

Article

Implementation of Monday Market Retribution in Telaga Silaba, Amuntai South District, Hulu Sungai Utara Regency

Jumaidi¹, Syahrusiani², Ahmad Baihaqi Hami³, Muhammad Lotvi⁴

1,2,3,4 Public Administration Study Program of the Amuntai College of Administrative Sciences, Indonesia

* Correspondence: ¹jumaidi.ratna@gmail.com, ²syahrusiani@gmail.com, ³marhamah, ⁴lotvi22@gmail.com

Abstract: To increase regional development in each region, in order to carry out development, local governments must have the ability to explore financial sources that are effective and efficient in meeting the needs of the region depending on the role of each regional original income (PAD). Judging from the existence of various problems such as traders' ignorance of the contents of the policy, an inadequate market environment, and the status of privately owned land, many traders feel that they have full rights over their trading location. This study aims to find out how it is implemented and what factors influence the retribution for the Telaga Silaba Monday market, Amuntai Selatan District, Hulu Sungai Utara Regency. This research uses a qualitative approach with a qualitative descriptive type. Data collection techniques in this study were observation, interviews, and documentation. The data source was taken by 16 people from retribution officers, traders, and the community that had been designated as the research village. After the data is collected, it is then analyzed using data reduction techniques, data presentation, and drawing conclusions. Test the credibility of the data using method triangulation and source triangulation. The results of this study are that the implementation of the Monday market levy for Telaga Silaba, South Amuntai District, Hulu Sungai Utara Regency has not been effective, from the results of the research indicators it yields: The clarity indicator is not clear because there are still people who do not know and do not understand the function of this program. Size indicators are appropriate. Human resource indicators are not sufficient. Indicators of non-human resources in the form of inadequate facilities and infrastructure. Indicators of support from other agencies have been maximized. Indicators of coordination with other agencies already exist to work together in. Formal organizational indicators are appropriate. Indicators of social conditions are not good because there are still many people who do not know about this regulation. The economic condition indicator is quite good because the implementation is cost-free. Indicators of unfavorable political conditions. Implementer's response indicators are quite good. The indicator of the implementer's understanding is quite good in running this program. The factors that influence the implementation of the program include the driving force in implementing Monday Market Retribution in Telaga Silaba Village in Amuntai Tengah District, Hulu Sungai Utara Regency, namely Non-Human Resources in the form of adequate facilities and infrastructure, and a supportive economic environment. To improve the implementation of the Telaga Silaba Monday market, South Amuntai District, the executors should further improve what is still lacking in the program and for the receiving community to also support them by managing aid properly.

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1. Introduction

The implementation of regional autonomy requires each local government to enhance fiscal independence thru the optimization of local revenue sources (PAD). One of the important sources of Local Own-Source Revenue (PAD) is regional retribution, including market service retribution. Market service retribution is a levy imposed on traders as compensation for the provision of market facilities and services by the local government. Optimizing market retribution revenue not only contributes to increasing PAD but also serves as a source of financing for the administration and development of

the region to improve community welfare [1], [2], [3], [4], [5].

In order to increase PAD, the local government is striving to improve and manage traditional markets so that they can function optimally as centers of community economic activities. Traditional markets play a strategic role in promoting trade activities, creating job opportunities, and becoming one of the sources of local revenue. Therefore, the implementation of market service fee policies must be carried out effectively to achieve the goal of increasing local revenue.

The Hulu Sungai Utara Regency Government has enacted Regional Regulation Number 12 of 2017 concerning Regional Retribution as the legal basis for the implementation of market service retribution collection. Based on these provisions, retribution is collected as payment for services provided by the local government to the community, particularly traders who utilize market facilities. The implementation of this policy is expected to enhance traders' compliance in paying retribution while also supporting the improvement of service quality and market management.

However, the implementation of the market service retribution policy at Pasar Senin Telaga Silaba, Amuntai Selatan District, Hulu Sungai Utara Regency, still faces various obstacles. Based on initial observations, many traders still do not understand the contents of Regional Regulation Number 12 of 2017, resulting in suboptimal compliance in paying the retribution. In addition, the inadequate condition of the market environment also poses an obstacle in the implementation of the retribution collection. Another issue is the ownership status of some trading locations, which are private land, causing some traders to feel they have full rights over their business premises and refuse to pay the retribution to the local government.

