



## Implementation Of Public Services Policy In Traditional Market Arrangement In Siborong-borong Market, North Tapanuli Regency

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### ABSTRACT

Traditional markets are places where community activities take place to help survival and the economy. The existence of the buying and selling process in Traditional Markets certainly has a negative side and a positive side as we can see that many traditional markets in Indonesia seem slum, chaotic, dirty, smelly and become a source of traffic jams. The problems that occur in the Siborongborong Traditional Market are not much different from the conditions of the Traditional Market in general. Therefore, researchers are interested in conducting research with the title Implementation of Public Service Policies in Structuring Traditional Markets at Siborongborong Market, North Tapanuli Regency. The research method used in this study uses a descriptive qualitative approach, which explains the phenomenon in depth through data collection. Data collection techniques are interviews, observations and documents related to research. This study uses the indicators proposed by Van Meter and Van Horn covering basic measures and policy objectives (policy objectives), policy sources (resources), inter-organizational communication and implementation activities (communication), characteristics of implementing agencies, social, economic and political conditions, disposition (attitude of implementers). From this research, it can be concluded that the implementation of public service policies in the arrangement of the Siborongborong traditional market has not met the standard of policy targets. The Department of Industry and Trade and UPT Pasar have tried to work in accordance with the existing main tasks and functions, but the problem is the availability of reliable staff. Communication of the Department of Industry and Trade has not been realized properly because the community and implementing agents cannot unite perceptions, while the economic condition cannot be said to be good because perhaps the factor of traders selling adjacent (side) this policy cannot be implemented properly because the community accepts the policy but does not implement the rules that have been made.

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## 1. INTRODUCTION

Traditional markets in Indonesia are one of the sectors that have a strategic position in economic development in Indonesia. The very strategic position of the existence of traditional markets, also because the market is still the main place for the sale of products of people's economy scale, such as farmers, fishermen, traders of handicrafts, and home industry products (people's industry). In the market there is an activity of social interaction and buying and selling transactions between sellers and buyers. The market has a very important function for everyone to meet their needs. In addition, the market function is for recreation, creating jobs and shopping.

Traditional markets are a form of real market, as is the definition of a complete market, where the goods being traded can be held by the buyer. The goods traded in traditional markets are usually daily necessities. Traditional markets provide goods or commodities of various types such as rice, vegetables, fish, meat, and so on. Most or most of the traditional markets with the freedom of distribution can be categorized as local markets, because they only reach certain areas with a wide coverage.

Meanwhile, as far as we know, traditional markets in various places that are still far from being called "big cities", traditional markets are something that is very important to help the survival and economy of the community. The existence of the buying and selling process in Traditional Markets certainly has a negative side and a positive side as we can see that many traditional markets in Indonesia seem shabby, chaotic, dirty, smelly and become a source of traffic jams.

As happened in one of the traditional markets in North Tapanuli, precisely in the Siborongborong traditional market. The Siborongborong traditional market is currently under the auspices of the Ministry of Industry and Trade with the assistance of the Siborongborong market UPT. As the author sees that the traditional market of Siborongborong seems shabby, the merchandise is not hygienic, the awareness of traders is still low to develop their business besides that the community is still not obedient to the regulations that have been made by the UPT of the market.

In the sub-district of Siborongborong, the market (buying and selling transactions) is carried out twice a week. Since Siborongborong is also a Sumatran cross road (Jalinsum) then at the time of market transactions (buying and selling transactions) there will be quite a time-consuming traffic jam from Balige to Tarutung city. the lack of obedience and discipline of traders who sell in the market body and the edge of the traditional market entrance, also the absence of alternative road construction in the Siborongborong market district, ineffective market management.

In 2016 the Siborongborong traditional market was still under the auspices of the SKPD, the landscaping and market cleaning service. However, after the enactment of Law no. 23 of 2014 concerning regional government, market management is in the Department of Industry and Trade in accordance with Regional Regulation No. 09 of 2016.

Based on information through online news Every time a (tax) week is held on Tuesday, the Siborongborong tax is always chaotic and jammed. There are no officers who can control the traffic coming from and to that location. The Department of Markets and the Department of Transportation, the two most competent agencies on Siborongborong tax management, seem to have turned a blind eye. The traders are not organized and are free to sell on the shoulder of the road along Jalan SM Raja, Jalan Baktiar, Jalan Sanif, Jalan Dolok Marimbang, Jalan Guru Herman, Jalan Horas, Jalan Dame and Jalan Merdeka.

## 2. RESEARCH METHOD

In this study, the author uses a descriptive qualitative approach, which explains the phenomenon in depth through data collection. This research arises because of a paradigm shift so that it can be viewed as something holistic/whole, complex, dynamic and full of meaning.

