ABSTRAK

Muslimah (2020): "Implementasi Kebijakan Retribusi Pelayanan Pasar Induk Cianjur di Dinas Koperasi, Usaha Kecil, Menengah, Perdagangan dan Perindustrian Kabupaten Cianjur Tahun 2019

Lahirnya otonomi daerah sebagai kebutuhan di era globalisasi memberikan kesempatan terhadap daerah-daerah untuk membangun potensi-potensi yang ada di daerahnya masing-masing. Salah satu pendapatan daerah berasal dari retribusi pasar. Pasar Induk Cianjur menjadi pasar utama di Kabupaten Cianjur, akan tetapi realisasi penerimaan bulanan retribusi sampai dengan bulan November masih jauh dari yang ditargetkan, permasalahannya adalah pedagang menolak kenaikan tarif retribusi karena kondisi pasar masih sepi, serta masih banyaknya angkutan umum yang belum masuk ke wilayah pasar Induk Cianjur.

Tujuan penelitian skripsi ini adalah untuk mengetahui bagaimana implementasi kebijakan retribusi pelayanan pasar Induk Cianjur di Dinas Koperasi Usaha Kecil Menengah Perdagangan dan Perindustrian Kabupaten Cianjur Tahun 2019 melalui dimensi yang dikemukakan oleh Edward III.

Dalam penelitian ini mengacu pada teori implementasi kebijakan publik menurut Edward III untuk mengukur sejauhmana keberhasilan suatu implementasi kebijakan dilihat dari empat dimensi yaitu komunikasi, sumber daya, disposisi, dan struktur birokrasi.

Pendekatan penelitian ini adalah penelitian kualitatifdeskriptif. Informan penelitian teridiri dari Kepala Bidang Perdagangan, Kepala Seksi Bina Usaha dan Sarana Perdagangan, Kepala UPTD Pasar Induk Cianjur, Kolektor Retribusi Pasar Induk Cianjur dan pedagang Pasar Induk Cianjur.Teknik pengumpulan data dengan obervasi, wawancara dan studi dokumentasi. Teknik analisis data menggunakan teori Miles dan Hubberman yaitu *data reduction* (reduksi data), *data display* (penyajian data), *conclusion drawing/verification* (penarik kesimpulan)

Hasil penelitian menyimpulkan bahwa implementasi kebijakan retribusi pelayanan pasar Induk Cianjur di Dinas Koperasi Usaha Kecil Menengah Perdagangan dan Peindustrian Kabupaten Cianjur Tahun 2019 belum berjalan dengan efektif. Hal ini disebabkan kondisi pasar yang masih sepi pembeli, tidak ditertibkannya pedagang di lokasi pasar yang lama, serta belum masuknya semua angkutan umum ke wilayah pasar sehingga pedagang enggan untuk menerima kenaikan retribusi sehingga berpengaruh pada realisasi penerimaan bulanan retribusi.

Kata kunci: Implementasi kebijakan, Retribusi Pasar, Pedagang Pasar, Pembeli, Angkutan Umum

ABSTRACT

Muslimah (2020): *" Implementation of Cianjur Policy on Taxes on Major Market Services in Cianjur Regency Ministry of Cooperatives, Small and Medium-sized Enterprises, Trade and Industry in 2019 "*

The birth of regional autonomy as a necessity in the age of globalization offers regions opportunities to develop the potential that exists in their respective regions. One of the regional revenues comes from market retaliation. Cianjur Main Market is the main market in Cianjur Regency, but the realization of monthly retaliation revenues until November is far from the goal, the problem is that traders refuse to raise the tax rate because market conditions are still calm and there are still many public transport is that the market area has not entered. Chief Cianjur.

The aim of this thesis is to find out how the implementation of the Cianjur Parent market service charging policy at the Cianjur Regency Trade and Industry Cooperative Office in 2019 through the dimensions proposed by Edward III.

This study refers to the theory of government policy implementation according to Edward III to measure the magnitude of the success of a policy implementation from four dimensions, namely communication, resources, disposition and bureaucratic structure.

The approach of this research is descriptive qualitative research. The investigative informants included the head of the trading sector, the head of the business development and trading facilities department, the head of the Cianjur Main Market UPTD, the Cianjur Main Market Retribution Collector and the Cianjur Main Market traders. Data collection techniques through observation, interview and documentation study. Data analysis techniques using Miles and Hubberman's theory, namely data reduction, data display, conclusion / verification

The results of the study concluded that the implementation of the Cianjur policy on the retribution of key market services at the Ministry of Cooperatives, Small and Medium-sized Enterprises, Trade and Industry in Cianjur had not been effective in 2019. This is because market conditions are still empty of buyers, traders are not disciplined in the old market location and not all public transport has entered the market area yet, so traders are reluctant to accept an increase in retaliation so that this affects the realization of monthly retaliation revenues.

Keywords: *Policy Implementation, Market Retaliation, Market Traders, Buyers, Public transport*