These issues indicate that the success of policy implementation is not only determined by the existence of regulations but is also influenced by the understanding of the target community, environmental conditions, and coordination among policy implementers. According to Van Meter and Van Horn (in Agustino, 2012), policy implementation is an action taken by individuals or groups, whether government or private, aimed at achieving the objectives as established in a policy. Thus, the success of the implementation of Regional Regulation Number 12 of 2017 highly depends on the ability of the local government to execute the policy and the level of compliance among the traders as the target group.

Based on the description, this research aims to analyze the implementation of Regional Regulation of Hulu Sungai Utara Regency Number 12 of 2017 concerning Regional Retribution, specifically the market service retribution at Pasar Senin Telaga Silaba, and to identify the factors that support or hinder its implementation. The research results are expected to provide input for the Hulu Sungai Utara Regency Government, particularly the Department of Industry and Trade, in improving the effectiveness of market service retribution implementation, thereby supporting the increase of Local Revenue and the quality of public services.

2. Materials and Methods

This research uses a qualitative approach with a descriptive research type. The qualitative approach was chosen because it aims to deeply understand the phenomenon of market service retribution implementation based on the conditions occurring in the field. Thru this approach, the researcher obtained data in the form of both oral and written information from the informants involved in the implementation of the policy. The research was conducted holistically by viewing the phenomenon as a whole unit, thereby providing a comprehensive picture of the implementation of Regional Regulation of Hulu Sungai Utara Regency Number 12 of 2017 concerning Regional Retribution at the Monday Market in Telaga Silaba. The descriptive research type is used to describe facts, conditions, and events related to the implementation of market service retribution objectively according to the actual situation [6], [7], [8], [9], [10].

Data collection in this research was conducted through observation, interviews, and documentation. Observations were carried out directly at the research location to obtain a real picture of the process of implementing market service levies and various phenomena occurring in the field [11], [12], [13], [14], [15]. Structured interviews were conducted with informants who are considered knowledgeable and involved in the implementation of market levy policies to obtain in-depth information regarding

policy implementation, obstacles, and influencing factors. Meanwhile, documentation is used to complement the research data through various documents, such as Regional Regulations, reports, archives, and other documents related to the implementation of market service levies.

The data that has been obtained is then analyzed using the Miles and Huberman interactive analysis model, which includes three stages: data reduction, data presentation, and conclusion drawing. Data reduction is carried out by selecting, simplifying, and focusing on data that is relevant to the research objectives. Next, the data is presented in the form of a descriptive narrative, making it easier for researchers to understand the relationships between the obtained information. The final stage is drawing conclusions, which is the process of interpreting the analysis results based on the research findings. The analysis process is carried out continuously throughout the research until valid data is obtained and saturation is reached, allowing for conclusions that align with the empirical conditions in the field.

3. Results and Discussion

The research results indicate that the implementation of Regional Regulation of Hulu Sungai Utara Regency Number 12 of 2017 concerning Regional Retribution, specifically service retribution at Pasar Senin Telaga Silaba, has not yet been fully optimal. The research analysis uses the Van Meter and Van Horn policy implementation model, which includes six variables: policy standards and objectives, resources, inter-organizational communication, characteristics of the implementing organization, environmental conditions, and the disposition of the implementers.

In the variable of policy standards and targets, the clarity indicator shows that the policy implementation is still not optimal because some traders are not yet fully aware of and do not understand the content and purpose of Regional Regulation Number 12 of 2017 regarding market service levies. The lack of socialization has resulted in a low level of understanding among traders regarding their obligation to pay the levy. However, in terms of the size and target policy indicators, the implementation of the retribution collection has been carried out in accordance with the procedures established by the local government, so this indicator can be said to be functioning well.

In the resource variable, research shows that human resources remain the main obstacle in policy implementation. The number of revenue collection officers is still inadequate compared to the vast service area and the number of traders that need to be served, so the revenue collection process cannot be carried out optimally. In addition, non-human resources in the form of facilities and infrastructure are also still inadequate. The limitations of operational facilities, such as official vehicles for field officers and the poor condition of access roads to the market location, also hinder the effectiveness of the retribution collection implementation.

Next, regarding the variable of inter-organizational communication and implementation activities, support from related agencies has been running well through inter-organizational cooperation in supporting the implementation of market retribution. Coordination between agencies has also been carried out, although it still needs to be improved to make policy implementation more effective and integrated. Good communication between organizations is one of the important factors in maintaining the smooth implementation of policies in the field.

