsisten, dan terjadwal, didukung media informasi yang mudah diakses. Selain itu, diperlukan peningkatan pemeliharaan dan penyediaan sarana dan prasarana, penguatan pengawasan terhadap penggunaan hak sewa toko, serta didukung oleh peningkatan kesadaran dan kepatuhan pedagang terhadap ketentuan pengelolaan pasar.

ABSTRACT

HIDAYATI, NPM: 2022408, title **“IMPLEMENTATION OF REGIONAL REGULATION NUMBER 17 OF 2013 ON MARKET MANAGEMENT IN HULU SUNGAI UTARA REGENCY (A Case Study of UPTD II Alabio Market)”**. Under the guidance of **Mrs. Ni Made Musiyani Anjasmari, M. AP** as Supervisor I and **Mrs. Nurul Hasanah, S.Pd, MM.** as Supervisor II

Traditional markets are economic institutions that play a strategic role in supporting community economic activities and serving as a source of Local Own-Source Revenue (PAD). The management of traditional markets in Hulu Sungai Utara Regency is regulated by Regional Regulation Number 17 of 2013; however, its implementation at Alabio Market is not good. This is caused by limited socialization and inconsistent information provided to the traders. In addition, there is a lack of maintenance and insufficient market facilities, as well as weak supervision of store rental rights by the market management. Therefore, this study aims to analyze the implementation of Regional Regulation Number 17 of 2013 on Market Management and to identify the factors influencing its implementation at Alabio Market, Hulu Sungai Utara Regency.

This study uses a qualitative approach with a descriptive qualitative type. The data collection techniques used are interviews, observations, and documentation. The data sources were obtained by purposive sampling, totaling 13 people. After the data were collected, they were then analyzed using the techniques of Data Reduction, Data Presentation, and Conclusion Drawing. The data credibility in this study was tested by extending the observation period, increasing diligence, using triangulation, analyzing negative cases, referring to reference materials, and conducting member checks.

The research results indicate that the conclusions are not very good. In the communication sub-variable, the indicators of socialization, clarity of information, and consistency of information were assessed as inadequate. In the resource sub-variable, facilities and infrastructure were found to be inadequate, while the implementing human resources were considered moderately sufficient. Furthermore, in the disposition sub-variable, the commitment of officials was assessed as insufficient, whereas the integrity of implementers was considered good. In the bureaucratic structure sub-variable, the Standard Operating Procedures (SOP) were assessed as fairly adequate, while coordination across levels and the bureaucratic hierarchy were considered good. The factors that hinder the implementation of this policy include insufficient budget and inconsistent information. Meanwhile, the supporting factors include the existence of Regional Regulation Number 17 of 2013 on Market Management and coordination among stakeholders.

To improve policy implementation, UPTD Market Area II needs to enhance socialization and clear, consistent, and scheduled information delivery, supported by easily accessible information media. In addition, there is a need for improved maintenance and provision of facilities and infrastructure, strengthened supervision of the use of shop rental rights, and supported by increased awareness and compliance of traders with market management regulations.