Yusuf (2014:31) This method aims to answer questions concerning something at the time of the ongoing research process. This research method can be used with more aspects and is wider than other methods. As for providing up-to-date information so that it is useful for the development of science and more can be applied to various kinds of problems.

In descriptive research, it is not limited to collecting data, but also analyzing and interpreting the data, it tends to seek and explain each other continuously. For this reason, in this study, researchers collect information related to the basic measures and objectives of the policy (policy objectives), policy sources (resources), inter-organizational communication and implementation activities (communication), characteristics of implementing agencies, conditions social, economic and political, disposition (attitude of the implementers).

The data analysis technique used in this study is qualitative data analysis, which describes and interprets the data obtained in the field from the informants. This data analysis technique is based on the ability of reason to connect facts, data and information, then the data obtained will be analyzed so that it is hoped that a picture will emerge that can reveal research problems and then draw conclusions.

### **3. RESULTS AND DISCUSSIONS**

#### **3.1 Basic measures and policy objectives (Policy objectives)**

Policy objectives are references or guidelines to achieve the desired goals based on the main interests of the systems that determine policy achievement. Therefore, the basic measures and objectives of the policy are provisions to be used as evidence and can be measured easily in realizing the standards and objectives, and the people involved in a policy. Clear policy objectives will facilitate a policy and will avoid problems in its implementation.

In 2016, the Siborong-borong market was still under the auspices of the SKPD (Regional Work Unit), the Department of cleanliness, landscaping and markets. However, after the enactment of Law NO. 23 of 2014 concerning Regional Government of Industry and Trade) in accordance with Regional Regulation No. 09 of 2016 then market management is under the auspices of DISPERINDAG (Department of Industry and Trade) in accordance with Regional Regulation No. 09 of 2016.

The basic measure in implementing public service policies in the traditional market arrangement of Siborongborong is useful for outlining the overall decision goals because the performance of policy implementation can be measured if the measures are appropriate at the level of policy implementers and policy supervisors. The basic measure of the implementation of public service policies in structuring the traditional market of Siborongborong has been regulated in the Regulation of the Regent of North Tapanuli No. 20 Regarding Guidelines for Arrangement and Utilization of Traditional Market Facilities in North Tapanuli Regency. With the implementation of public service policies in structuring the traditional market of Siborongborong, the first target is to improve the economy of Siborongborong market traders, the second is so that traders do not arbitrarily sell at the Siborongborong market agency because if people sell at the market agency, the Siborongborong market will experience congestion. So Disperindag as the implementing agent is assisted by UPT Pasar Siborongborong in collaboration with market structuring and does not give permission to traders to sell along the market body with the aim of providing good service in market arrangement. In order to realize a good and efficient traditional market, traders and the community are given the opportunity to participate in the construction and utilization of traditional market facilities in siborongborong. So Disperindag as the implementing agent is assisted by UPT Pasar Siborongborong in collaboration with market structuring and does not give permission to traders to sell along the market body with the aim of providing good service in market arrangement. In order to realize a good and efficient traditional market, traders and the community are given the opportunity to participate in the construction and utilization of traditional market facilities in siborongborong. So Disperindag as the implementing agent is assisted by UPT Pasar Siborongborong in collaboration with market structuring and does not give permission to traders to sell along the market body with the aim of providing good service in market arrangement. In order to realize a good and efficient traditional market, traders and the community are given the opportunity to participate in the construction and utilization of traditional market facilities in siborongborong.

### 3.2 Policy resources (resources)

Resources are very important for the success of a policy implementation process. The intended resources include human resources, facilities, funds or incentives that encourage and facilitate effective implementation, therefore the agency must look at how the available resources are for the success of the policy.

#### a. Human Resources (Staff)

Likewise, staff is the most important resource in implementing a policy or program. The lack of implementing staff will hinder the implementation of a policy so that the implementation of the policy is not optimal. But if the number of staff is also large it is unlikely that the implementation will be successful. On the other hand, the shortage of staff will cause problems regarding the implementation of good policies.

The existing resources at the Department of Industry and Trade of North Tapanuli Regency amount to about 96 employees with various backgrounds and different educational qualifications. Perindag through UPT Pasar Siborongborong in implementing policies in structuring, regulating and controlling also involves Satpol PP, Dishub, Polsek, Dandramil.

#### b. Financial Resources

Financial resources are a driving factor in implementing the Implementation of Public Service Policies in Structuring the Siborongborong Market, North Tapanuli Regency. The size of the allocation of financial resources to the policy affects the implementation of effective implementation. Each program also requires staff support to carry out administrative and technical work, as well as monitor the program, all of which cost money.