In the variable of the characteristics of the implementing organization, the research shows that the policy implementation is carried out by formal organizations that have authority in accordance with their duties and functions. This indicates that the structure of the implementing organization is in accordance with the applicable regulations, thus capable of supporting the implementation of the market service retribution policy.

Meanwhile, in terms of environmental conditions, the social conditions of the community remain a challenge because many traders still do not understand the importance of market retribution as one of the sources of Regional Original Revenue (PAD). From an economic perspective, the community's conditions are relatively supportive because the amount of retribution imposed does not burden the traders too much. However, from a political aspect, the implementation of the policy has not yet received optimal support, which affects its effectiveness.

On the variable of disposition or attitude of the implementers, the research results show that the implementers have a fairly positive response to the market retribution policy. They understand that retribution has benefits for improving market services and regional development. In addition, the implementers also have a good understanding of their duties and responsibilities in implementing the policy, so that the retribution implementation can proceed in accordance with the applicable regulations.

Based on the research results, the factors influencing the implementation of market retribution consist of supporting and inhibiting factors. Supporting factors include inter-agency support in policy implementation, the presence of implementing organizations that are in accordance with their authority, and the relatively supportive economic conditions of the community for the payment of retribution. Inhibiting factors include the still low understanding of traders regarding the policy content, the limited number of retribution collectors, inadequate supporting facilities and infrastructure, and the social conditions of the community that do not yet fully support policy implementation. Therefore, increasing socialization to traders, adding human resources, and providing adequate operational facilities need to be carried out so that the implementation of market service retribution can run more effectively and be able to increase the Original Regional Revenue of Hulu Sungai Utara Regency.

4. Conclusion and Suggestions

The research results show that the implementation of Regional Regulation of Hulu Sungai Utara Regency Number 12 of 2017 concerning Regional Retribution at the Monday Market in Telaga Silaba, Amuntai Selatan District, Hulu Sungai Utara Regency, has not been optimally executed. Based on the analysis using the Van Meter and Van Horn policy implementation theory, there are still several aspects that require improvement. In the variable of policy standards and objectives, the clarity indicator has not been functioning optimally because many traders are still unaware of and do not understand the goals and functions of the market retribution policy. Nevertheless, the indicators of size and targets have been implemented in accordance with the procedures set by the local government. In the resource variable, implementation is still hindered by the limited number of revenue collection officers and the inadequacy of supporting facilities and infrastructure, such as operational vehicles and the condition of the road infrastructure leading to the market location. Meanwhile, in the variable of inter-organizational communication, support and coordination between agencies have been carried out quite well, although the effectiveness of coordination still needs to be improved so that policy implementation can proceed more optimally. From the aspect of the characteristics of the implementing organization, the implementation has been carried out by formal organizations in accordance with their authority. As for the environmental condition variable, social and political conditions still pose obstacles due to the low public understanding of the market retribution policy, while the economic conditions of the community relatively support the implementation of the policy. Next, regarding the implementer's disposition variable, the implementers have a fairly good response and understanding of the market retribution implementation, enabling them to carry out their duties in accordance with the applicable regulations.

This research also shows that the success of policy implementation is influenced by supporting and inhibiting factors. Inhibiting factors include limited human resources, suboptimal inter-agency coordination, low social and political conditions supporting policy implementation, and uneven socialization to the public regarding the importance of market retribution payments. Meanwhile, supporting factors for policy implementation are the relatively adequate availability of supporting facilities and infrastructure, as well as the fairly good economic conditions of the community, which support the implementation of market retribution payments.

Based on the findings of the research, the local government, particularly the Department of Industry and Trade of Hulu Sungai Utara Regency, needs to enhance coordination and synergy with related agencies so that the implementation of market levies can run more effectively. In addition, it is necessary to increase or optimize the number of market fee collectors so that service and supervision in the field can be

maximized. The government also needs to conduct intensive and continuous socialization to all traders regarding the purpose, benefits, and obligations of paying market retribution. With the increased understanding and compliance of traders with the policy, the implementation of Regional Regulation Number 12 of 2017 is expected to run more effectively, increase Local Revenue (PAD), and support the creation of a more orderly, high-quality, and sustainable market management.

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