ABSTRAK

Penelitian ini dilatarbelakangi oleh masih adanya Pedagang Kaki Lima (PKL) yang berjualan di kawasan yang dilarang, meskipun Pemerintah Kota Lhokseumawe telah melakukan penertiban dan menyediakan lokasi relokasi. Penelitian ini bertujuan menganalisis implementasi kebijakan penertiban PKL serta faktor yang menyebabkan resistensi PKL terhadap kebijakan tersebut. Penelitian menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Analisis implementasi menggunakan teori Charles O. Jones yang meliputi interpretasi, organisasi, dan aplikasi, sedangkan penyebab resistensi dilihat dari hambatan implementasi, ketidaksesuaian lokasi relokasi, dan pertimbangan ekonomi. Hasil penelitian menunjukkan bahwa penertiban telah dilaksanakan melalui identifikasi pelanggaran, koordinasi antarinstansi, pemberian Surat Peringatan (SP), penertiban, pengawasan, dan evaluasi. Namun, implementasi belum sepenuhnya optimal karena belum mampu menciptakan kepatuhan PKL secara berkelanjutan. Resistensi terutama disebabkan oleh regulasi yang belum spesifik, lokasi relokasi yang kurang strategis dan kurang ramai, serta kekhawatiran terhadap kehilangan pelanggan dan penurunan pendapatan. Oleh karena itu, diperlukan regulasi yang lebih jelas, sosialisasi berkelanjutan, serta penyediaan lokasi relokasi yang strategis dan sesuai dengan kebutuhan ekonomi PKL.

Kata Kunci: Implementasi Kebijakan, Penertiban, Pedagang Kaki Lima, Resistensi, Relokasi.

ABSTRACT

This research is motivated by the continued presence of street vendors (PKL) operating in prohibited areas, despite the Lhokseumawe City Government having carried out enforcement measures and provided relocation sites. This study aims to analyze the implementation of the policy on regulating street vendors and the factors causing resistance among street vendors toward the policy. This research employed a qualitative approach, with data collected through interviews, observation, and documentation. The implementation of the policy was analyzed using Charles O. Jones' theory, which consists of interpretation, organization, and application, while the causes of resistance were examined based on implementation barriers, the unsuitability of relocation sites, and economic considerations. The results show that enforcement has been carried out through the identification of violations, inter-agency coordination, the issuance of warning letters (SP), enforcement actions, monitoring, and evaluation. However, the implementation has not been fully optimal because it has not yet succeeded in establishing sustainable compliance among street vendors. Resistance is mainly caused by regulations that are not yet specific, relocation sites that are considered less strategic and less crowded, as well as concerns about losing customers and experiencing decreased income. Therefore, clearer regulations, continuous socialization, and the provision of strategic relocation sites that meet the economic needs of street vendors are required.

Keywords: *Policy Implementation, Enforcement, Street Vendors, Resistance, Relocation.*