

## ABSTRAKS

### **Diani Nurasiah: “Implementasi Peraturan Daerah Kabupaten Tasikmalaya Nomor 6 Tahun 2014 Tentang Penataan Dan Pembinaan Pasar Tradisional, Pusat Perbelanjaan Dan Toko Modern Di Ciawi”**

Pasar tradisional merupakan tempat yang digunakan para pedagang untuk berjualan hasil pertanian dan perindustian. Namun, Keberadaan pasar tradisional tergeser dengan pesatnya pertumbuhan pasar modern di Indonesia yang meningkat sebanyak 31,4%. Upaya yang dilakuakn pemerintah dengan menetapkan Peraturan Daerah Kabupaten Tasikmalaya nomor 6 tahun 2014 tentang penataan dan pembinaan pasar tradisional, pusat perbelanjaan dan pasar modern. Didalamnya dimuat peraturan zonasi terkait pendirian toko modern yang harus memperhatikan keberadaan pasar tradisional, yaitu radius jarak bangunan terluar toko modern dari pasar tradisional sejauh 2500m. Di kecamatan Ciawi sendiri terdapat beberapa toko modern yang melanggar peraturan, yaitu jarak antara toko modern dan pasar tradisional kurang dari 2500m. Akibatnya persaingan usaha antara toko modern dan pasar tradisional semakin tinggi, di pasar tradisional ciawi sendiri para pedagang mengalami kerugian mencapai 30%.

Tujuan dari penelitian ini untuk mengetahui idealized policy dari pelaksanaan penataan dan pembinaan pasar tradisional dan toko modern, untuk mengetahui siapa target group kebijakan, untuk mengetahui implementing organization yang terlibat dalam pelaksanaannya dan enviromental factors yang mempengaruhi pelaksanaan penataan dan pembinaan pasar tradisional dan toko modern.

Teori yang digunakan adalah teori dari Adam Smith bahwa ada empat kelompok variabel yang mempengaruhi sebuah implementasi kebijakan yaitu idealized policy, target group, implementing organization dan enviromental factors.

Penelitian ini menggunakan metode penelitian kualitatif yang bersifat deskriptif dan tidak menekankan generaliasi, melainkan kedalaman informasi. Dimana implementasi tentang Peraturan Daerah Kabupaten Tasikmalaya nomor 6 tahun 2014 tentang Penmbinaan dan Penataan Pasar Tradisional, Pusat Pebelanjaan dan Pasar Modern. Data dijelaskan dan dianalisis menggunakan metode SWOT. Teknik pengumpulan data dilakukan dengan observasi, wawancara dan studi pustaka.

Berdasarkan uraian tersebut diatas, maka dapat diambil kesimpulan bahwa pelaksanaan Peraturan Daerah Kabupaten Tasikmalaya nomor 6 tahun 2014 tentang penataan dan pembinaan pasar tradisional dan toko modern di Ciawi belum optimal. Hal ini ditunjukkan dengan idealized policy belum mencapai hasil yang optimal, kemitraan antara toko modern dan pasar tradisional belum terlaksana. Target group belum optimal dalam pelaksanaannya, terdapat permasalahan dalam perizinan. Implementating organization belum maksimal dalam pelaksanaannya, sebagian dari pelaku usaha tidak patuh pada peraturan. Enviromental factors yang menghasilkan dampak ekonomi yang merugikan pedagang.

**Kata Kunci: Implementasi Kebijakan, Pasar Tradisional, Toko Modern.**

## ABSTRACS

### ***Diani Nurasih: "Implementation of Regional Regulation of Tasikmalaya Regency Number 6 of 2014 Regarding Arrangement and Development of Traditional Markets, Shopping Centers and Modern Stores in Ciawi"***

*Seller use traditional marketplaces as locations to sell their industrial and agricultural goods. Traditional markets are no longer present, however, due to Indonesia's expanding rapidly modern marketplaces, which have grown by 31.4%. Attempts undertaken by the government to organise and promote traditional markets, global centres, and modern marketplaces by establishing Regional Regulation of Tasikmalaya Regency number 6 of 2014. The outermost building of a modern shop must be 2500 metres from a traditional market in order for modern shops to be considerate of the presence of traditional markets as required by zoning regulations. Numerous contemporary stores in the Ciawi sub-district are in violation of the rule that there must be fewer than 2500m between them and traditional marketplaces. As Due to the increased commercial competition between contemporary stores and traditional markets, traders in the Ciawi traditional market itself can suffer losses of up to 30%.*

*The research aims to find out the idealized policy for implementing the management and development of traditional markets and modern shops. To find the target groups who implement the policies. To find out the implementing organizations involved in implementing the policy and the environmental factors that influence the management and development of traditional markets and modern shops.*

*The theory used is the theory of Adam Smith that four groups of variables influence an implementation policy, namely ideal policies, target groups, implementing organizations and environmental factors.*

*This study uses qualitative research that is descriptive and does not emphasize generalizations, but rather the depth of information. Where is the implementation of the Tasikmalaya Regency Regional Regulation number 6 of 2014 concerning the Development and Arrangement of Traditional Markets, Shopping Centers, and Modern Markets. The data is described and analyzed using the SWOT method. Data collection techniques were carried out by observation, interviews, and literature study.*

*The Tasikmalaya Regency Regional Regulation number 6 of 2014 about the arrangement and development of traditional markets and modern stores in Ciawi might be inferred from the foregoing description as having not been carried out in a satisfactory manner. The idealistic policy that hasn't produced the best results and the lack of implementation of the collaboration between modern stores and old markets are examples of this. The target group's implementation is not yet at its best, and there are issues with licencing. Some of the business actors do not adhere to regulations, and the implementing organisation has not optimised its execution. Environmental elements that have a negative economic impact on traders.*

***Keywords: Policy Implementation, Traditional Markets, Modern Shops.***