To improve fair services in the arrangement of the Siborongborong market, a participation fee is charged. The imposition of participation fees is regulated by Regent Decree no. 20 of 2015 concerning changes to the tariff for parking services on the edge of public roads, market service fees, and motor vehicle testing fees in the North Tapanuli Regency Regional Regulation Number 12 of 2010 concerning Regional Levies. motorbike parking Rp.1000; once parked, taxi, private car, public mopen Rp. 2000; once parked, bus and the like Rp. 3000; once parked, truck Rp. 5000; once parked. For market service retribution rates (daily levies per m<sup>2</sup>) Carp Rp. 6000;/ m<sup>2</sup>, tilapia fish Rp. 4000;/ m<sup>2</sup>, fruits Rp. 2000;/ m<sup>2</sup>, woven cloth (ulos batak) Rp.2000; / m<sup>2</sup>, and the average market service levy per m<sup>2</sup> Rp. 2000;/ m<sup>2</sup>. The weekly levy in the week/outside of the week in an open/undung-undung place for selling cloth, the size of 2m x 2m is charged a levy of Rp. 4,000; a place to keep on selling groceries and agricultural equipment, size 2m x 2m Rp.2000; a monthly levy on the weekends/weekends of a 2m x 2m ballaring levy charged for Rp.11,000; Inpres kiosk for one room is charged a levy of Rp. 9000; permanent kiosk 2m x 2m Rp. 12,000, permanent kiosk 3m x 3m Rp. 17.000, permanent kiosk 3m x 4m Rp. 20,000. Revenues arising as a result of the stipulation of the Regent's Regulation are deposited into the Regional treasury in accordance with the applicable laws and regulations. The weekly levy in the week/outside of the week in an open/undung-undung place for selling cloth, the size of 2m x 2m is charged a levy of Rp. 4,000; a place to keep on selling groceries and agricultural equipment, size 2m x 2m Rp.2000; a monthly levy on the weekends/weekends of a 2m x 2m ballaring levy charged for Rp.11,000; Inpres kiosk for one room is charged a levy of Rp. 9000; permanent kiosk 2m x 2m Rp. 12,000, permanent kiosk 3m x 3m Rp. 17.000, permanent kiosk 3m x 4m Rp. 20,000. Revenues arising as a result of the stipulation of the Regent's Regulation are deposited into the Regional treasury in accordance with the applicable laws and regulations. The weekly levy in the week/outside of the week in an open/undung-undung place for selling cloth, the size of 2m x 2m is charged a levy of Rp. 4,000; a place to keep on selling groceries and agricultural equipment, size 2m x 2m Rp.2000; a monthly levy within the week/weekend of a 2m x 2m ballaring levy is collected for a fee of Rp.11,000; Inpres kiosk for one room is charged a levy of Rp. 9000; permanent kiosk 2m x 2m Rp. 12,000, permanent kiosk 3m x 3m Rp. 17.000, permanent kiosk 3m x 4m Rp. 20,000. Revenues that arise as a result of the stipulation of the Regent's Regulation are deposited into the Regional treasury in accordance with the applicable laws and regulations. a monthly levy on the weekends/weekends of a 2m x 2m ballaring levy charged for Rp.11,000; Inpres kiosk for one room is charged a levy of Rp.

9000; permanent kiosk 2m x 2m Rp. 12,000, permanent kiosk 3m x 3m Rp. 17.000, permanent kiosk 3m x 4m Rp. 20,000. Revenues arising as a result of the stipulation of the Regent's Regulation are deposited into the Regional treasury in accordance with the applicable laws and regulations. a monthly levy on the weekends/weekends of a 2m x 2m ballaring levy charged for Rp.11,000; Inpres kiosk for one room is charged a levy of Rp. 9000; permanent kiosk 2m x 2m Rp. 12,000, permanent kiosk 3m x 3m Rp. 17.000, permanent kiosk 3m x 4m Rp. 20,000. Revenues arising as a result of the stipulation of the Regent's Regulation are deposited into the Regional treasury in accordance with the applicable laws and regulations.

### **c. Resources for Facilities and Infrastructure**

An implementer or policy implementer may have adequate staff both in terms of quality and quantity, but without facilities such as buildings as a place for parengge-rengge traders to sell, and equipment, it is very likely that the Implementation of Public Service Policies in Siborongborong Traditional Market Arrangement will not succeed.

The facilities and infrastructure in the Siborongborong market are still very far from the existing standards, from the standards of the establishment of the market that researchers read that the Siborongborong market is not yet feasible to be used as a market, seeing the facilities and infrastructure that should exist. In the Siborongborong market there are only toilets (bathrooms), buildings, kiosks, while for a market feasibility study there should be a hydrant to deal with a fire because the market is synonymous with fire, parking locations must also be provided so that the market is neatly organized and not cluttered, as well as a place for giving birth. should be provided where if a trader who is pregnant wants to give birth, there is a place for babysitting and a place for prayer. So the facilities and infrastructure in Siborongborong are still not adequate.

