

ABSTRAK

Muhammad Khairizannor Rahman, NPM : 2022029, Judul “ Implementasi Kebijakan Ketertiban Umum dan Ketentraman Masyarakat Studi Penertiban Pedagang Kaki Lima (PKL) di Pasar Alabio Kecamatan Sungai Pandan Kabupaten Hulu Sungai Utara”. Di bawah bimbingan Bapa Dr. Reno Affrian, S.Sos., M.AP., CIQaR., CIQnR sebagai Pembimbing I dan Bapa Dr. Jumaidi, S.Sos.,M. AP sebagai Pembimbing II

Pasar tradisional memiliki peran penting dalam menunjang perekonomian masyarakat, khususnya bagi kelompok ekonomi kecil seperti pedagang kaki lima (PKL). Keberadaan PKL di Pasar Alabio, Kecamatan Sungai Pandan, Kabupaten Hulu Sungai Utara, memberikan dampak positif terhadap perputaran ekonomi masyarakat, namun di sisi lain menimbulkan berbagai permasalahan, terutama terkait ketertiban, kebersihan, dan kenyamanan lingkungan pasar. Oleh karena itu, pemerintah daerah melalui Peraturan Daerah Kabupaten Hulu Sungai Utara Nomor 9 Tahun 2018 tentang Ketertiban Umum dan Ketentraman Masyarakat berupaya melakukan penataan dan penertiban terhadap aktivitas PKL.

Penelitian ini bertujuan untuk menganalisis implementasi kebijakan ketertiban pedagang kaki lima di Pasar Alabio Kecamatan Sungai Pandan Kabupaten Hulu Sungai Utara, mengidentifikasi faktor-faktor pendukung dan penghambat dalam pelaksanaannya, serta menganalisis tingkat kepatuhan para PKL terhadap kebijakan yang berlaku. Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Informan dalam penelitian ini terdiri dari aparat Satuan Polisi Pamong Praja dan Pemadam Kebakaran Kabupaten Hulu Sungai Utara, pedagang kaki lima, serta masyarakat sekitar pasar. Data yang diperoleh dianalisis secara kualitatif melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi kebijakan ketertiban pedagang kaki lima di Pasar Alabio belum berjalan secara optimal. Hal ini ditunjukkan oleh masih adanya PKL yang berjualan di area terlarang, penataan lapak yang kurang tertib, serta pemanfaatan ruang publik yang belum sesuai peruntukan. Faktor pendukung implementasi kebijakan meliputi adanya dasar hukum yang jelas, komitmen aparat penegak peraturan, serta upaya sosialisasi kebijakan. Sementara itu, faktor penghambat meliputi rendahnya kesadaran dan kepatuhan PKL, keterbatasan sarana dan prasarana relokasi, lemahnya koordinasi antarinstansi, serta lokasi relokasi yang kurang strategis sehingga pedagang cenderung kembali ke tempat semula.

Berdasarkan hasil penelitian tersebut, disimpulkan bahwa keberhasilan implementasi kebijakan ketertiban pedagang kaki lima memerlukan pendekatan yang lebih persuasif, partisipatif, dan humanis. Pemerintah daerah diharapkan dapat meningkatkan intensitas sosialisasi, menyediakan fasilitas relokasi yang layak dan strategis, serta memperkuat koordinasi antarinstansi terkait agar kebijakan penataan PKL dapat berjalan lebih efektif tanpa mengabaikan aspek sosial dan ekonomi para pedagang.

ABSTRACT

Muhammad Khairizannor Rahman, Student ID Number (NPM): 2022029, with the thesis entitled “Implementation of Public Order and Social Tranquility Policy: A Study on the Regulation of Street Vendors (PKL) at Alabio Market, Sungai Pandan District, Hulu Sungai Utara Regency.” This thesis was conducted under the supervision of Dr. Reno Affrian, S.Sos., M.AP., CIQaR., CIQnR as the First Supervisor and Dr. Jumaidi, S.Sos., M.AP as the Second Supervisor.

Traditional markets play an important role in supporting the community's economy, particularly for small-scale traders such as street vendors. The presence of street vendors in Alabio Market, Sungai Pandan District, Hulu Sungai Utara Regency, contributes positively to local economic activities; however, it also generates various problems, especially related to orderliness, cleanliness, and environmental comfort within the market area. Therefore, the local government, through Regional Regulation of Hulu Sungai Utara Regency Number 9 of 2018 concerning Public Order and Social Tranquility, seeks to regulate and control the activities of street vendors.

This study aims to analyze the implementation of street vendor regulation policies at Alabio Market, Sungai Pandan District, Hulu Sungai Utara Regency, to identify supporting and inhibiting factors in policy implementation, and to assess the level of compliance of street vendors with existing regulations. This research employs a qualitative approach with a descriptive research type. Data were collected through interviews, observations, and documentation. Informants consisted of officers from the Civil Service Police Unit and Fire Department of Hulu Sungai Utara Regency, street vendors, and local community members. The data were analyzed qualitatively through data reduction, data presentation, and conclusion drawing.

The results indicate that the implementation of street vendor regulation policies at Alabio Market has not been optimal. This is evidenced by the continued presence of vendors operating in prohibited areas, improper stall arrangements, and inappropriate use of public spaces. Supporting factors include a clear legal basis, the commitment of law enforcement officers, and policy socialization efforts. Meanwhile, inhibiting factors consist of low awareness and compliance among vendors, limited relocation facilities, weak inter-agency coordination, and relocation sites considered less strategic, causing vendors to return to their previous locations.

Based on these findings, it can be concluded that successful implementation of street vendor regulation policies requires a more persuasive, participatory, and humane approach. The local government is expected to intensify socialization efforts, provide proper and strategic relocation facilities, and strengthen inter-agency coordination to ensure effective policy implementation without neglecting the social and economic aspects of street vendors.