

# EFEKTIVITAS KEBIJAKAN KERINGANAN RETRIBUSI HARIAN TERHADAP PELAKU USAHA PASAR TRADISIONAL KETIKA TIDAK BERJUALAN DI WILAYAH KABUPATEN BULELENG

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## ABSTRAK

Kebijakan keringanan retribusi pasar merupakan instrumen yang disediakan pemerintah daerah untuk memberikan perlindungan kepada pelaku usaha pasar tradisional yang tidak dapat menjalankan kegiatan berjualan karena kondisi tertentu. Penelitian ini bertujuan untuk (1) mengetahui dan menganalisis mekanisme pengajuan keringanan retribusi harian bagi pelaku usaha yang tidak berjualan di pasar tradisional Kabupaten Buleleng, serta (2) menilai efektivitas kebijakan keringanan retribusi harian bagi pelaku usaha pasar tradisional yang tidak berjualan di Kabupaten Buleleng. Metode penelitian yang digunakan adalah jenis penelitian hukum empiris dengan sifat penelitian deskriptif. Lokasi penelitian dilaksanakan di kantor Perusahaan Umum Daerah (Perumda) Pasar Argha Nayottama selaku pengelola pasar tradisional, Unit Pasar di bawah pengelolaannya, serta pelaku usaha pasar tradisional di Kabupaten Buleleng. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan studi dokumen dengan penentuan subjek penelitian menggunakan teknik *purposive sampling*. Teknik pengolahan dan analisis data dilakukan secara kualitatif. Hasil penelitian menunjukkan bahwa: (1) mekanisme pengajuan keringanan retribusi harian dilakukan melalui prosedur administratif bertahap yang mensyaratkan pengajuan permohonan, verifikasi, serta penetapan oleh pengelola pasar dan tidak diberikan secara otomatis; (2) kebijakan keringanan retribusi harian belum sepenuhnya efektif karena pemberian keringanan masih dipengaruhi oleh pertimbangan administratif dan kebijakan internal pengelola pasar, sehingga belum mampu memberikan perlindungan yang proporsional terhadap seluruh kondisi ketidakberjualan, khususnya yang berkaitan dengan kewajiban sosial, adat, dan keagamaan.

**Kata Kunci:** Efektivitas Kebijakan, Keringanan Retribusi Harian, Pasar Tradisional, Pelaku Usaha.

**THE EFFECTIVENESS OF DAILY FEE REDUCTION POLICIES ON  
TRADITIONAL MARKET BUSINESSES WHEN NOT SELLING IN THE  
BULELENG REGENCY AREA**

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**ABSTRACT**

*The market fee reduction policy is an instrument provided by local governments to protect traditional market traders who are unable to sell their goods due to certain conditions. This study aims to (1) identify and analyze the mechanism for applying for daily fee relief for business operators who do not sell in traditional markets in Buleleng Regency, and (2) assess the effectiveness of the daily fee relief policy for traditional market business operators who do not sell in Buleleng Regency. The research method used is empirical legal research with a descriptive nature. The research was conducted at the office of the Regional Public Company (Perumda) Pasar Argha Nayottama as the manager of traditional markets, market units under its management, and traditional market business operators in Buleleng Regency. Data collection techniques were carried out through interviews, observations, and document studies with the determination of research subjects using purposive sampling techniques. Data processing and analysis techniques were carried out qualitatively. The results of the study show that: (1) the mechanism for applying for daily fee relief is carried out through a step-by-step administrative procedure that requires the submission of an application, verification, and determination by the market manager and is not granted automatically; (2) The daily retribution relief policy has not been fully effective because the granting of relief is still influenced by administrative considerations and internal policies of market managers, so that it has not been able to provide proportional protection for all conditions of non-sales, especially those related to social, customary, and religious obligations.*

**Keywords:** *Policy Effectiveness, Daily Fee Relief, Traditional Markets, Business Actors.*