ABSTRAK

Khaidir Yahya: 2022132 Judul **"Implementasi Peraturan Daerah Nomor 17 Tahun 2013 Tentang Pengelolaan Pasar Pemerintah Di Kecamatan Amuntai Tengah Kabupaten Hulu Sungai Utara (Studi Kasus Pada Pasar Unggas Amuntai".** Di Bawah Bimbingan **Ibu Ni Made Musiyani Anjasmari, M.Ap.** Selaku Dosen Pembimbing I, Dan **Ibu Siti Paulina, M.Pd**. Selaku Dosen Pembimbing I.

Penelitian ini bertujuan untuk mengetahui implementasi Peraturan Daerah Kabupaten Hulu Sungai Utara Nomor 17 Tahun 2013 tentang Pengelolaan Pasar Pemerintah di Kecamatan Amuntai Tengah Kabupaten Hulu Sungai Utara (studi kasus pada Pasar Unggas Amuntai), serta mengidentifikasi faktor-faktor yang mempengaruhi implementasi kebijakan tersebut. Adapun fenomena masalah yaitu: Kurangnya sosialisasi oleh petugas pasar, kurangnya kepatuhan pedagang dan terbatasnya fasilitas pasar.

Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan kualitatif. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Informan penelitian ditentukan dengan teknik purposive sampling sebanyak 12 orang, yang terdiri dari aparatur pemerintah daerah, pengelola pasar, pedagang, masyarakat sekitar, dan konsumen. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan, serta uji kredibilitas data menggunakan triangulasi dan member check.

Hasil penelitian menunjukkan bahwa Perda Nomor 17 Tahun 2013 tentang Pengelolaan Pasar Pemerintah di Pasar Unggas Amuntai kurang baik. Pada Sub variabel komunikasi, indikator kejelasan informasi, sosialisasi aturan, dan pemahaman pedagang kurang baik, Sub variabel sumber daya, indikator petugas pasar dan fasilitas kurang baik, dan anggaran cukup baik, Sub variabel Disposisi yaitu konsistensi Tindakan dan kepatuhan pedagang yang kurang baik, dan komitmen aparat cukup baik, Sub variabel struktur birokrasi, indikator SOP Penegakan sudah baik dan penerapan saksi kurang baik, dan koordinasi antar instasi cukup baik. Faktor penghambat yaitu keterbatasan jumlah pegawai, kepatuhan pedagang yang masih belum merata dan fasilitas pasar yang belum memadai. Faktor yang mendukung yaitu dukungan regulasi dan kelembagaan yang jelas dan koordinasi yang baik antara dinas terkait.

Guna meningkatkan keberhasilan pengelolaan Pasar Unggas Amuntai, Dinas KUPERINDAG Kabupaten HSU diharapkan dapat memperkuat peran strategisnya melalui penyempurnaan kebijakan teknis, peningkatan alokasi anggaran, serta penyediaan fasilitas pasar yang belum memadai. Petugas pasar perlu meningkatkan pengawasan dan penertiban secara rutin dan terjadwal, agar penegakan aturan berjalan konsisten dan berkelanjutan. Di sisi lain, para pedagang Pasar Unggas Amuntai diharapkan dapat meningkatkan kepatuhan terhadap perda Nomor 17 Tahun 2013, sehingga tercipta ketertiban, kenyamanan, serta kelancaran aktivitas ekonomi secara berkelanjutan.

ABSTRACT

Khaidir Yahya: 2022132 with the thesis entitled **"Implementation of Regional Regulation Number 17 of 2013 on the Management of Government Markets in Amuntai Tengah District, Hulu Sungai Utara Regency (A Case Study of the Amuntai Poultry Market)"**, under the supervision of **Mrs. Ni Made Musiyani Anjasmari, M.AP**. as the first supervisor and **Mrs. Siti Paulina, M.Pd.** as the second supervisor.

This study aims to examine the implementation of Regional Regulation of Hulu Sungai Utara Regency Number 17 of 2013 concerning the Management of Government Markets in Amuntai Tengah District, Hulu Sungai Utara Regency (a case study of the Amuntai Poultry Market), as well as to identify the factors influencing the implementation of the policy. The identified problem phenomena include the lack of socialization by market officers, low levels of trader compliance, and limited market facilities.

This research employs a qualitative descriptive method with a qualitative approach. Data collection techniques include observation, in-depth interviews, and documentation. Research informants were selected using purposive sampling, totaling 12 individuals consisting of local government officials, market managers, traders, surrounding community members, and consumers. Data analysis was carried out through data reduction, data presentation, and conclusion drawing, while data credibility was tested using triangulation and member checking.

The results indicate that the implementation of Regional Regulation Number 17 of 2013 concerning the Management of Government Markets at the Amuntai Poultry Market is still considered inadequate. In the communication sub-variable, the indicators of information clarity, regulatory socialization, and traders' understanding were weak. In the resource sub-variable, market officers and facilities were inadequate, while the budget was relatively sufficient. In the disposition sub-variable, the consistency of actions and trader compliance were weak, whereas the commitment of officials was fairly good. In the bureaucratic structure sub-variable, were adequate, but the application of sanctions was weak, while inter-agency coordination was fairly good. The inhibiting factors include the limited number of personnel, uneven trader compliance, and inadequate market facilities. Meanwhile, the supporting factors consist of clear regulatory and institutional support and good coordination among relevant agencies.

To improve the effectiveness of managing the Amuntai Poultry Market, the Department of Cooperatives, SMEs, Industry, and Trade of Hulu Sungai Utara Regency is expected to strengthen its strategic role through improving technical policies, increasing budget allocation, and providing adequate market facilities. In addition, market officers are encouraged to enhance routine and scheduled supervision supported by specific SOPs to ensure consistent and sustainable enforcement, while traders are expected to increase compliance with the provisions of Regional Regulation Number 17 of 2013, particularly regarding stall arrangement and market cleanliness, to achieve orderliness, comfort, and sustainable economic activities.