

ABSTRAK

Perkembangan usaha *thrift shop* di Indonesia semakin meningkat seiring dengan tingginya minat masyarakat terhadap pakaian bekas bermerek yang memiliki kualitas baik dengan harga yang relatif terjangkau. Namun demikian, kegiatan impor pakaian bekas dilarang berdasarkan ketentuan peraturan perundang-undangan yang berlaku di Indonesia. Kondisi tersebut menimbulkan permasalahan mengenai kepatuhan hukum pelaku usaha terhadap legalitas impor pakaian bekas. Penelitian ini bertujuan untuk menganalisis kepatuhan hukum pelaku usaha Outlet *Thrift Goodsien* Kota Medan terhadap ketentuan legalitas impor pakaian bekas serta mengidentifikasi faktor-faktor yang memengaruhi kepatuhan hukum pelaku usaha. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Data diperoleh melalui teknik observasi, wawancara, dan dokumentasi dengan informan yang terdiri atas pemilik outlet, karyawan, dan konsumen. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa kepatuhan hukum Outlet *Thrift Goodsien* Kota Medan terhadap ketentuan legalitas impor pakaian bekas belum terlaksana secara optimal. Pelaku usaha telah memenuhi aspek legalitas usaha, namun belum memiliki kepastian mengenai legalitas asal barang yang diperoleh dari pemasok. Selain itu, pemahaman pelaku usaha mengenai larangan impor pakaian bekas masih terbatas sehingga kepatuhan yang dilakukan lebih berorientasi pada keberlangsungan usaha daripada pemenuhan secara menyeluruh terhadap ketentuan hukum yang mengatur impor pakaian bekas. Faktor-faktor yang memengaruhi kepatuhan hukum meliputi pengetahuan hukum, tingkat kesadaran hukum, faktor ekonomi, pengaruh lingkungan usaha, serta masih terbatasnya sosialisasi dan pengawasan dari pemerintah. Berdasarkan hasil penelitian dapat disimpulkan bahwa kepatuhan hukum pelaku usaha terhadap legalitas impor pakaian bekas belum sepenuhnya terpenuhi. Oleh karena itu, diperlukan peningkatan sosialisasi, pembinaan, dan pengawasan dari pemerintah serta peningkatan pengetahuan dan kesadaran hukum pelaku usaha agar kegiatan usaha dapat diselenggarakan sesuai dengan ketentuan peraturan perundang-undangan yang berlaku.

Kata Kunci: Hukum Bisnis, Kepatuhan Hukum, Legalitas Impor, Pakaian Bekas, *Thrift Shop*.

ABSTRACT

The development of thrift shop businesses in Indonesia has continued to increase along with the growing public interest in branded second-hand clothing that offers good quality at relatively affordable prices. However, the importation of used clothing is prohibited under the applicable laws and regulations in Indonesia. This condition raises legal issues regarding business actors' compliance with the legality of imported second-hand clothing. This study aims to analyze the legal compliance of the Goodsien Thrift Outlet in Medan with the regulations governing the importation of used clothing and to identify the factors influencing such legal compliance. This study employed a qualitative research method using a descriptive approach. Data were collected through observation, interviews, and documentation involving the business owner, employees, and consumers of the Goodsien Thrift Outlet in Medan. Data were analyzed through the stages of data reduction, data presentation, and conclusion drawing. The findings indicate that the legal compliance of the Goodsien Thrift Outlet with the regulations concerning the importation of used clothing has not been fully achieved. Although the business has fulfilled its business licensing requirements, it has not been able to ensure the legality of the imported goods obtained from suppliers. Furthermore, the business owner's understanding of the legal prohibition on importing used clothing remains limited. As a result, compliance tends to be driven more by business sustainability than by full adherence to the applicable legal provisions. The factors affecting legal compliance include legal knowledge, legal awareness, economic considerations, the business environment, and the limited dissemination and supervision conducted by the government. In conclusion, the legal compliance of business actors regarding the legality of imported second-hand clothing has not yet been fully realized. Therefore, greater efforts are required from the government to enhance legal education, supervision, and guidance, while business actors are expected to improve their legal knowledge and awareness to ensure that business activities are conducted in accordance with the prevailing laws and regulations.

Keywords: *Business Law, Legal Compliance, Import Legality, Second-Hand Clothing, Thrift Shop.*