

ABSTRAK

Penelitian ini mendeskripsikan dan menganalisis implementasi kebijakan relokasi pedagang kaki lima (PKL) serta hambatan yang dihadapi dalam pelaksanaannya di Kota Subulussalam. Permasalahan penelitian ini dilatarbelakangi oleh masih adanya PKL yang berjualan dibadan jalan dan ruang publik meskipun pemerintah telah menyediakan lokasi relokasi. Kondisi tersebut menimbulkan kemacetan, ketidaktertiban, dan ketidaknyamanan masyarakat. Selain itu, lokasi relokasi dinilai kurang strategis dan fasilitas pasar masih belum memadai sehingga masih terdapat PKL yang enggan menempati lokasi yang telah disediakan. Penelitian ini dilakukan di Kota Subulussalam, khusus nya pada Dinas Perindustrian, Perdagangan, Koperasi, dan UKM serta Satuan Polisi Pamong Praja. Perspektif yang digunakan adalah teori implementasi kebijakan George C. Edward III yang meliputi komunikasi, sumberdaya, disposisi, dan struktur birokrasi. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Hasil penelitian menunjukkan bahwa implementasi kebijakan relokasi PKL telah dilakukan melalui sosialisasi, pemberian himbauan, penertiban, penyediaan fasilitas relokasi, serta koordinasi antarinstansi, tetapi belum berjalan secara optimal. Komunikasi pemerintah belum sepenuhnya efektif, sumber daya berupa fasilitas relokasi masih kurang memadai, dan masih terdapat PKL yang kembali berjualan di lokasi yang dilarang. Hambatan utama adalah penolakan PKL karena lokasi relokasi kurang strategis dan sepi pembeli serta belum optimalnya penerapan sanksi secara disiplin. Kesimpulannya, kebijakan relokasi PKL di kota subulussalam belum mencapai tujuan secara maksimal. Oleh karena itu, pemerintah perlu mengevaluasi lokasi dan meningkatkan fasilitas relokasi, memperkuat koordinasi serta pengawasan, dan menerapkan sanksi secara konsisten dengan tetap mengedepankan pendekatan persuasif dan humanis.

Kata kunci : Implementasi, Kebijakan, Relokasi

ABSTRACT

This study describes and analyzes the implementation of the street vendor (PKL) relocation policy and the obstacles encountered during its execution in Subulussalam City. The research is motivated by the continued presence of street vendors selling on roadways and in public spaces, despite the government having provided relocation sites. This situation causes traffic congestion, disorder, and public inconvenience. Furthermore, the relocation sites are considered less than strategic, and market facilities remain inadequate, leading some vendors to refuse to occupy the designated locations. The study was conducted in Subulussalam City, specifically involving the Department of Industry, Trade, Cooperatives, and SMEs, as well as the Public Order Agency (Satpol PP). It employs George C. Edward III's policy implementation theory, covering the dimensions of communication, resources, disposition, and bureaucratic structure. A qualitative approach with a descriptive method was used. The results indicate that while the relocation policy has been implemented through outreach, advisories, enforcement actions, the provision of relocation facilities, and inter-agency coordination, the process has not yet functioned optimally. Government communication has not been fully effective, resources specifically relocation facilities remain inadequate, and some vendors continue to sell in prohibited areas. The primary obstacles include vendor resistance due to the relocation sites being unstrategic and lacking customers, as well as the suboptimal application of disciplinary sanctions. In conclusion, the street vendor relocation policy in Subulussalam City has not fully achieved its objectives. Therefore, the government needs to evaluate and improve relocation sites and facilities, strengthen coordination and supervision, and consistently enforce sanctions while maintaining a persuasive and humane approach.

Keywords: Implementation, Policy, Relocation