ABSTRAK

ALIYAH, NPM:2022340, judul **"(IMPLEMENTASI PERATURAN DAERAH KABUPATEN HULU SUNGAI UTARA NOMOR 9 TAHUN 2018 PASAL 37 AYAT 4 TENTANG KETERTIBAN UMUM DAN KETENTRAMAN MASYARAKAT (Studi Kasus: Pasar Induk Amuntai)".** Dibawah bimbingan **Ibu Ratna Sari, S.Sos., M.A** sebagai Dosen Pembimbing 1 **dan Bapak Akhmad Berkatilah, S.Sos., M.A** sebagai Dosen Pembimbing II.

Ketertiban umum dan ketentraman masyarakat merupakan elemen penting dalam pembangunan daerah, terutama di ruang publik seperti pasar tradisional yang menjadi pusat ekonomi dan sosial. Pasar Amuntai sebagai pasar induk di Kabupaten Hulu Sungai Utara sering mengalami gangguan transaksi akibat aktivitas pengemis, gelandangan, dan anak jalanan, yang tidak hanya mengganggu pedagang dan pengunjung tetapi juga merusak citra pasar. Peraturan Daerah Kabupaten Hulu Sungai Utara Nomor 9 Tahun 2018 Pasal 37 Ayat (4) bertujuan untuk menjaga izin dengan melarang pemberian uang atau bantuan kepada pengemis di tempat umum, namun implementasinya belum optimal. Tujuan penelitian ini adalah untuk mengetahui implementasi kebijakan tersebut dan faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe *deskriptif kualitatif*. Teknik pengumpulan data yang digunakan adalah wawancara, observasi, dan dokumentasi. Sumber data diperoleh dari informan kunci seperti aparat Satpol PP, Dinas Sosial, pedagang, dan pengemis di Pasar Amuntai, dengan jumlah informan 10 orang yang dipilih secara purposive sampling. Setelah data terkumpul, analisis dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan, serta uji kredibilitas data melalui triangulasi sumber, perluasan pengamatan, dan member check.

Hasil penelitian menunjukkan bahwa pelaksanaan Peraturan Daerah Kabupaten Hulu Sungai Utara Nomor 9 Tahun 2018 Pasal 37 Ayat (4) secara keseluruhan dinilai kurang baik. Pada sub-variabel kebijakan desain, kejelasan tujuan cukup baik dari sisi birokrasi tetapi kurang baik dari kelompok sasaran; konsistensi regulasi cukup baik secara normatif namun kurang baik dalam praktik; dukungan mekanisme (sanksi, insentif, fasilitas) kurang baik karena minimnya penerapan dan fasilitas pendukung. Pada sub-variabel perilaku birokrasi, tingkat diskresi birokrasi cukup baik sebagai adaptasi namun kurang baik karena inkonsistensi; ketersediaan sumber daya dan kapasitas organisasi kurang baik akibat keterbatasan personel dan anggaran. Pada sub-variabel perilaku kelompok sasaran, pemahaman terhadap kebijakan kurang baik karena minimnya sosialisasi; sikap menerima kebijakan cukup baik namun pasif. Faktor penghambat utama adalah minimnya kebijakan sosialisasi dan komunikasi serta keterbatasan kapasitas birokrasi dalam pengawasan. Faktor pendukungnya adalah adanya landasan hukum Perda yang kuat dan kolaborasi antar instansi dalam penanganannya, serta adanya pelaporan yang masuk mengenai ganguan pengemis, gelandangan.

Guna meningkatkan keberhasilan implementasi, Satpol PP dan Dinas Sosial perlu meningkatkan sosialisasi langsung kepada kelompok sasaran, menambah kapasitas sumber daya seperti personel dan fasilitas pengawasan, serta memperkuat mekansme sanksi yang konsisten. Pedagang dan masyarakat diharapkan lebih aktif berpartisipasi dalam mematuhi aturan, sementara pengemis didorong memanfaatkan program rehabilitasi.

ABSTRACT

ALIYAH, NPM: 2022340, title **"(IMPLEMENTATION OF REGIONAL REGULATION OF HULU SUNGAI UTARA REGENCY NUMBER 9 OF 2018 ARTICLE 37 PARAGRAPH 4 CONCERNING PUBLIC ORDER AND PUBLIC PEACE (Case Study of Amuntai Main Market)"**. Under the guidance of **Mrs. Ratna Sari, S.Sos., MA** as Supervisor 1 and **Mr. Akhmad Berkatilah, S.Sos., MA** as Supervisor 2.

Public order and public peace are important elements in regional development, especially in public spaces such as traditional markets which are economic and social centers. Amuntai Market as the main market in Hulu Sungai Utara Regency often experiences transaction disruptions due to the activities of beggars, vagrants, and street children, which not only disturb traders and visitors but also damage the market's image. Hulu Sungai Utara Regency Regional Regulation Number 9 of 2018 Article 37 Paragraph (4) aims to maintain permits by prohibiting giving money or assistance to beggars in public places, but its implementation has not been optimal. The purpose of this study is to determine the implementation of this policy and the factors that influence it.

This study uses a qualitative approach with a descriptive qualitative type. Data collection techniques used were interviews, observation, and documentation. Data sources were obtained from key informants such as Satpol PP officers, the Social Service, traders, and beggars at Amuntai Market, with a total of 10 informants selected using purposive sampling. After the data was collected, analysis was carried out through data reduction, data presentation, and drawing conclusions. Data credibility was also tested through source triangulation, expanded observation, and member checking.

The results of the study indicate that the implementation of the Hulu Sungai Utara Regency Regional Regulation Number 9 of 2018 Article 37 Paragraph (4) as a whole is considered less than good. In the design policy sub-variable, the clarity of objectives is quite good from the bureaucratic side but less than good from the target group; regulatory consistency is quite good normatively but less than good in practice; support mechanisms (sanctions, incentives, facilities) minimal implementation and supporting facilities. In the bureaucratic behavior sub-variable, the level of bureaucratic discretion is quite good as an adaptation inconsistency; the availability of resources and organizational capacity is less than good due to limited personnel and budget. In the target group behavior sub-variable, understanding of the policy is less than good due to minimal socialization; the attitude of accepting the policy is quite good but passive. The main inhibiting factors are the lack of socialization and communication policies and limited bureaucratic capacity in supervision. The supporting factors are the existence of a strong legal basis for the Regional Regulation and collaboration between agencies in handling it.

To improve implementation success, the Public Order Agency (Satpol PP) and the Social Services Agency need to increase direct outreach to target groups, increase resource capacity, such as personnel and monitoring facilities, and strengthen consistent sanction mechanisms. Vendors and the public are expected to participate more actively in complying with regulations, while beggars are encouraged to utilize rehabilitation programs. This research contributes to local governments' efforts to improve the effectiveness of general policies in traditional markets.