

ABSTRAK

Collaborative Governance merupakan pendekatan yang melibatkan berbagai pemangku kepentingan dalam pengambilan keputusan untuk mencapai tujuan kebijakan publik, termasuk pencegahan peredaran rokok ilegal. Peredaran rokok ilegal merupakan pelanggaran di bidang cukai yang diatur dalam Undang-Undang Nomor 39 Tahun 2007, namun masih ditemukan di Kota Lhokseumawe akibat tingginya permintaan masyarakat serta keterlibatan oknum tertentu. Penelitian ini bertujuan menganalisis *collaborative governance* dan hambatan dalam pencegahan peredaran rokok ilegal di Kota Lhokseumawe berdasarkan teori Ansell dan Gash. Penelitian menggunakan metode kualitatif melalui pendekatan deskriptif, sedangkan pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa *collaborative governance* telah berjalan melalui lima aspek. Dialog tatap muka dilakukan melalui rapat koordinasi, pertemuan rutin, dan komunikasi antarinstansi. Kepercayaan terbentuk melalui keterbukaan informasi dan kerja sama, meskipun tindak lanjut laporan masyarakat masih perlu ditingkatkan. Pemahaman bersama dibangun melalui koordinasi dan sosialisasi, meskipun sebagian masyarakat belum memahami rokok ilegal secara menyeluruh. Komitmen terlihat melalui sosialisasi, pengawasan, pertukaran informasi, dan operasi gabungan meskipun belum terdapat MoU khusus. Hasil kolaborasi terlihat melalui peningkatan pengawasan, penindakan, dan kesadaran masyarakat serta berkurangnya peredaran secara terbuka. Hambatan meliputi keterbatasan personel, luasnya wilayah pengawasan, pola peredaran yang tertutup dan berpindah-pindah, sulitnya mengungkap aktor utama, serta dugaan kebocoran informasi. Oleh karena itu, disarankan adanya penguatan pengawasan, keamanan informasi, fungsi intelijen, penambahan personel, dan koordinasi antarinstansi diperlukan untuk meningkatkan efektivitas pencegahan peredaran rokok ilegal di Kota Lhokseumawe.

Kata Kunci : *Collaborative Governance*, Pencegahan, Peredaran, Rokok Tanpa Pita Cukai.

ABSTRACT

Collaborative governance is an approach involving various stakeholders in decision-making to achieve public policy goals, including the prevention of the circulation of illegal cigarettes. The circulation of illegal cigarettes constitutes an excise violation regulated by Law Number 39 of 2007; however, it persists in Lhokseumawe City due to high public demand and the involvement of certain individuals. This study aims to analyze collaborative governance and the obstacles to preventing the circulation of illegal cigarettes in Lhokseumawe City, based on the theory of Ansell and Gash. The study employs a qualitative method with a descriptive approach, utilizing data collection techniques such as observation, interviews, and documentation. The results indicate that collaborative governance has been implemented across five aspects. Face-to-face dialogue occurs through coordination meetings, regular gatherings, and inter-agency communication. Trust is fostered through information transparency and cooperation, although the follow-up on public reports requires improvement. A shared understanding is built through coordination and public outreach, even though some members of the public do not yet fully comprehend the issue of illegal cigarettes. Commitment is demonstrated through outreach, surveillance, information exchange, and joint operations, despite the absence of a specific Memorandum of Understanding (MoU). Collaborative outcomes are evident in enhanced surveillance, enforcement actions, and public awareness, as well as a reduction in open circulation. Obstacles include limited personnel, the vast surveillance area, clandestine and shifting distribution patterns, the difficulty of identifying key actors, and suspected information leaks. Therefore, it is recommended that surveillance, information security, and intelligence functions be strengthened, personnel increased, and inter-agency coordination improved to enhance the effectiveness of preventing the circulation of illegal cigarettes in Lhokseumawe City.

Keywords: Collaborative Governance, Prevention, Circulation, Cigarettes without Excise Stamps.