

ABSTRAK

Implementasi kebijakan merupakan tahap penting dalam proses kebijakan publik karena tanpa pelaksanaan yang efektif, tujuan kebijakan tidak akan tercapai. Pasar rakyat pada umumnya menyediakan berbagai macam makanan pokok keperluan rumah tangga. Para pedagang yang ada di pasar biasanya memperdagangkan bahan-bahan dari hasil usaha sendiri seperti pertanian, perkebunan dan hasil peternakan. Pasar rakyat masih sangat diminati oleh banyak masyarakat dikarenakan harga yang relatif murah, banyak barang tersedia, dan dapat melakukan negosiasi tawar-menawar. Adapun tujuan penelitian untuk mengetahui implementasi Peraturan Daerah Nomor 7 Tahun 2018 Tentang Penataan Pasar Rakyat di Pasar Sukasari Kecamatan Pegajahan Kabupaten Serdang Bedagai di fokuskan pada Sarana Pasar, Penataan Pedagang kemudian, untuk mengetahui hambatan dalam implementasi Peraturan Daerah Nomor 7 Tahun 2018 tentang Penataan Pasar Rakyat di Pasar Sukasari Kecamatan Pegajahan Kabupaten Serdang Bedagai yang di fokuskan pada Standar dan Sasaran Kebijakan, Sumber Daya. Metode Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data yaitu observasi, wawancara dan dokumentasi. Hasil penelitian ini menunjukkan bahwa implementasi peraturan daerah Nomor 7 Tahun 2018 Tentang Penataan di Pasar Rakyat di Pasar Sukasari Kecamatan Pegajahan Kabupaten Serdang Bedagai bahwa Sarana di pasar masih sangat sedikit, seperti toilet umum, satu unit bak sampah namun sarana lainnya belum tersedia seperti tidak adanya musholla, tidak adanya drainase, tempat penampungan sampah sementara serta, tidak adanya tempat parkir. Penataan pedagang juga belum sesuai dengan zona yang telah ditentukan, Sehingga menyebabkan kondisi pasar yang semrawut dan tidak tertib. Hambatan utama dalam implementasi ini meliputi standar dan sasaran kebijakan serta kurangnya sumber daya manusia dan rendahnya kesadaran pedagang terhadap aturan yang telah ditetapkan. Maka di sarankan agar Pemerintah Kabupaten Serdang Bedagai bersama Dinas Perindustrian dan Perdagangan dan Pengelola Pasar Sukasari segera melakukan peningkatan dan perbaikan sarana pasar, menetapkan aturan tertulis yang jelas mengenai zonasi dan penataan pedagang, meninjau kembali peraturan yang ada, dan penambahan staf administrasi pasar kegiatan pengelola pasar dapat berjalan lebih efektif.

Kata Kunci: *Implementasi, Peraturan Daerah, Penataan Pedagang, dan Sarana Pasar*

ABSTRACT

Policy implementation is a crucial stage in the public policy process because without effective implementation, policy objectives will not be achieved. Traditional markets generally provide a wide variety of staple foods for household needs. Vendors in these markets typically sell goods produced through their own efforts, such as agricultural, plantation, and livestock products. Traditional markets remain very popular among many people due to their relatively low prices, wide variety of goods, and the opportunity to bargain. The objective of this study is to examine the implementation of Regional Regulation No. 7 of 2018 on the Reorganization of Traditional Markets at the Sukasari Market in Pegajahan Subdistrict, Serdang Bedagai Regency, with a focus on market facilities and vendor organization, and to identify obstacles in the implementation of Regional Regulation No. 7 of 2018 on the Management of Traditional Markets at Sukasari Market in Pegajahan Subdistrict, Serdang Bedagai Regency, focusing on policy standards and objectives, as well as resources. This study employed a qualitative approach using descriptive methods. The data collection methods used were observation, interviews, and documentation. The results of this study indicate that regarding the implementation of Local Regulation No. 7 of 2018 on the Reorganization of Traditional Markets at Sukasari Market in Pegajahan Subdistrict, Serdang Bedagai Regency, market facilities remain very limited—such as public restrooms and a single trash bin—while other facilities are still unavailable, including the absence of a prayer room, drainage, temporary waste storage areas, and parking spaces. The arrangement of vendors also does not conform to the designated zones, resulting in a chaotic and disorderly market environment. The main obstacles to implementation include policy standards and objectives, as well as a lack of human resources and low awareness among vendors regarding the established regulations. Therefore, it is recommended that the Serdang Bedagai Regency Government, together with the Industry and Trade Office and the Sukasari Market Management, immediately upgrade and improve market facilities, establish clear written rules regarding zoning and vendor arrangement, review existing regulations, and increase market administrative staff so that market management activities can run more effectively.

Keywords: *Implementation, Local Regulations, Vendor Management, Market Facilities*