

## The policy implementation of modern market land-use control in municipality of Cirebon / Nina Asterina, Teguh Kurniawan

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20448295&lokasi=lokal>

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### Abstrak

Abstract. The research discusses the policy implementation of modern market land-use control in Cirebon. The modern market development shall cause problems if it does not conform with the regulation of land-use control. This research is qualitative, the data were collected through in-depth interviews, direct observation, and literature study. The results show that the implementation of the policy has not been able to control the modern market. The limiting factor of policy implementation is the business interests of retailers, lack of synergy between traditional and modern market, lack of socialization, monitoring, and limited financial resources. The supporting factors of policy implementation is the awareness of retailers, community support, and mindset of retailers. Recommendations are given to issues such as coordination, policy-instruments reinforcement, policy evaluation, socialization, supervision, and guidance

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Abstrak. Penelitian ini membahas mengenai implementasi kebijakan pengendalian pemanfaatan ruang pasar modern di Kota Cirebon. Perkembangan pasar modern menimbulkan permasalahan jika tidak mengikuti aturan pengendalian pemanfaatan ruang. Penelitian ini merupakan penelitian kualitatif dengan wawancara mendalam, observasi langsung, dan studi kepustakaan. Hasil penelitian menunjukkan implementasi kebijakan belum dapat mengendalikan pasar modern. Faktor penghambat dalam implementasi adalah kepentingan bisnis pengusaha, kurangnya sinergitas pasar modern dan pasar tradisional, kurangnya sosialisasi, pengawasan, dan keterbatasan sumber daya finansial. Faktor pendukung dalam implementasi adalah kesadaran pengusaha, dukungan masyarakat, dan pola pikir pedagang. Rekomendasi penelitian ini antara lain koordinasi, mempertegas instrumen kebijakan, evaluasi kebijakan, sosialisasi, pengawasan, dan pembinaan.