### **3.3 Inter-organizational communication and implementation activities (communication)**

Communication is the most important factor of an organization so that its programs can be realized in accordance with its goals and objectives. Communication is very important for the Implementation of Traditional Market Arrangement Service Policies at Siborongborong Market, North Tapanuli Regency. Communication is also a difficult process because in forwarding messages into the organization it must be conveyed properly according to policy standards and objectives so that there are no interpretations that conflict with the activities of the implementers.

### **3.4 Characteristics of implementing agencies**

The competence and size of the staff of an agency is the implementing agency to reach and maintain how to make the measures and targets run as desired. The attitude of acceptance or rejection of the implementing agency will greatly affect the success or failure of public policy performance. This is very likely to happen because the policies implemented are not the result of the formulation of local residents who are well acquainted with the problems and problems they feel. The hierarchical level of supervision is an effort made by the implementing agency so that the policy objectives are in line with the objectives. So that the implementation of the Traditional Market Arrangement Service Policy at the Siborongborong Market, North Tapanuli Regency needs to be monitored properly.

### **3.5 Economic, Social and Political Conditions**

Economic, social, and political conditions also need to be considered to meet the performance of the implementation of public policies offered by Metter and Horn, namely the extent to which the external environment contributes to the success of the public policies that have been set. An unfavorable social, economic and political environment can be a problem in the failure of policy implementation performance. Therefore, efforts to implement policies must pay attention to the orderliness of the external environmental conditions.

From researcher interviews with informants, the implementation of public service policies in structuring the traditional market of Siborongborong has so far benefited the economy of parengge-rengge traders and also the people who sell rice stalls in front of their homes. It's just that because of the limited land, the Siborongborong market causes social problems among 1200 traders because they don't get a place to sell. Researchers see that the economic conditions of traders can

still not be said to be good, because maybe the factor of traders who sell close by (side) sell the same commodity (traders don't sell the zoning system) traders combine wet and dry sales so when there are people who want to shop, of course they are looking for goods that close to what you need to save time shopping. So there are people whose merchandise runs out quickly because they are smart in finding strategic places, but there are also people whose merchandise only sells a little because maybe people are already shopping when shopping for nearby goods.

### **3.6 Disposition (Attitude of implementers)**

In this case, the attitude and understanding tendencies of the implementor affect the achievement of the objectives of policy implementation through 3 things, namely: cognition (competence, understanding) about the policy, the type of response to it (acceptance, neutrality, rejection) and the identity of the response. Understanding of implementers is necessary because successful policy implementation must be followed by awareness of the policy as a whole. This is very likely to happen because the policies implemented are not the result of the formulation of local residents who are well acquainted with the problems and problems they feel.

## **4. CONCLUSION**

To see the implementation of public service policies in the arrangement of the Siborongborong Traditional Market, North Tapanuli Regency, it can be seen through the following variables: The size and objectives of the policy, the implementation of public service policies in the arrangement of the traditional Siborongborong market, the fulfillment of the basic standards in the arrangement of the Siborongborong traditional market, has not met the standard of policy targets.

Resources, Implementation of Public Service Policies in Structuring the Siborongborong Market, North Tapanuli Regency so far the Department of Industry and Trade and UPT Pasar have tried to work in accordance with the existing main tasks and functions. It's just that the constraint in the availability of reliable staff for the implementation of the Disperindag resource policy, the staff/employees come from disciplines that do not support the implementation of public service policies.

Communication between Organizations and Implementation Activities (Communication) communication from the Department of Industry and Trade has not been realized properly because the community and implementing agents cannot unite perceptions so that the implementation of public service policies in structuring the Siborongborong market goes according to the policy objectives.

Characteristics of the Implementing Agency, implementing agencies are still very lacking in implementing public service policies in structuring the Siborongborong market, where during buying and selling transactions in the Siborongborong market from the Disperindag and staff/employees are less involved in taking part in the arrangement of the Siborongborong market, researchers see only from It is the UPT Pasar and the staff of the UPT Pasar who are involved in controlling and structuring the market when the market is operating.

Economic, Social, and Political Conditions, the economic conditions of traders still cannot be said to be good, because maybe the factor of traders who sell close together (sideways) sell the same commodity (traders don't sell the zoning system) traders combine wet and dry sales so when there are people there Those who want to shop, of course they look for items that are close to the items they need to save time shopping.

Disposition (Attitude of Implementers), although the Service itself accepts the implementation of public service policies in structuring the traditional Siborongborong market and the community also accepts, but this policy cannot be implemented properly because the community accepts the policy but does not implement the regulations that have been made.

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