

IMPLEMENTASI KEBIJAKAN LARANGAN IMPOR BARANG BEKAS DI KOTA BATAM

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ABSTRAK

Kota Batam merupakan wilayah strategis yang termasuk dalam kawasan perdagangan bebas (FTZ). Batam kerap dimasuki barang bekas impor ilegal karena posisinya yang strategis di jalur perdagangan. Pada tahun 2024, tercatat sekitar 30 ton barang bekas masuk ke Indonesia, seperti pakaian, barang elektronik rumah tangga, furnitur dan sebagainya. Larangan terhadap impor barang bekas telah tertuang dalam Peraturan Menteri Perdagangan Nomor 18 Tahun 2021. Peredaran barang tersebut menimbulkan dampak sosial, ekonomi, dan kesehatan. Penelitian ini bertujuan untuk mengkaji performa implementasi kebijakan larangan impor barang bekas di Kota Batam, berdasarkan model implementasi Van Meter dan Van Horn dengan fokus pada karakteristik organisasi pelaksana, disposisi atau sikap pelaksana dan kondisi sosial ekonomi politik. Peneliti menggunakan pendekatan kualitatif deskriptif, dengan metode pengumpulan data berupa wawancara, observasi, dan dokumentasi. Dengan menggunakan model Van Meter dan Van Horn meliputi enam indikator Implementasi Kebijakan, yaitu standar dan sasaran kebijakan, sumber daya, karakteristik organisasi pelaksana, disposisi pelaksana, komunikasi antarorganisasi, serta kondisi sosial, ekonomi, dan politik. Berdasarkan hasil temuan, pelaksanaan kebijakan belum mencapai hasil yang maksimal. Beberapa hambatan yang ditemukan antara lain keterbatasan sumber daya manusia dan anggaran, kurangnya koordinasi antarlembaga, serta belum optimalnya dukungan dari pelaksana kebijakan. Selain itu, ketergantungan masyarakat terhadap barang bekas serta status Batam sebagai kawasan perdagangan bebas membuat pengawasan menjadi lebih sulit. Masih adanya jalur masuk tidak resmi juga memperlemah pengendalian. Berdasarkan temuan tersebut, diperlukan upaya penguatan kerja sama lintas lembaga, peningkatan pengawasan, serta sosialisasi kepada masyarakat agar kebijakan ini dapat berjalan lebih efektif dan berkelanjutan.

Kata Kunci: Implementasi Kebijakan, Barang Bekas Impor, Kawasan Perdagangan Bebas, Batam.

IMPLEMENTATION OF THE POLICY ON THE IMPORT BAN OF SECOND-HAND GOODS IN BATAM CITY

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ABSTRACT

Batam City is a strategic area located within a Free Trade Zone (FTZ). Due to its location along major trade routes, Batam is often used as an entry point for illegal imports of second-hand goods. In 2024, approximately 30 tons of second-hand items such as clothing, household electronics, and furniture were brought into Indonesia. The import of such goods is officially prohibited under Ministry of Trade Regulation Number 18 of 2021. The circulation of these items has caused social, economic, and health-related impacts. This study aims to assess the performance of the implementation of the second-hand goods import ban policy in Batam City, using the Van Meter and Van Horn policy implementation model. The focus is placed on the characteristics of the implementing organization, the disposition of implementers, and the socio-economic and political conditions. A descriptive qualitative approach was employed, with data collected through interviews, observations, and documentation. The study applies six variables of the Van Meter and Van Horn model: policy standards and objectives, resources, characteristics of the implementing agency, disposition of implementers, inter-organizational communication, and the social, economic, and political environment. The findings show that the policy implementation has not yet achieved optimal results. Several obstacles were identified, including limited human resources and budget constraints, lack of coordination among institutions, and suboptimal commitment from policy implementers. Additionally, public dependency on second-hand goods and Batam's FTZ status make enforcement more challenging. The existence of unofficial entry routes further weakens regulatory control. Based on these findings, strengthening inter-agency collaboration, enhancing supervision, and increasing public awareness are necessary to ensure the policy is implemented more effectively and sustainably.

Keywords: *Policy Implementation, Second-Hand Imports, Free Trade Zone, Batam.*