

ABSTRAK

AULIYA AYU SASMITA, NPM : 2022288, Judul “EFEKTIVITAS PENERTIBAN PEDAGANG KAKI LIMA (PKL) DI PASAR KELUA KECAMATAN KELUA KABUPATEN TABALONG”. Dibawah bimbingan Bapak **Muhammad arsyad S.Pd.I, M.AP.** Sebagai pembimbing 1 dan Bapak **Selamat Riadi, S.Sos, M.AP.** Sebagai pembimbing II.

Penertiban pedagang kaki lima (PKL) di Pasar kelua ini terdapat beberapa masalah diantaranya pedagang masih melanggar peraturan daerah, tempat tidak strategis, kurangnya pengawasan. Tujuan dari penelitian ini adalah mengetahui efektivitas penertiban pedagang kaki lima (PKL) di Pasar Kelua Kecamatan Kelua Kabupaten Tabalong dan faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data yang digunakan adalah wawancara, observasi dan dokumentasi. Sumber data diambil dengan menggunakan *purposive sampling* yang berjumlah 11 orang. Setelah data terkumpul kemudian dianalisis dengan teknik yang meliputi pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Setelah itu dilakukan uji kredibilitas data yang meliputi perpanjangan pengamatan, ketekunan dalam penelitian, triangulasi, analisis kasus negatif, dan *Member Check*.

Hasil penelitian ini diketahui bahwa efektivitas penertiban pedagang kaki lima (PKL) di Pasar Kelua Kecamatan Kelua Kabupaten Tabalong kurang efektif. Dapat dilihat dari hasil indikator penertiban sesuai rencana sudah efektif karena penertiban sesuai prosedur, tujuan program tercapai kurang efektif karena lokasi kurang strategis, sasaran program tercapai tidak efektif karena PKL tidak mematuhi aturan, sasaran sesuai target kurang efektif karena target belum tercapai, pengguna merasa puas kurang efektif karena pendapatan menurun, memenuhi harapan pengguna tidak efektif karena PKL tetap berjualan, jumlah personil sudah efektif karena personil memadai, sarana dan prasarana cukup efektif kendaraan personil dan tempat lapak tersedia, dana tidak efektif tidak ada anggaran, hasil pelaksanaan tidak efektif karena PKL tetap kembali berjualan, seluruh kegiatan penertiban terlaksana kurang efektif karena penertiban terlaksana tetapi PKL kembali berjualan, sesuai tujuan yang diinginkan tidak efektif karena pelanggaran tetap terjadi. Faktor penghambatnya adalah omset pedagang menurun, kurangnya anggaran, dan kurangnya pengetahuan pedagang. Adapun faktor pendukungnya adalah adanya peraturan daerah, sumber Daya Manusia memadai, dan fasilitas pendukung.

Untuk meningkatkan Efektivitas Penertiban Pedagang Kaki Lima (PKL) di Pasar Kelua Kecamatan Kelua Kabupaten Tabalong disarankan agar kepala UPT agar meningkatkan aturan penertiban, Satpol PP Kabupaten Tabalong disarankan agar meningkatkan pengawasan rutin, Pegawai UPT Pengelola Pasar Kelua Kecamatan Kelua Kabupaten Tabalong di sarankan untuk bisa Mengoptimalkan komunikasi, Pedagang dan Masyarakat disarankan untuk mematuhi Peraturan Daerah.

ABSTRACT

AULIYA AYU SASMITA, NPM : 2022288, TITLE : "EFFECTIVENESS OF STREET VENDOR REGULATION (PKL) IN KELUA MARKET, KELUA DISTRICT, TABALONG REGENCY." Under the guidance of Mr. **Muhammad Arsyad, S.Pd.I, M.AP.** as Supervisor I and Mr. **Selamat Riadi, S.Sos, M.AP.** as Supervisor II.

There are several problems with regulating street vendors at the kelua market including traders still violating regional regulations, their sites are not strategic, and there is a lack of supervision. The purpose of this study was to determine the effectiveness of street vendor (PKL) enforcement at Kelua Market, Kelua District, Tabalong Regency, and the factors influencing it.

This study used a qualitative approach with descriptive methods. Data collection techniques included interviews, observation, and documentation. Data sources were collected using purposive sampling, with 11 participants. After data collection, they were analyzed using techniques including data collection, data reduction, data presentation, and conclusion drawing. Data credibility was then tested, including extended observation, research diligence, triangulation, negative case analysis, and member checking.

The results of this study indicate that the effectiveness of street vendor (PKL) enforcement at Kelua Market, Kelua District, Tabalong Regency is ineffective. It can be seen from the results of the control indicators according to the plan that it is effective because the control is in accordance with procedures, the program objectives are achieved less effectively because the location is not strategic, the program targets are achieved ineffective because street vendors do not comply with the rules, the targets are ineffective because the target has not been achieved, users are satisfied less effective because income has decreased, meeting user expectations is ineffective because street vendors continue to sell, the number of personnel is effective because the personnel are adequate, the facilities and infrastructure are quite effective personnel vehicles and stalls are available, the funds are ineffective there is no budget, the results of the implementation are ineffective because street vendors continue to sell, all control activities are carried out less effectively because the control is carried out but street vendors return to selling, according to the desired objectives are ineffective because violations continue to occur. The inhibiting factors are decreasing trader turnover, lack of budget, and lack of trader knowledge. The supporting factors are the existence of regional regulations, adequate Human Resources, and supporting facilities.

To increase the effectiveness of controlling street vendors (PKL) at Kelua Market, Kelua District, Tabalong Regency, it is recommended that the head of the UPT improve the regulation rules, the Tabalong Regency Satpol PP is recommended to increase routine supervision, the UPT employees managing the Kelua Market, Kelua District, Tabalong Regency are advised to optimize communication, traders and the community are advised to comply with regional regulations.