

ABSTRAK

NURUL HIDAYATI, NPM 20.22.095, Judul “Implementasi Peraturan Daerah Kabupaten Hulu Sungai Utara Nomor 9 Tahun 2018 tentang ketertiban Umum Dalam Penataan Pedagang di Jalan Umum (Studi Kasus Pasar Selasa di Desa Sungai Tabukan Kecamatan Sungai Tabukan Kabupaten Hulu Sungai Utara)” dibawah bimbingan **Bapak M. Ridha Anshari, S. Sos., M. AP** sebagai dosen pembimbing I dan **Bapak Gusti Muhammad Hidayatullah, S.Sos., M.AP** sebagai dosen pembimbing II.

Implementasi suatu kebijakan tidak hanya ditentukan oleh perumusannya, tetapi juga oleh bagaimana kebijakan tersebut dilaksanakan di lapangan. Fenomena masalah yang terjadi yaitu kurangnya kepatuhan pedagang, kurang memadainya lokasi berjualan, dan keterbatasan proses penertiban dan pengawasan. Tujuan dari penelitian ini adalah mengetahui Implementasi Peraturan Daerah Kabupaten Hulu Sungai Utara Nomor 9 Tahun 2018 tentang ketertiban Umum Dalam Penataan Pedagang di Jalan Umum (Studi Kasus Pasar Selasa di Desa Sungai Tabukan Kecamatan Sungai Tabukan Kabupaten Hulu Sungai Utara).

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif kualitatif. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Sumber data diambil melalui penarikan sampel dengan teknik *purposive sampling* yang meliputi 9 orang informan. Analisis data berupa teknik analisis sebelum lapangan, reduksi data, penyajian data dan *verification*. Uji kredibilitas data berupa perpanjangan pengamatan, meningkatkan ketekunan, dan menggunakan bahan referensi.

Hasil penelitian menunjukan cukup baik, yang dilihat dari: *pertama*, transmisi cukup baik, dilihat dari adanya penyampaian informasi mengenai aturan penataan pedagang. *Kedua*, kejelasan cukup baik, dilihat dari Informasi mengenai aturan penataan yang disampaikan secara langsung. *Ketiga*, konsistensi cukup baik, dilihat dari petugas secara rutin melakukan pengawasan. *Keempat*, staf kurang baik, dilihat dari kurangnya jumlah petugas. *Kelima*, fasilitas kurang baik, dilihat dari belum tersedianya lokasi berjualan yang memadai. *Keenam*, informasi cukup baik, dilihat dari petugas telah melakukan penyampaian informasi terkait penataan pedagang secara langsung. *Ketujuh*, kewenangan cukup baik, dilihat dari kewenangan petugas dalam pengawasan. *Kedelapan*, pengangkatan birokrat cukup baik, dilihat dari Aparatur yang memiliki pembagian tugas. *Kesembilan*, insentif cukup baik, dilihat dari adanya tambahan penghasilan. *Kesepuluh*, SOP baik, dilihat dari Adanya SOP yang menjadi pedoman. *Kesebelas*, fragmentasi cukup baik, dilihat dari adanya koordinasi berbagai instansi. Faktor pendukung yaitu adanya koordinasi antarinstansi yang cukup baik. Faktor penghambat yaitu masih kurangnya kesadaran dan kepatuhan pedagang terhadap aturan yang berlaku, fasilitas dan lokasi berjualan yang masih kurang memadai, dan kurangnya jumlah petugas dalam pelaksanaan pengawasan.

Disarankan kepada Kepala Satpol PP Kabupaten HSU agar meningkatkan sosialisasi dan pengawasan, kepada pedagang pasar selasa Sungai Tabukan agar meningkatkan kesadaran dan kepatuhan, serta kepada Pemerintah Daerah Kabupaten HSU agar meningkatkan jumlah personel dalam proses pelaksanaan kegiatan pengawasan guna mencapai penataan pasar dengan lebih optimal.

ABSTRACT

NURUL HIDAYATI, NPM 20.22.095, Title: “Implementation of North Hulu Sungai Regency Local Regulation No. 9 of 2018 on Public Order in the Management of Street Vendors (A Case Study of the Tuesday Market in Sungai Tabukan Village, Sungai Tabukan Subdistrict, North Hulu Sungai Regency)” under the supervision of **Mr. M. Ridha Anshari, S.Sos., M.AP**, as the first advisor, and **Mr. Gusti Muhammad Hidayatullah, S.Sos., M.AP**, as the second advisor.

The implementation of a policy is determined not only by its formulation but also by how it is carried out in practice. The issues that have arisen include a lack of compliance among vendors, inadequate sales locations, and limitations in enforcement and oversight. The objective of this study is to examine the implementation of North Hulu Sungai Regency Local Regulation No. 9 of 2018 on Public Order in the Arrangement of Vendors on Public Roads (Case Study of the Tuesday Market in Sungai Tabukan Village, Sungai Tabukan Subdistrict, North Hulu Sungai Regency).

This study employs a qualitative approach with a descriptive qualitative design. The data collection techniques used were observation, interviews, and documentation. Data sources were obtained through purposive sampling, which included 9 informants. Data analysis consisted of pre-field analysis, data reduction, data presentation, and verification. Data credibility was tested through extended observation, increased diligence, and the use of reference materials.

The research results were fairly positive, as evidenced by the following: First, communication was fairly effective, as demonstrated by the dissemination of information regarding the rules for vendor relocation. Second, clarity was fairly good, as evidenced by the direct communication of information regarding the relocation rules. Third, consistency was fairly good, as demonstrated by officers conducting regular monitoring. Fourth, staffing was inadequate, as evidenced by the insufficient number of officers. Fifth, facilities were inadequate, as evidenced by the lack of adequate sales locations. Sixth, information dissemination was satisfactory, as evidenced by officials directly conveying information regarding vendor arrangement. Seventh, authority is fairly good, as evidenced by the officers' authority to conduct monitoring. Eighth, bureaucratic appointments are fairly good, as evidenced by civil servants having clearly defined roles. Ninth, incentives are fairly good, as evidenced by the provision of additional income. Tenth, SOPs are good, as evidenced by the existence of SOPs serving as guidelines. Eleventh, coordination is quite good, as evidenced by the collaboration among various agencies. A supporting factor is the existence of fairly good inter-agency coordination. Constraining factors include a lack of awareness and compliance among vendors regarding applicable regulations, inadequate facilities and sales locations, and an insufficient number of officers to carry out supervision.

It is recommended that the Head of the HSU Regency Satpol PP step up public outreach and enforcement; that vendors at the Sungai Tabukan Tuesday Market increase their awareness and compliance; and that the HSU Regency Government increase the number of personnel involved in enforcement activities to achieve more optimal market management.