

ABSTRAK

FITRIA LESTARI, NPM : 2022514, Judul **“EFEKTIVITAS UPTD PENGELOLAAN PASAR NEGARA DALAM MENERTIBKAN PEDAGANG KAKI LIMA DI PASAR NEGARA KABUPATEN HULU SUNGAI SELATAN”** dibawah bimbingan Bapak **Muhammad Arsyad, S.Pd.I, M.AP** sebagai Pembimbing I dan Bapak **Drs. H. Hasbi Salim, M.Pd** sebagai Pembimbing II.

Penelitian ini dilatarbelakangi oleh banyaknya pedagang kaki lima yang melanggar aturan walaupun sudah ada peraturan daerah. karena sikap para pelaku cenderung masih berjualan di trotoar. Kurangnya pengawasan serta komunikasi antar organisasi yang belum optimal, karena masih banyak terdapat para PKL yang berjualan di trotoar. Komunikasi antar organisasi tidak berjalan dengan semestinya karena dalam beberapa tahun belakangan ini penertiban hanya dilakukan oleh bidang keamanan dari UPTD Pengelolaan Pasar saja. Tujuan penelitian ini adalah untuk mengetahui efektivitas UPTD Pengelolaan Pasar Negara dalam menertibkan PKL serta faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Informan penelitian ditentukan menggunakan teknik *purposive sampling* yang terdiri dari 12 orang. Analisis data dilakukan dengan reduksi data, penyajian data, dan penarikan kesimpulan. Uji kredibilitas data dilakukan dengan perpanjangan pengamatan, meningkatkan ketekunan, dan triangulasi.

Hasil penelitian menunjukkan bahwa efektivitas penertiban PKL di Pasar Negara secara umum sudah berjalan cukup efektif. Hal ini terlihat dari indikator pelaksanaan sesuai rencana sudah efektif karena sudah dijalankan, indikator manfaat program cukup efektif karena memerlukan pendekatan intensif, indikator pencapaian target cukup efektif karena memerlukan kordinasi, sosialisasi, dan pengawasan. Indikator kesesuaian hasil dengan tujuan cukup efektif karena sudah memberikan dampak positif. Indikator kepuasan program cukup efektif karena kondisi lingkungan lebih tertib dan bersih. Indikator kepuasan terhadap pelaksana cukup efektif karena petugas profesional dan humaris. Indikator sasaran operasional prosedur sudah efektif karena penertiban dilakukan secara teratur. Indikator pencapaian target program cukup efektif karena PKL berkurang berjualan ditempat yang dilarang. Indikator tujuan program sudah efektif karena berjalan sesuai arahan. Indikator dampak program bagi masyarakat kurang efektif karena menurunnya jumlah pembeli. Faktor Pendukung: adanya koordinasi yang baik, faktor penghambat perilaku pedagang yang tetap memilih berjualan di trotoar.

Kepada UPTD Pengelolaan Pasar Negara dan Satpol PP, disarankan agar lebih aktif dalam penegakan peraturan daerah dan melakukan kegiatan sosialisasi, edukasi serta pemberian teguran secara tegas kepada para PKL. Kepada para Pedagang Kaki Lima disarankan agar dapat mematuhi setiap peraturan atau kebijakan yang ditetapkan oleh pemerintah. Kepada masyarakat disarankan untuk memberikan sosialisasi dan edukasi yang persuasif agar tidak berbelanja di bahu jalan demi kelancaran ketertiban umum.

ABSTRACT

FITRIA LESTARI, NPM: 2022514, Title “**EFFECTIVENESS OF STATE MARKET MANAGEMENT UPTD IN REGULATING STREET VENDORS IN THE STATE MARKET** ” under the guidance of Mr. **Muhammad Arsyad, S.Pd.I, M.AP** as Supervisor I and Mr. **Drs. H. Hasbi Salim, M.Pd** as supervisor II.

This research is motivated by the large number of street vendors who violate regulations despite existing regional regulations, as they tend to continue selling on sidewalks. This lack of supervision and suboptimal communication between organizations is attributed to the continued presence of many street vendors operating on sidewalks. Inter-organizational communication has been unsuccessful, as in recent years, enforcement has been carried out solely by the security division of the Market Management Technical Implementation Unit (UPTD). The purpose of this study was to determine the effectiveness of the State Market Management Technical Implementation Unit (UPTD) in controlling street vendors and the factors influencing it.

This study employed a qualitative descriptive method with data collection techniques through observation, interviews, and documentation. The informants were selected using *purposive sampling*, consisting of 12 people. Data analysis was conducted through data reduction, data presentation, and conclusion drawing. Data credibility was tested by extending observations, increasing persistence, and triangulation.

The results of the study indicate that the effectiveness of street vendor control at Pasar Negara has generally been quite effective. This is evident from the indicators of implementation according to plan, which are effective because they have been implemented. The indicators of program benefits are quite effective because they require an intensive approach. The indicators of target achievement are sufficient, effective because they require coordination, socialization, and supervision. The indicators of conformity of results to objectives are quite effective because they have had a positive impact. The indicators of program satisfaction are quite effective because the environmental conditions are more orderly and clean. The indicators of satisfaction with the implementers are quite effective because the officers are professional and public relations. The operational procedure target indicator is effective because the control is carried out regularly. The program target achievement indicator is quite effective because street vendors are less likely to sell in prohibited areas. The program objective indicator is effective because it is running according to instructions. The program impact indicator for the community is less effective because the number of buyers has decreased. Supporting factors are good coordination and inhibiting factors are the behavior of traders who continue to choose to sell on the sidewalk.

The State Market Management Technical Implementation Unit (UPTD) and the Public Order Agency (Satpol PP) are advised to be more active in conducting outreach, education, and providing firm warnings to street vendors. Street vendors are advised to comply with all regulations or policies set by the government. The public is advised to provide persuasive outreach and education to discourage shopping on the roadside for the sake of public order.